

 Network  
2020



Shaping the next  
generation in mobile



Network  
2020



# Welcome

Henry Calvert  
Head of Network 2020  
**GSMA**



# Universal Profile Momentum

- The GSMA today announced the latest global operators to commit universal profile worldwide.
- Universal RCS Profile Backed by 47 Operators and Leading Handset Manufacturers; Service Will Deliver Enhanced Communications Experiences to Customers Globally
- These operators are joined by leading handset manufacturers Huawei, LG Electronics, Samsung Electronics and ZTE, as well as mobile OS provider Microsoft



# Future of Mobile Communications report

- New Report Highlights Growing Demand for Operator-led Advanced Communications Services Such as Pre-Calling, Instant Messaging and Real-time Video
- The research, surveyed 4,045 participants from China, India, Spain and the United States about their use of traditional mobile operator voice and SMS services, as well as internet-based messaging services



# Future of Mobile Communications report



- More from Philip Cooper
- Copies available here
- More online at [gsma.com/newsroom](http://gsma.com/newsroom)



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# RCS the path to 3.5 billion users

Kobus Smit  
Head of Voice and Messaging Products  
**Deutsche Telekom**

A background image showing a man in the foreground holding a smartphone to take a photo of a woman in the background. The scene is outdoors, possibly at a social gathering. The woman is smiling and looking towards the camera. The man is wearing glasses and has a beard. The smartphone is a white HTC model. The overall atmosphere is bright and sunny.

# THE PATH TO 1 BILLION USERS FORGING THE WAY TO GLOBAL SUCCESS FOR RCS AND IP COMMS

MWC Asia, Shanghai, 28.06.2016  
Kobus Smit, Deutsche Telekom AG

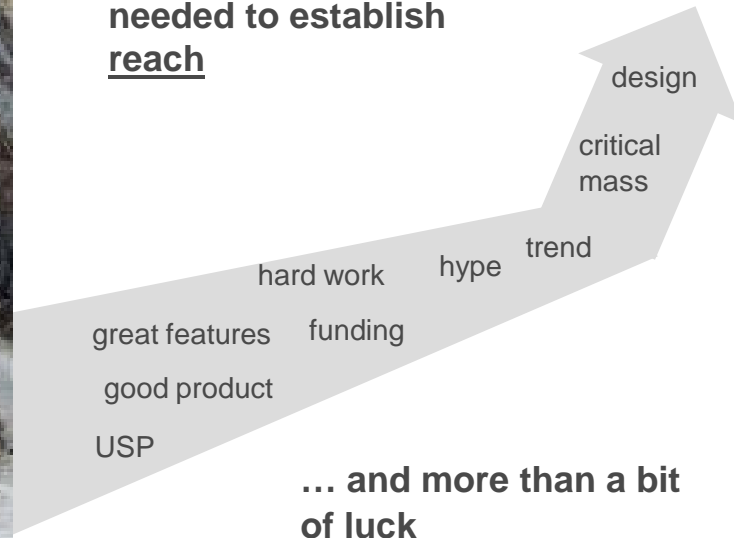


LIFE IS FOR SHARING.



# SUCCEEDING WITH OTT COMMS IS HARD

Several factors are  
needed to establish  
reach





## MNO'S ALWAYS HAD AN „UNFAIR ADVANTAGE“

1. massive established user base
2. native integration in handsets
3. global reach (via interconnect)

**...but we are struggling with the  
transition to IP Comms**





# THERE IS AN UNIQUE OPPORTUNITY FOR RCS

1. partnering with Google for Android (announced @MWC Feb16)
2. faster penetration
3. simpler interconnect
4. attractive end user and developer offerings

**...to fully realise it though,  
Operators need a mind shift**



**COMMUNICATION IS NO  
LONGER A SERVICE –**

**IT IS A PLATFORM**

- Digital life happens inside and on top of Messaging
- delighting end user messaging attracts businesses
- messaging as new business/customer interaction pivot
- Voice and Video will follow suit





## OPERATORS CAN SUCCEED AT PLATFORM COMMS

but to do so we need to

- settle (regional) differences now
- accelerate deployment and interconnect
- simplify, simplify, simplify



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# The Future of Mobile Communications

Philip Cooper  
Partner  
**Context Consulting**

Philip Cooper, *Partner*

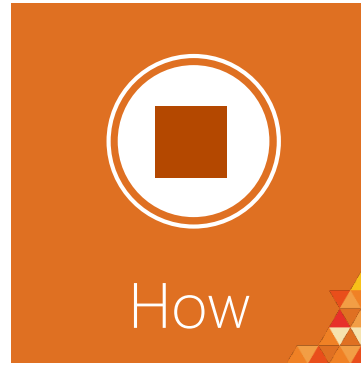




# Consumers want simplicity



Functional vs. emotional

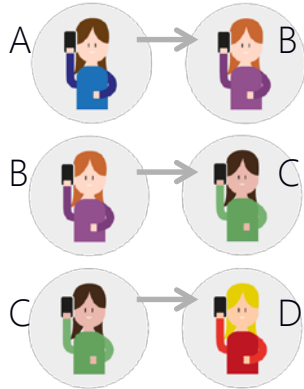
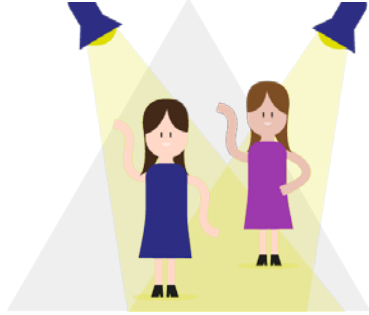


