IMEI Data Provider Partnership Pipeline

SCal Mobile

Strategic Partnership Development

Generated: November 13, 2025

SCal Mobile IMEI Data Provider Partnership Pipeline

Strategic Partnership Development Roadmap

Created: 2025-11-13

Owner: SCal Mobile

Goal: Establish direct partnerships with IMEI data providers to reduce costs and improve service quality

Executive Summary

Based on comprehensive research of GSM Fusion's backend providers, we've identified 21+ potential partnership opportunities across 4 tiers:

1. **Tier 1: Official Sources** (Apple GSX, GSMA) - Highest credibility, highest barriers

2. **Tier 2: Enterprise Providers** (DeviceAtlas, Reincubate, CheckMEND) - Established, reliable

3. **Tier 3: B2B API Services** (IMEI.info, IMEI.org, IMEIcheck.net) - Good balance

4. **Tier 4: Carrier APIs** (AT&T;, T-Mobile, Verizon) - Long-term strategic

Phase 1: Immediate Actions (Weeks 1-4)

Priority 1: Quick Wins - Third-Party API Providers

Target: IMEI.info

- • **Why:** Largest TAC database (110M+ checks), established API
- • **Contact:** Via website contact form
- • **Action:** Request API documentation and wholesale pricing
- • **Timeline:** Week 1

- • **Expected Cost:** TBD (contact required)

Target: IMEI.org

- • **Why:** Flexible pricing, multiple payment methods, transparent pricing
- • **Contact:** https://imei.org/api-connect
- • **Action:** Register account, request volume pricing
- • **Timeline:** Week 1
- • **Expected Cost:** $0.05-$0.15 per check

Target: IMEIcheck.net

- • **Why:** 50+ services, webhook support, bulk processing (1000+ IMEIs)
- • **Contact:** https://imeicheck.net/promo-api
- • **Action:** Request demo and pricing for bulk services
- • **Timeline:** Week 2
- • **Expected Cost:** Volume-based (contact required)

Priority 2: Enterprise Validation Services

Target: CheckMEND (Recipero)

- • **Why:** World's largest lost/stolen database, 95+ operators, police records
- • **Contact:** support@checkmend.com
- • **Key Contact:** CEO Steve Shepherd
- • **Action:** Request corporate account information and API pricing
- • **Timeline:** Week 2-3
- • **Expected Cost:** Volume-based pricing
- • **Value Add:** Stolen/lost verification adds credibility to service

Target: Reincubate DeviceIdentifier API

- • **Why:** Apple GSX integration, fraud detection, enterprise-focused
- • **Contact:** enterprise@reincubate.com

- • **Action:** Request commercial token and enterprise module pricing

- • **Timeline:** Week 3-4

- • **Expected Cost:** Free tier available, commercial pricing TBD

- • **Value Add:** Apple device specialization, GDPR compliant

Phase 2: Strategic Partnerships (Months 2-4)

Priority 1: GSMA Partnership

Target: GSMA IMEI Database Access

- • **Contact:** imeihelpdesk@gsma.com

- • **Secondary:** membership@gsma.com

- • **Action Plan:**

  1. Submit partnership inquiry: https://www.gsma.com/solutions-and-impact/industry-services/contact/

  2. Request Industry Services access pricing

  3. Evaluate GSMA Device Check™ for verification services

  4. Explore affiliate membership options

Requirements:

- • Services Agreement with GSMA

- • Annual subscription fees (not publicly disclosed)

- • Compliance with usage restrictions

- • Business-only access

Alternative: DeviceAtlas Partnership

- • Official GSMA partner for TAC/IMEI mapping

- • Clear pricing: $399-$3,990/year

- • Contact: support@deviceatlas.com

- • **Action:** Request pricing for Cloud Premium tier

Priority 2: Carrier Developer Programs

AT&T; Partner Exchange (APEX)

- • **Contact:** DL-APS_API_Services@att.com

- • **Phone:** 855-200-5348

- • **Action:** Join developer program, inquire about unlock API roadmap

- • **Timeline:** Month 2

- • **Strategy:** Position as value-added service partner

T-Mobile DevEdge

- • **Contact:** https://devedge.t-mobile.com/contact

- • **Action:** Register for developer access, submit partnership inquiry

- • **Timeline:** Month 2

- • **Value:** Most developer-friendly carrier platform

Verizon Partner Network

- • **Contact:** vps-care@verizon.com

- • **Action:** Join API Early Access program

- • **Timeline:** Month 3

- • **Note:** Automatic unlock policy (60 days) - focus on verification services

Phase 3: Premium Integrations (Months 4-12)

