

TWO CHANNELS · ONE CATALOGUE

Retail stores use the POS. Apps and websites use the Partner API.

Customers buy SIMs in your shop, your app or your website. You set the retail price and you collect the payment. anlander SOLUTIONS deducts the wholesale price and activates the eSIM or physical SIM.

Two channels, one account

Sell in-store only, in your app or website only, or both. One catalogue and one wallet — no second account.



CHANNEL 1 • RETAIL STORE

Customers buy in your shop • Retail POS

1. Staff log in, open the SIM page on the POS, pick the destination and plan, and see your cost.
2. Collect the retail price from the customer — cash, FPS, whatever you accept.
3. eSIM: the system returns a QR code to show or print on a receipt.
4. Physical SIM: scan or type the ICCID; the plan is written to that card, then hand it over.
5. The same account checks cards, reprints receipts, tops up the wallet and orders blank SIMs.



CHANNEL 2 • APP DEVELOPERS / WEBSITE OWNERS

Customers buy in your app or website • Partner API

1. Pull the catalogue: plans, days, data, suggested retail and your cost.
2. The customer pays in your app or website, through your own payment provider.
3. Call the API to place the order. The eSIM QR image comes back; deliver it on any channel.
4. With a physical SIM's ICCID, the same order call writes the plan to that card.
5. Sandbox: real catalogue, simulated activation — integrate and test first.

Why work with us

You have the customers and the channel. We have the catalogue, the wholesale price and the activation. The money stays with you.

You decide

You set the retail price and run your own checkout. Suggested retail is only a guide — sell above it and the difference is yours. Shops take cash, apps take their own payments; we never touch your customer's money.

We activate

eSIM orders return a QR image and activation code. Physical SIMs are written to the card you provide. No supplier contracts, no stock of different plans to hold.

How the money stays with you

1 You price and collect → 2 Order only after the customer pays → 3 We deduct wholesale and return the QR → 4 You deliver it on any channel.

One catalogue

No separate accounts for in-store and online. One prepaid wallet, one set of plans, eSIM and physical SIM together. Shops use the POS, apps and websites use the API — or both.

See your numbers

The POS and the API catalogue both show your cost. See the wholesale price first, then decide what to sell.

Who does what

You: screens, payment, pricing, customer service, which plans to list.

anlander SOLUTIONS: catalogue, wholesale price, activation, suppliers, wallet reconciliation, API support.

How big is the catalogue

Full-catalogue snapshot, 2026-10-12. Your account sees only the plans and cost it is authorised for. Retail stores and apps/websites share this catalogue.

9,600+

plans in the catalogue

Your actual list depends on your authorisation

155

countries / regions

Destinations that appear in the catalogue, listed below

eSIM

+ physical SIM

One wallet one catalogue

- Afghanistan
- Albania
- Algeria
- Andorra
- Anguilla
- Antigua and Barbuda
- Antilles
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Benin
- Bhutan
- Bosnia and Herzegovina
- Brazil
- British Virgin Islands
- Brunei
- Bulgaria
- Burkina Faso
- Cambodia
- Canada
- Cayman Islands
- Chad
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Cyprus
- Czechia
- Côte d'Ivoire
- DR Congo
- Denmark
- Dominica
- Ecuador
- Egypt
- El Salvador
- Estonia
- Ethiopia
- Faroe Islands
- Fiji
- Finland
- France
- French Guiana
- Gabon
- Georgia
- Germany
- Ghana
- Gibraltar
- Greece
- Grenada
- Guadeloupe
- Guam
- Guatemala
- Guernsey
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iraq
- Ireland
- Isle of Man
- Israel
- Italy
- Jamaica
- Japan
- Jersey
- Jordan
- Kazakhstan
- Kenya
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Mauritius
- Mexico
- Moldova
- Mongolia
- Montenegro
- Montserrat
- Morocco
- Nepal
- Netherlands
- New Zealand
- Nicaragua
- Niger
- Nigeria
- North Macedonia
- Northern Mariana Islands
- Norway
- Oman
- Pakistan
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Qatar
- Republic of the Congo
- Romania
- Russia
- Rwanda
- Réunion
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and the Grenadines
- Saudi Arabia
- Senegal
- Serbia
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- South Africa
- South Korea
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Tunisia
- Turks and Caicos Islands
- Türkiye
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vietnam
- Zambia

Once your sandbox is open, **GET /products** returns your own list and your own cost. The full-catalogue figures are the upper limit.

How easy are the POS and the API

Retail stores can sell the same day. Apps and websites get a sandbox — real catalogue, simulated activation — to integrate first.