SMS, video, voice,  
photo, stickers



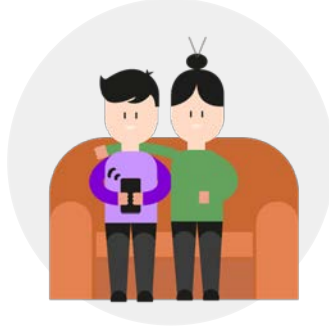
Parents, friend, group of  
friends, businesses

## Organise night out



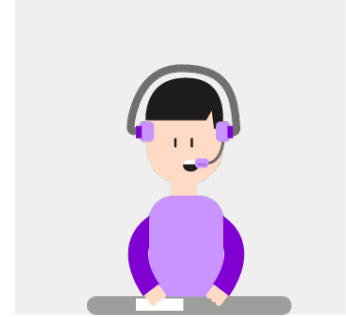
Multiple calls

## Tell parents you're late



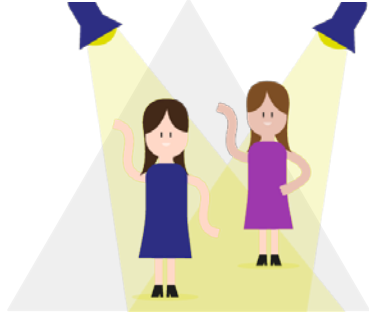
SMS

## Make a complaint



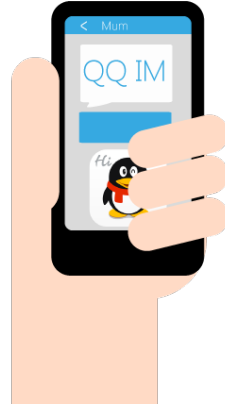
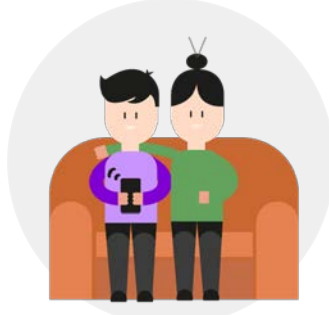
Voice call

Organise night out



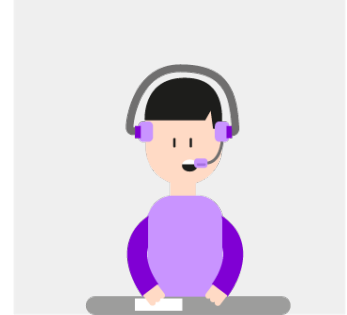
Stickers via WeChat  
and share a location