Target: Apple GSX Access

Pathway 1: Independent Repair Provider (IRP) - Recommended

- • **Contact:** IRP_Applicant_US_CAN@apple.com

- • **Requirements:**

- • Commercial business location (not residential)

- • Apple-certified technician (ACMT)

- • Business domain email

- • Out-of-warranty repair focus

- • **Cost:** FREE to join, certification exams waived

- • **Timeline:** 3-6 months from application to approval

- • **Action Plan:**

  1. Month 4: Assess facility requirements

  2. Month 5: Obtain ACMT certification ($300 or waived)

  3. Month 6: Submit IRP application

  4. Month 7-9: Await approval and complete setup

  5. Month 10-12: GSX API integration

Pathway 2: Self-Servicing Account (SSA)

- • **Contact:** ssa.program@apple.com

- • **Requirements:**

- • Minimum 1,000 Apple devices in install base

- • 25+ repairs per year

- • Credit line with Apple Finance

- • Dedicated workspace and equipment ($10,000-$50,000)

- • **Application Window:** May 1 - November 30 annually

- • **Best For:** If SCal Mobile has large internal device fleet

Pathway 3: GSX Integration Partners (If direct access not feasible)

- • **iGSX Software:** Connects GSX to eCommerce platforms

- • Contact through website: igsx.software

- • Requires valid Apple GSX account

- • 24/7 support, subscription-based

- • **Fixably:** Repair shop management with GSX integration

- • Website: fixably.com

- • Requires existing GSX credentials

Phase 4: Advanced Capabilities (Months 6-18)

Target: Aduna Platform (Carrier Collaboration)

- • **Website:** https://adunaglobal.com
- • **CEO:** Anthony Bartolo
- • **Status:** Launched September 2024 by AT&T;, T-Mobile, Verizon
- • **APIs Available (2025):** Number Verification, SIM Swap Detection
- • **Technology:** Based on CAMARA open-source project (GSMA/Linux Foundation)
- • **Action:** Monitor for unlock/device verification API additions
- • **Strategy:** Position as early adopter for new APIs

Target: Wholesale IMEI Service Providers

UnlockBase (UB Media LLC)

- • **Contact:** info@unlockbase.com
- • **Address:** 120 Madeira Dr NE, Suite 220, Albuquerque, NM 87108, USA
- • **CEO:** John Milton
- • **Features:** Developer API v3.0, partnership with code suppliers
- • **Timeline:** Month 6-7
- • **Action:** Request wholesale partnership terms and API documentation

UnlockMyIMEI

- • **Contact:** Support@Unlockmyimei.com
- • **WhatsApp:** +1 (561) 506-4860
- • **Telegram:** t.me/unlockmyimei
- • **Features:** Full API automation, 300+ services, wholesale pricing

- • **Timeline:** Month 6-7

- • **Action:** Request wholesale account setup and volume pricing

Partnership Outreach Templates

Template 1: Initial Inquiry - API Providers

```
Subject: Partnership Inquiry - High-Volume IMEI Verification Services

Dear [Company Name] Team,

I'm reaching out from SCal Mobile, a device verification and mobile services company processing [X] IMEI checks p

We're currently evaluating enterprise API partnerships to enhance our service quality and are impressed with [spe

We would like to discuss:
1. Wholesale/volume pricing for [X] queries per month
2. API documentation and integration requirements
3. SLA guarantees and uptime commitments
4. Partnership opportunities beyond basic API access

Our technical requirements:
- REST API with JSON responses
- Webhook support for async processing
- Bulk processing capabilities (500-1000+ IMEIs)
- Real-time or near-instant response times

Could we schedule a call next week to explore how we might work together?

Thank you for your consideration.

Best regards,
[Your Name]
[Title]
SCal Mobile
[Email]
[Phone]
```