THE POS

Staff log in and sell — no code

Open the SIM page on the POS. Three steps: pick a plan, scan the ICCID or choose eSIM quantity, submit. Receipts, card lookup and top-ups live in the same account.

1. Open an account and fund the prepaid wallet.
2. Log in, open the SIM page, pick region and plan, see your cost.
3. Take the customer's payment and submit. eSIM shows a QR instantly; physical SIMs are written after scanning.

Sell same day

Scan to activate SIMs

Printable receipts

THE API

Four calls to integrate

Base: api.solutions.anlander.com/api/partner/v1. You use your own checkout. A successful order returns the QR image.

1. GET /products — SKU, days, data, suggested retail, your cost
2. The customer pays in your app or website
3. POST /orders — API key, HMAC, Idempotency-Key; timeout ≥ 120 s
4. Get the QR / activation code / ICCID; reconcile with webhooks

Same-day sandbox

sk_test_ never charges

60 req/min

HKD



Sample QR
opens the about page

A successful order returns the same kind of square image (qrcode_url). This sample links to solutions.anlander.com/about/en — it is not an activation code. The full spec is on the "Ask your AI" page.

An EV charging map app selling eSIMs on its own screens



buy.ev-boy.com/Campaigns/eSIM/ on mobile. Mainland China from HK\$39, overseas such as USA 9 days HK\$89 — retail prices they set themselves. Days, data and networks come from the catalogue; the QR image comes from the API, and they choose how to deliver it.

How fast can you start selling

1 • Open an anlander SOLUTIONS account

Wallet plus authorised plans. You see your own cost, not one flat price for the whole catalogue. Retail stores can sell on the POS the same day.

2 • Same-day sandbox (apps / websites)

Get an sk_test_ key on apisetup. Try the catalogue, test orders and webhooks. Fixed balance, never charges real money.

3 • Connect to your checkout

POST /orders only after the customer has paid. Client timeout ≥ 120 s. Retrying with the same Idempotency-Key never issues two SIMs.

4 • Go live

We issue sk_live_. Top up your wallet, start selling, and keep the difference between retail and cost.

Let AI judge how easy this API is to integrate

```
PRODUCT: anlander SOLUTIONS Partner API v1
BASE: https://api.solutions.anlander.com/api/partner/v1
AUTH: Authorization: Bearer sk_live_ or sk_test_
SIGN (money calls): HMAC-SHA256
  message = "{timestamp}.{METHOD}.{path}.{Idempotency-Key}.{raw_body}"
  header X-Timestamp (unix sec, skew <= 300s) + X-Signature hex
CATALOG: GET /products
  fields: sku, name_zh, days, data, coverage[], networks[],
  msrp (suggested retail HKD), cost (YOUR wholesale HKD)
  full catalog ~9600 SKUs / 155 countries (2026-10-12);
  your key sees only the plans and tier you are allowed
ORDER: POST /orders
  body: {sku, external_order_id?, language?}
  headers: Bearer + Idempotency-Key (8-64) + signature
  201: order_id, iccid, qrcode_url, confirmation_code (LPA)
  client timeout >= 120s
  same key retries replay; do not double-charge
WEBHOOK: order.completed | order.refunded | order.provision_failed
SANDBOX: sk_test_self-serve, real catalog, fake issue,
  balance fixed 10000 HKD
  force errors: SANDBOX_FAIL, SANDBOX_SUPPLIER_DOWN,
  SANDBOX_INSUFFICIENT
ALSO: GET /orders/{id}, GET /balance, GET /sims/{iccid}
YOU: take end-user payment, set retail, deliver the QR image
  any channel you want
anlander SOLUTIONS: deduct cost from your prepaid wallet, return image
```

Prompt (paste together with the left column)

You are a senior app backend engineer. Using only the spec on the left, estimate:

- 1) Integration difficulty for a small team, 1–5
 - 2) Days to a sandbox MVP (catalogue + test order + webhook)
 - 3) Extra days to go live
 - 4) Main risks (timeout, HMAC, idempotency)
 - 5) The minimum set of endpoints to integrate
- Assume we already have our own payment flow. Be specific, no filler.

Self-serve setup: solutions.anlander.com/apisetup.html

Production: api.solutions.anlander.com · v2.20.2

Overview: solutions.anlander.com/about/en



Want to see the real cost for your account? We'll open a sandbox for you.

Reply to this PDF, email or WhatsApp us. Test keys can be ready the next working day.

Email	solutions@anlander.com
WhatsApp	+852 6369 6869
About	solutions.anlander.com/about/en
API	api.solutions.anlander.com/api/partner/v1



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