Tell parents you're late



QQ IM

Make a complaint



Voice call





Consumers

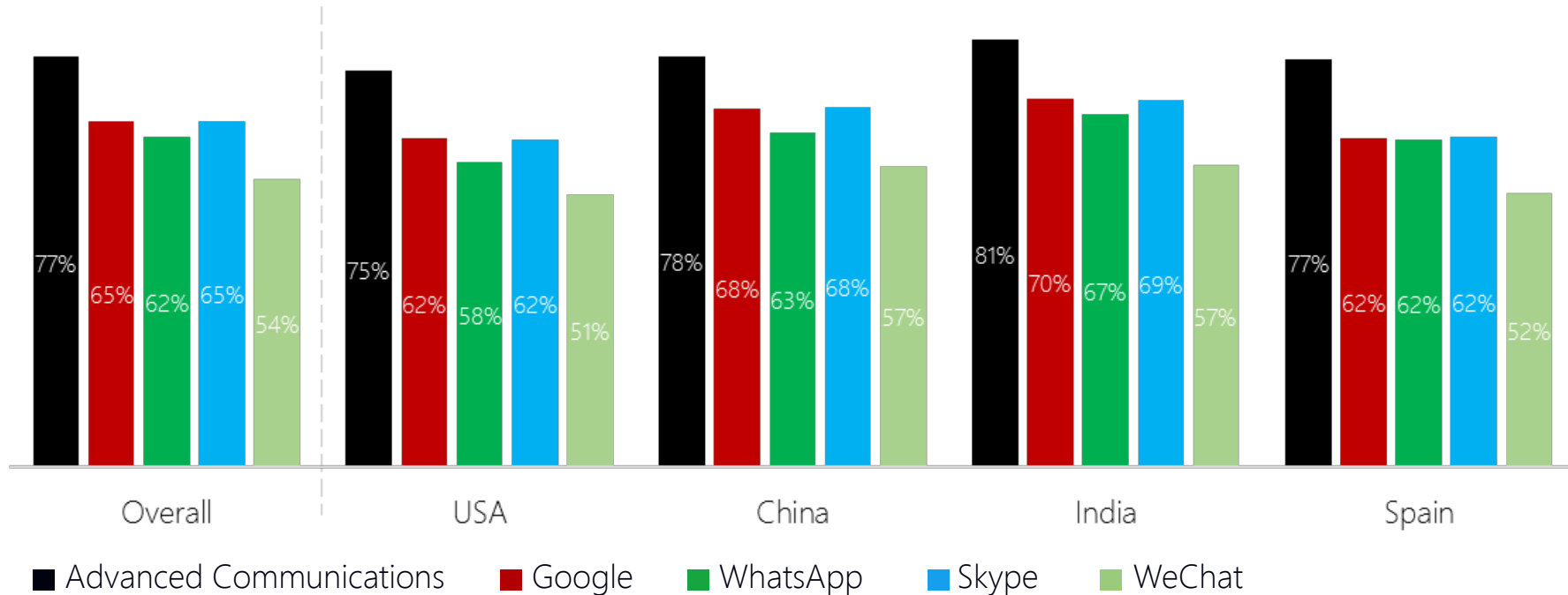
Communication Complexity

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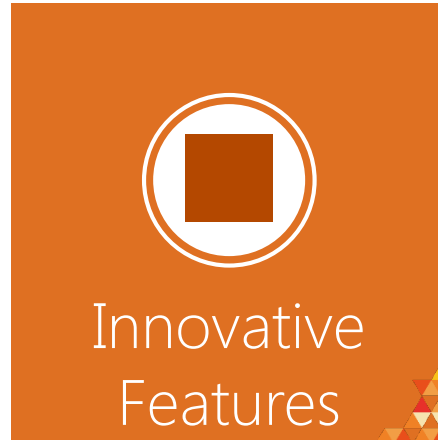
Lost Relationships

Operators

# Advanced Communications is the most appealing service



# Advanced Communications



# Thank you

[Philip.cooper@context-consulting.co.uk](mailto:Philip.cooper@context-consulting.co.uk)



**CONTEXT  
CONSULTING**



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RCS the path to  
3.5 billion users



## ***Moderator: Kobus Smit, Head of Voice and Messaging Products; Deutsche Telekom***

- Marijn Kuijpers  
Product Director, **Xura**
- Wenyu Dong  
Project Manager, **China Mobile Research Institute**
- Jacqueline Kang  
BD director of DINGTALK, **Alibaba Group**
- Zhu Jinyun  
Senior Vice President, CEO of Cloud Computing & IT  
Product Operation, **ZTE Corporation**



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Zhu Jinyun  
Senior Vice President, CEO of Cloud  
Computing & IT Product Operation  
**ZTE Corporation**





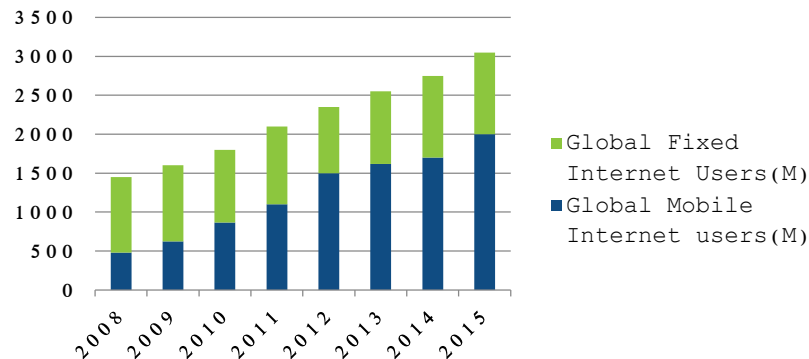
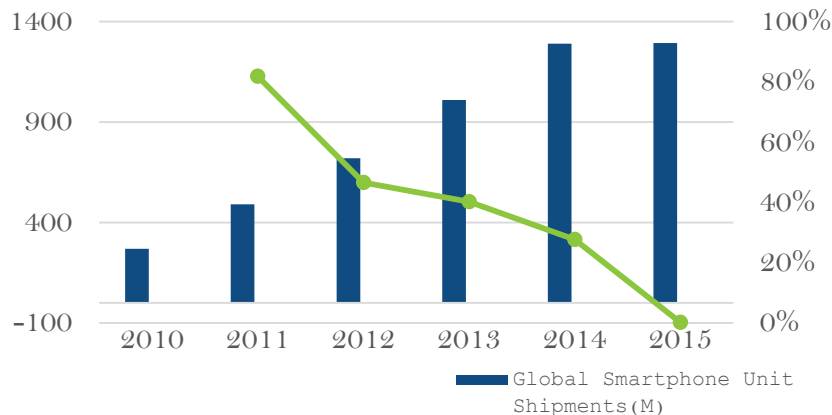
# M-ICT Era: Future with RCS

- Jinyun Zhu, SVP of ZTE, Cloud & IT Department

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*ZTE Network 2020 Perspective for GSMA MWC · Shanghai 2016*