Template 2: Enterprise Partnership - Established Companies

```
Subject: Strategic Partnership Discussion - Device Ecosystem Services

Dear [Executive Name],

I hope this message finds you well. I'm writing to explore a strategic partnership between SCal Mobile and [Compa

About SCal Mobile:
We operate a professional IMEI verification platform serving [describe customer base]. Our motto is "Buying Compl

Partnership Opportunity:
We're seeking to integrate [Company's Service] as a core data source for our platform. Based on our research, [Co

Proposed Collaboration:
- High-volume API integration ([X] queries/month, growing [Y]% monthly)
- White-label integration options
- Co-marketing opportunities
```

```
- Long-term strategic partnership

We've prepared a partnership proposal and would value the opportunity to discuss how we can create mutual value.

Would you be available for a 30-minute exploratory call next week?

Best regards,
[Your Name]
[Title]
SCal Mobile
Website: [URL]
Email: [Email]
Phone: [Phone]
```

Template 3: Official Programs - Apple GSX, GSMA

```
Subject: Application Inquiry - [Program Name] Partnership

Dear [Program Team],

I am writing on behalf of SCal Mobile to inquire about the [Program Name - e.g., "Independent Repair Provider" or

Company Background:
- Legal Entity: [Full Company Name]
- Business Type: Device verification and mobile services
- Location: [Address]
- Years in Operation: [X]
- Current Services: IMEI verification, device status checking, warranty information

Program Interest:
We are specifically interested in [Program Name] to:
1. [Primary objective - e.g., "Access official Apple device data for warranty and service verification"]
2. [Secondary objective]
3. [Tertiary objective]

Qualifications:
- [List relevant qualifications - certifications, facility, technicians, etc.]
- [Business registrations and licenses]
- [Industry memberships]

Questions:
1. What are the complete requirements for [Program Name]?
2. What is the application timeline and process?
3. Are there any fees or costs associated with the program?
4. What technical integration support is provided?

We are committed to meeting all program requirements and are prepared to make necessary investments in facilities

Thank you for your time and consideration. I look forward to learning more about the program.

Best regards,
[Your Name]
[Title]
[Full Company Name]
[Address]
[Email]
[Phone]
[Website]
```

Partnership Tracking System

Contact Database Structure

Create a spreadsheet or CRM with the following fields:

y Name	Tier	Contact Email	Phone	Key Contact	Status	Next Action	Expected Cost	Notes
	3	Via contact form	-	Not disclosed	Not contacted	Week 1	TBD	Largest
	3	Via api-connect	-	Not disclosed	Not contacted	Week 1	$0.05-0.15	Flexible
ND	2	support@checkmend.com	UK	Steve Shepherd (CEO)	Not contacted	Week 2	Volume-based	Best los
e	2	enterprise@reincubate.com	-	-	Not contacted	Week 3	Free tier + commercial	Apple s
s	2	support@deviceatlas.com	-	-	Not contacted	Week 3	$3,990/year	GSMA
	1	imeihelpdesk@gsma.com	-	-	Not contacted	Month 2	High (annual)	Official
	1	IRP_Applicant_US_CAN@apple.com	-	-	Not contacted	Month 4-6	Free	Out-of-v
	4	DL-APS_API_Services@att.com	855-200-5348	Chad Townes (SVP)	Not contacted	Month 2	TBD	APEX p
	4	Via DevEdge contact form	-	-	Not contacted	Month 2	TBD	DevEdg

Status Tracking Definitions

- • **Not Contacted:** Initial research complete, not yet reached out

- • **Contacted:** Initial email/inquiry sent, awaiting response

- • **In Discussion:** Active communication, gathering information

- • **Proposal Sent:** Formal partnership proposal submitted

- • **Negotiating:** Terms and pricing discussion phase

- • **Contract Review:** Legal review of partnership agreement

- • **Signed:** Partnership agreement executed

- • **Integration:** Technical integration in progress

- • **Active:** Live partnership, ongoing relationship

- • **On Hold:** Paused for specific reason

- • **Rejected:** Partnership not viable

- • **Closed:** Partnership ended

Success Metrics

Phase 1 (Months 1-4):

- • [ ] 3+ API providers contacted and evaluated
- • [ ] 1+ partnership agreement signed
- • [ ] API integration completed and tested
- • [ ] Cost per IMEI check reduced by 30%

Phase 2 (Months 4-8):

- • [ ] GSMA partnership inquiry submitted
- • [ ] Carrier developer programs joined (3/4 carriers)
- • [ ] 2+ enterprise provider partnerships active
- • [ ] Cost per check reduced by 50%

Phase 3 (Months 8-12):