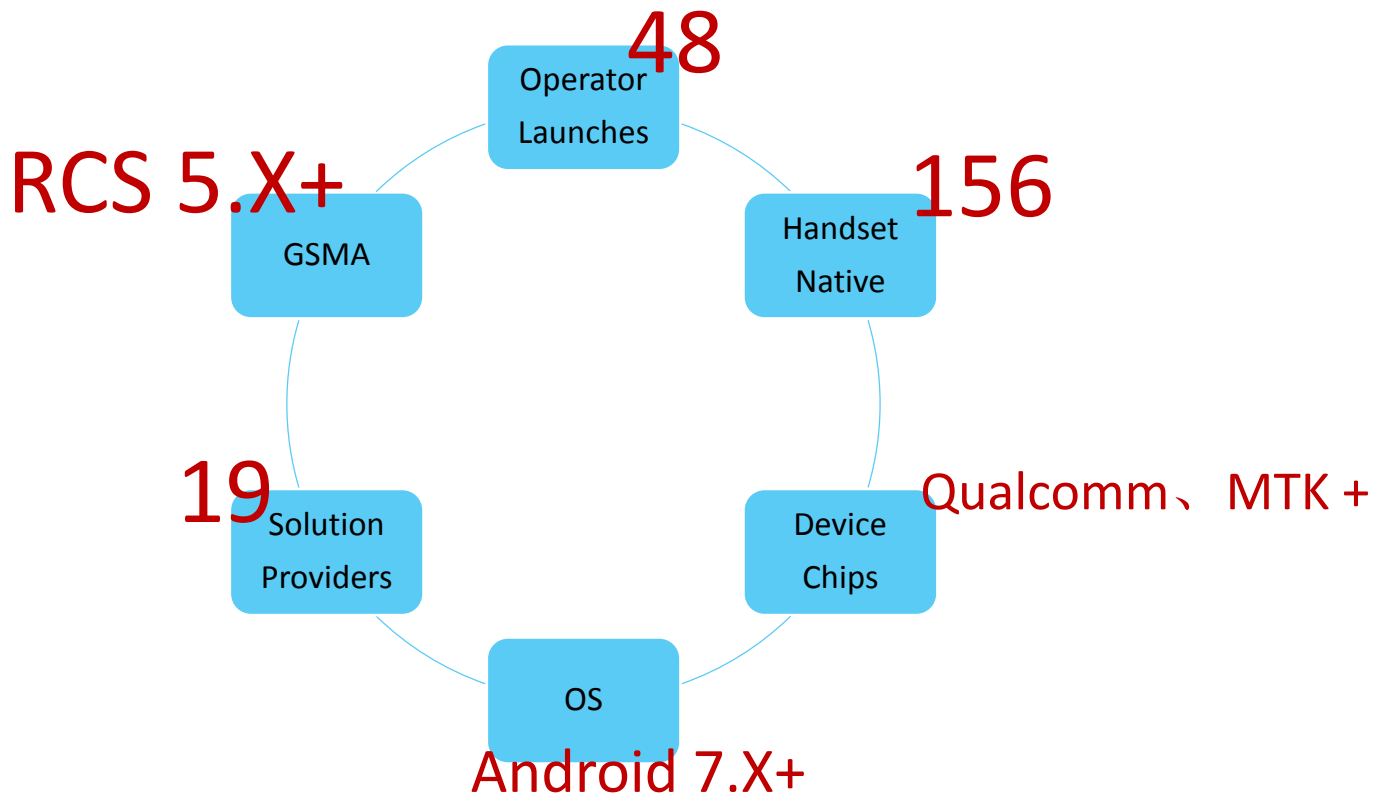
# RCS WORTH THE WAIT WITH GLOBAL INTERNET ENORMOUS USERS



- The global smart phone and tablet began to grow rapidly in multiple models since 2010
- In 2015, 539 million smart phones soled and Over 920 million smart phones owned in china,
- The Smart phone penetration rate has exceeded 70%.
- The amount is expected to reach 1200 million by the end of 2018.

- Over 3 billion global Internet users by the end of 2015 including 2 billion mobile internet users
- Average CAGR is 10%
- The subsequent demand for smart devices will remain strong.

## RCS ECOSYSTEM IS FORMING ... ..



# RCS POSITIONING

## NEXT GENERATION COMMUNICATION PLATFORM

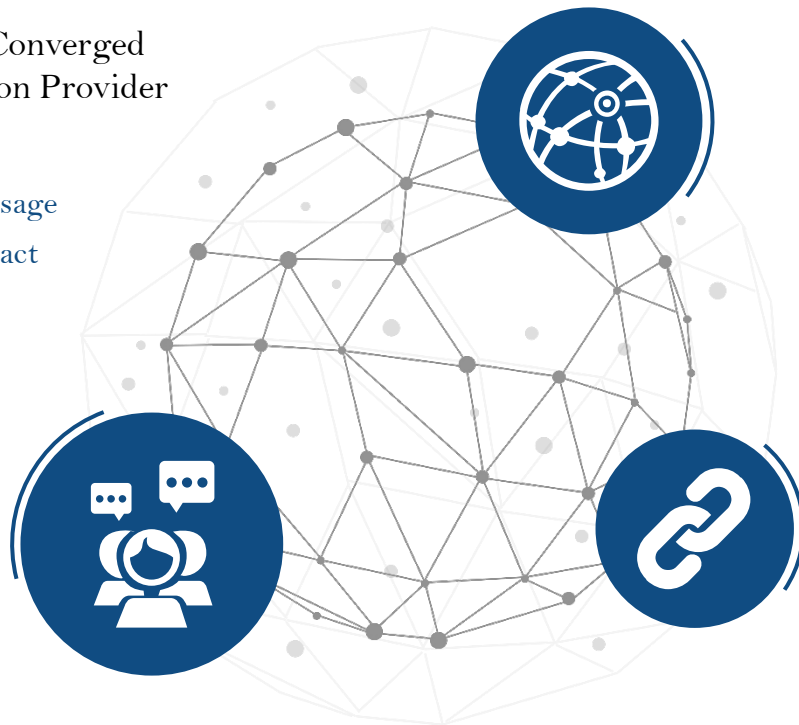


Advanced & Converged  
Communication Provider

Enhanced Call

Enhanced Message

Enhanced Contact



Enhanced  
Service Entrance

Entertainment

Daily-Life Event

Visualized Personal Assistant



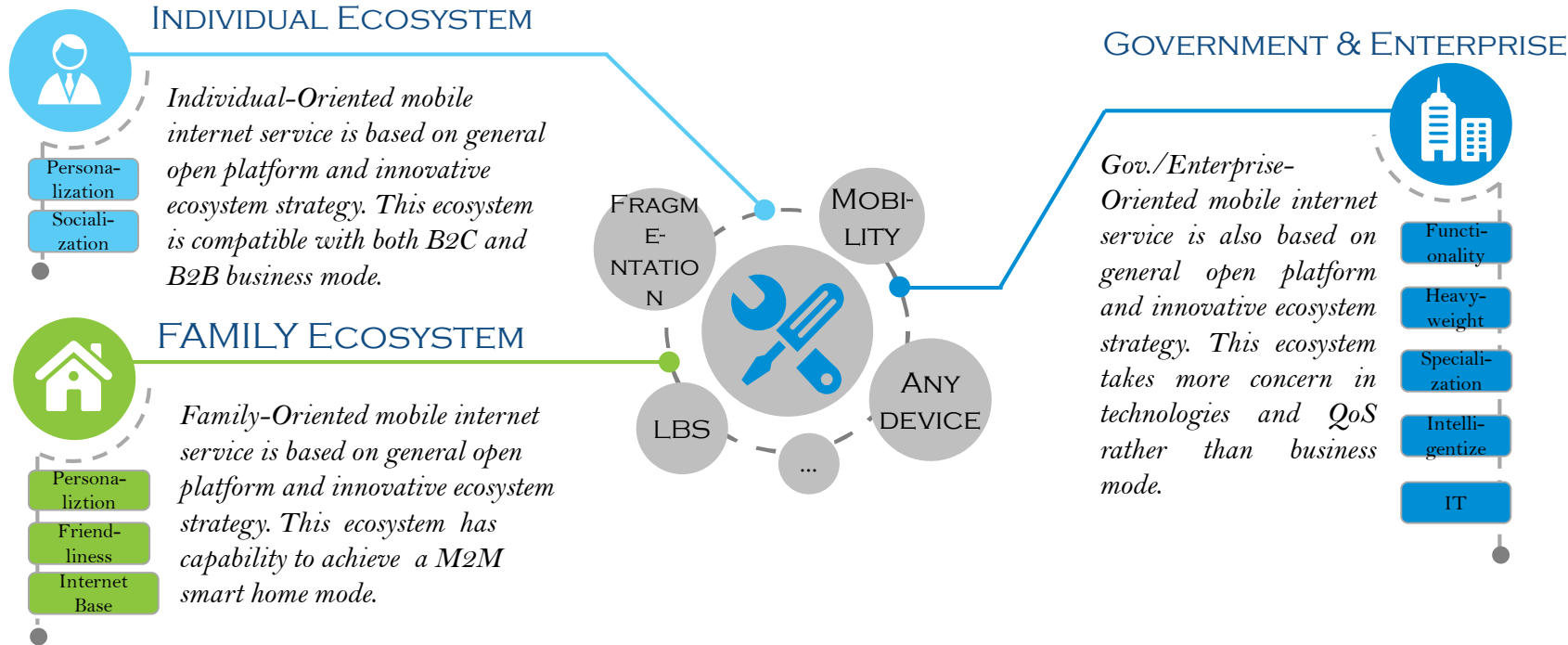
Service Openness

Basic Telecom Capability

Enterprise Capability

Smart Life

# TRI - ECOSYSTEM BASED ON RCS OPEN PLATFORM



# INDIVIDUAL ECOSYSTEM INDIVIDUAL SERVICES TRANSFORMATION



MESSAGE  
SERVICE



VOICE SERVICE

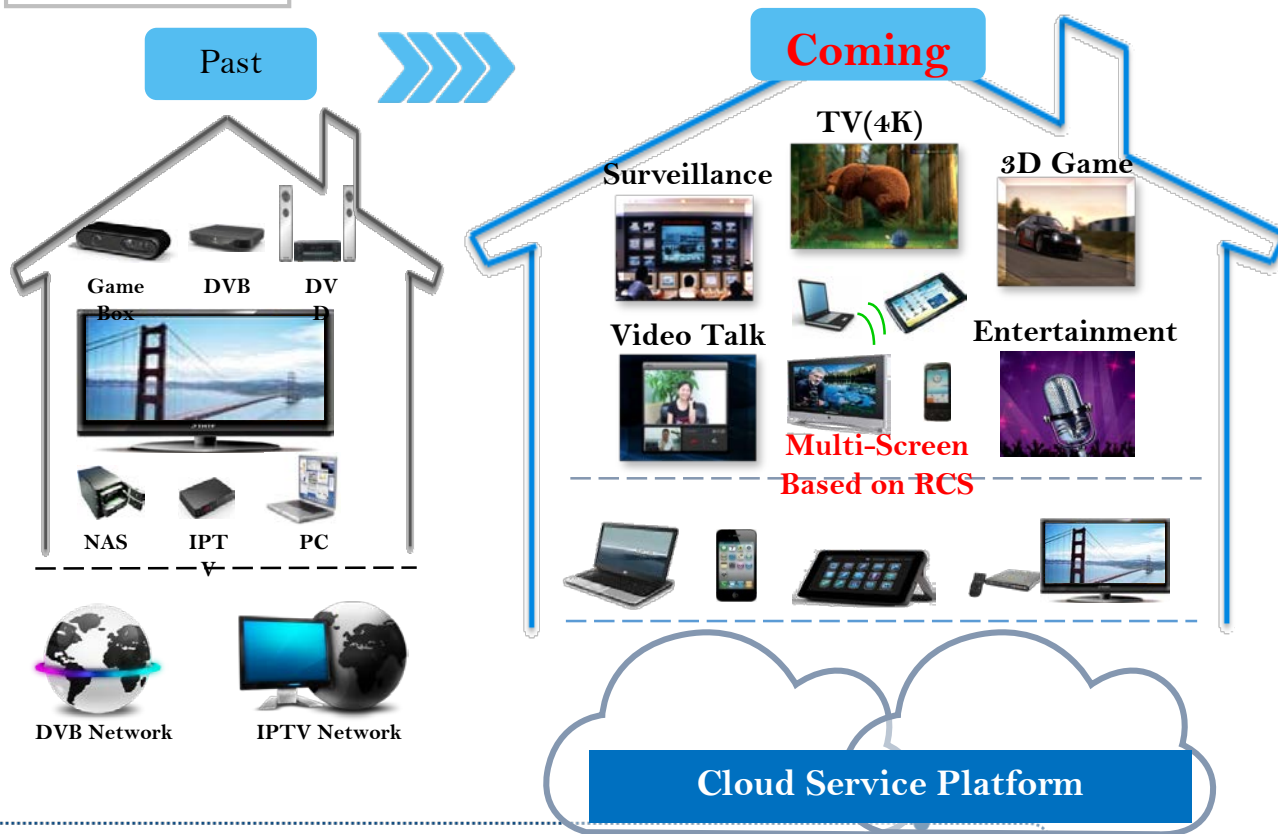