- • [ ] Apple GSX pathway identified and initiated
- • [ ] GSMA access secured (direct or through partner)
- • [ ] 5+ active data provider partnerships
- • [ ] Service quality improved (uptime, accuracy)

Phase 4 (Months 12-18):

- • [ ] Apple GSX access obtained (if applicable)
- • [ ] Carrier API integrations active
- • [ ] Cost per check reduced by 70%
- • [ ] Proprietary data sources established

Budget Estimates

Year 1 Estimated Costs

Category	Low	Medium	High	Notes
Third-Party APIs	$500/mo	$2,000/mo	$5,000/mo	Volume-based, 3-5 providers
Enterprise Services	$3,000/year	$10,000/year	$25,000/year	CheckMEND, DeviceAtlas, Reincubate
GSMA Membership	N/A	$15,000/year	$50,000/year	If direct access pursued
Apple GSX Setup	$300	$5,000	$20,000	Certification + facility if needed
Carrier Programs	$0	$1,000	$5,000	Developer accounts, testing
Legal/Contracts	$2,000	$5,000	$10,000	Partnership agreement reviews
Integration Dev	$5,000	$15,000	$30,000	API integration development
TOTAL Year 1	$16,800	$61,000	$165,000	Wide range based on path chosen

ROI Calculation Example

Current State (via GSM Fusion):

- • Volume: 10,000 checks/month

- • Average cost: $0.08/check

- • Monthly cost: $800

- • Annual cost: $9,600

Target State (Direct Partnerships):

- • Volume: 10,000 checks/month

- • Average cost: $0.03/check (70% reduction)

- • Monthly cost: $300

- • Annual cost: $3,600

Savings: $6,000/year at 10,000 checks/month

Break-even: With $20,000 investment, break-even at ~33 months at current volume

Accelerated Break-even: At 50,000 checks/month, break-even in ~7 months

Risk Mitigation

Risk 1: Partnership Rejection

- • **Mitigation:** Pursue multiple providers simultaneously (5-10 contacts in parallel)
- • **Backup:** Maintain GSM Fusion as fallback provider

Risk 2: High Minimum Volume Requirements

- • **Mitigation:** Start with no-minimum providers (IMEI.org, ImeiCheck.net)
- • **Strategy:** Aggregate volume across multiple services to meet minimums

Risk 3: API Quality Issues

- • **Mitigation:** Test thoroughly before migrating production traffic
- • **Strategy:** Parallel run new APIs alongside existing for validation period

Risk 4: Long Approval Timelines (Apple GSX, GSMA)

- • **Mitigation:** Start applications early (Months 4-6)
- • **Strategy:** Pursue shorter-term partnerships while waiting for long-term approvals

Risk 5: Cost Overruns

- • **Mitigation:** Set strict budget caps per provider
- • **Strategy:** Start with free tiers and prove ROI before upgrading

Next Steps - Week 1 Action Plan

Day 1-2: Setup

1. Create partnership tracking spreadsheet
2. Set up dedicated email: partnerships@scalmobile.com

3. Prepare company overview document (1-pager)

4. Create partnership proposal template

Day 3-4: Initial Outreach

1. Contact IMEI.info - Request API docs and pricing

2. Contact IMEI.org - Register account, request volume pricing

3. Contact IMEIcheck.net - Request demo and bulk pricing

4. Contact DeviceAtlas - Request Cloud Premium pricing

Day 5: Follow-up System

1. Set reminders for follow-up emails (3 days, 7 days, 14 days)

2. Document all responses in tracking system

3. Schedule internal review meeting for end of Week 1

Conclusion

This pipeline provides a structured 18-month roadmap to establish direct partnerships with IMEI data providers, reducing dependency on GSM Fusion and potentially cutting costs by 50-70% while improving service quality.

Immediate Focus: Weeks 1-4 on quick-win API providers (IMEI.info, IMEI.org, IMEIcheck.net)

Strategic Focus: Months 2-6 on GSMA and carrier partnerships

Long-term Focus: Months 4-18 on Apple GSX access and premium integrations

Success requires:

- • Consistent weekly outreach to new potential partners

- • Systematic tracking and follow-up

- • Technical readiness for API integration

- • Budget allocation for partnership investments

- • Patience for long-approval processes (Apple, GSMA, carriers)

The hybrid approach of maintaining GSM Fusion while building direct partnerships provides safety and flexibility during the transition period.