BSS SERVICE



CP/SP SERVICE

# FAMILY ECOSYSTEM SERVICE FORM CLOUD TO HOME



## INTEGRATED MULTI-SCREEN CLIENT:

- Messaging interworking
- Video call interworking
- Conference interworking
- Video message
- Content sharing
- Video recommendation

1

Multi-Screen communication across terminal by RCS

2

RCS enrich multi-screen service experience

3

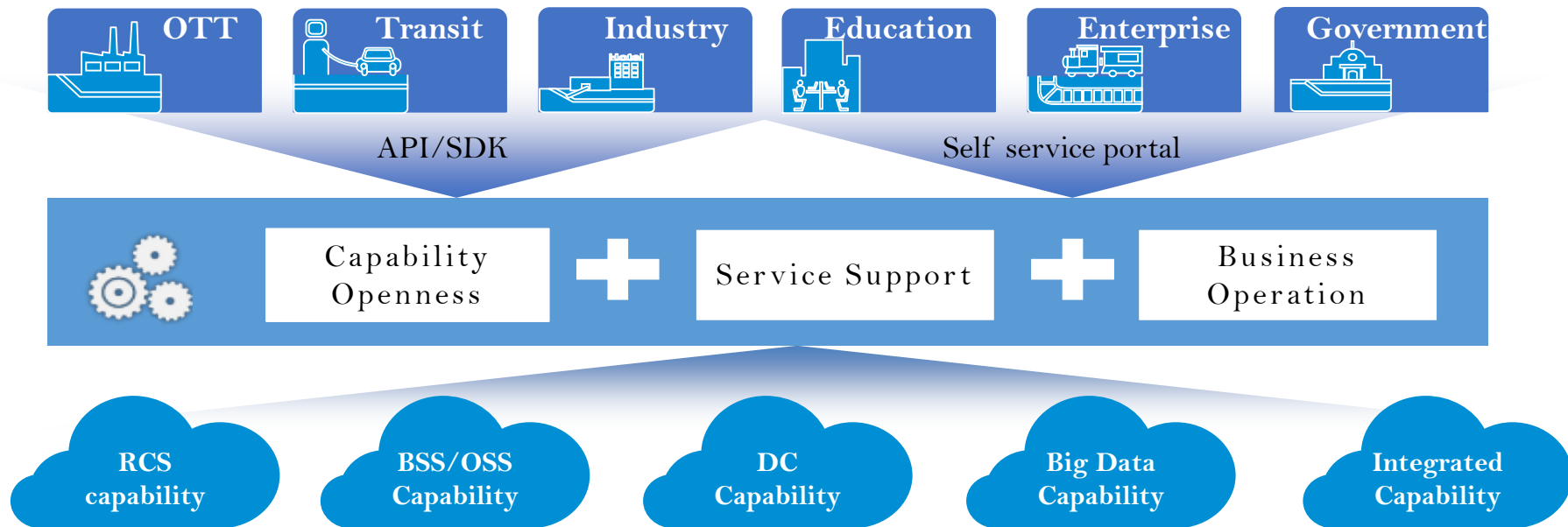
RCS grab Multi-screen service entrance



# ENTERPRISE ECOSYSTEM

## COOPERATIVE OFFICE SERVICE BASED ON RCS OPENNESS

Expanding capability set | Construction service system | Multiple business model | Assist in commercial operation



CT COMMUNICATION

CALL

NEW

GAME  
NICE  
CAP  
PAC  
H  
I  
T  
Y

MESSAGE

RICH

INTELLIGENCE  
SUITS ACCESS

IT  
LEVEL

PR  
IVA  
CY

TELE  
COM

Mo  
CONTACT

VR

CLOUD  
UNIFIED

S  
ECURITY  
CONTROL  
O2O  
ERA

RF  
IEND

E  
SIM  
RMS

B  
SUPPORT  
SYSTEM

C  
VIDEO  
RBT  
SMS  
MANAGEMENT

M  
EDIAS

SERVICE DELIVERY  
SDKS  
MUCH

STORE QUALITY SMART  
MMS UNIBQUITOUS  
1ST PROVIDER  
GREAT  
ADVANCED

MEDICAL

CONVERGED  
EXP  
OFFICE

M-ICT DATA  
DAILY

MULTI API INFO  
PLATFORM NETWORK  
INTERCONNECTION  
3RD  
GIOT  
ECOSYSTEM

QoS  
SOCIAL  
TECH  
NOLOGY  
COMPATIBLE  
FRIENDLY

NEW ENTERPRISE  
INDIVIDUAL EXTRAORDINARY ASSIST  
THREAT E-COMMERCE  
DUAL

GOV

SPECIAL

FUN

GLOBAL

GAY

CIRCLE  
FRAGMENTS  
FREE

OPEN

- Inevitable
- Promising
- Future

ZTE中兴 | AnyService

# THANK YOU

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ZTE中兴

*June. 2016*





# Network 2020



Jacqueline Kang  
BD director of DINGTALK  
**Alibaba Group**



# DingTalk

## DT+CT to redefine the Communication and collaboration for SMES

Jacqueline KANG  
DingTalk, Alibaba Group

**To make it easy to do business anywhere**



# Our Vision: Building the Future Infrastructure of Commerce

## MEET

Enabling millions of commercial and social interactions



## WORK

Empowering our customers with data and infrastructure to manage their business



## LIVE

To become central to everyday lives



@ Alibaba

# Our Thriving Ecosystem



Participants in our ecosystem are invested in our growth and success



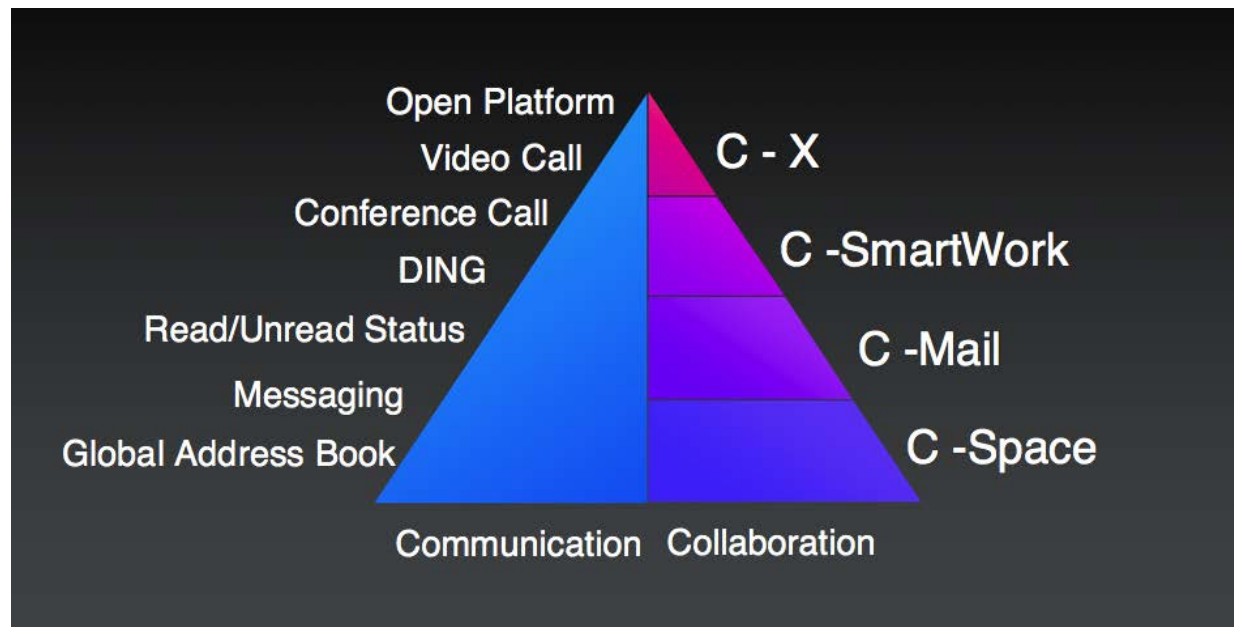


## DingTalk

Redefine Communication & Collaboration

- 让工作更高效，简单，快乐

**Make work to be more efficient, simple and happy**





## Global Address Book

The organization structure in a glance  
One step to find the right contact  
Say good bye to your paper phone book

Even the new guy can find right contact easily

Global Address Book



钉钉 - 湖畔之家 - 云盘 - 企业公共 - 钉钉教程 - 用户教育素材 (用户运营提供) 里面已经更新了截至到目前为止2.1版本的更新点汇总, 请大家知晓! 后期如果有更新的消息, 再同步大家!

## DING Message

Send your important message in text or audio

You can even DING contacts without DingTalk app installed !

The most reliable message delivery guarantee tool in the world

A must-have app for meeting organizer

**DING!**



## Conference Call

Conference call for up to 16 peers

Phone bills for business, no fee for employees

High quality audio call with advanced technologies

Instant conference call

Conference Call

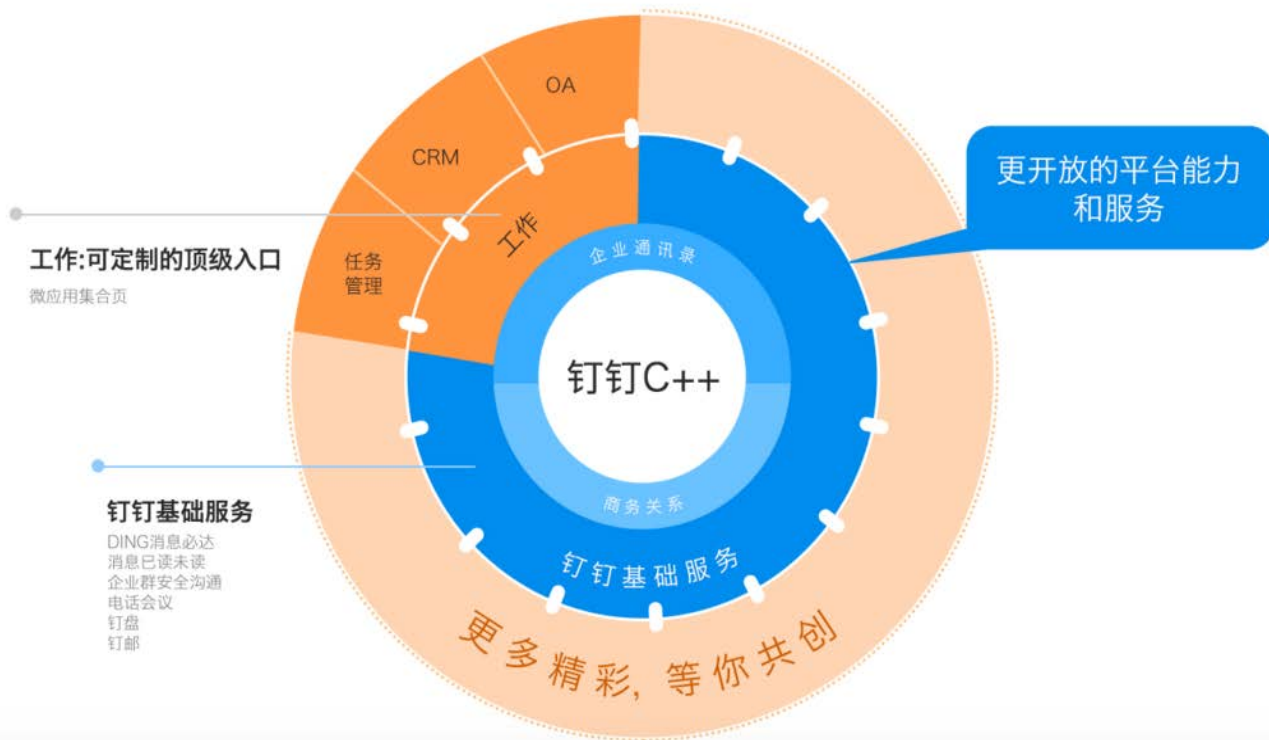
## 中华人民共和国工业和信息化部



Supported by MIIT & 3 major telecom operator: Stable and High-Quality Network  
DingTalk is providing the most efficient way to improve communication and collaboration for small and medium enterprises.

## Open Platform

# 钉钉C++，和你一起共创精彩





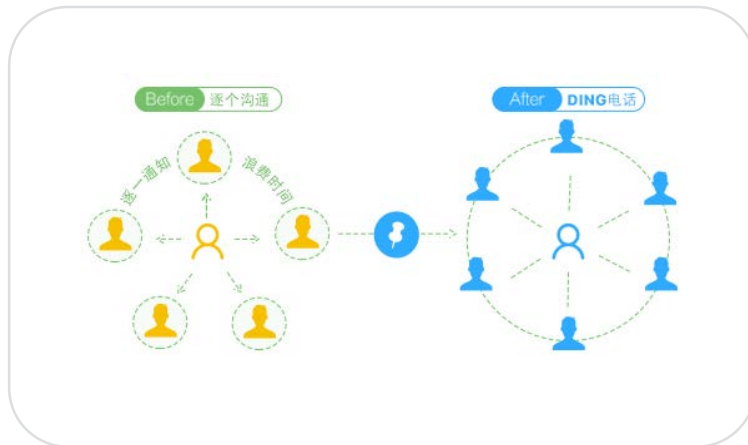
# Country-wide Lost Kid Emergency Publish System





Wang Xi – Formax JRQ ([www.jrq.com](http://www.jrq.com))

「时间就是金钱，效率就是生命。钉钉，为我们提供了贴心且便捷的沟通平台。」



「Time is money, Efficiency is life. Thanks DingTalk for providing such a good service.」

Fosun Group, largest private investment group company in China, 38,000 + employees globally



The screenshots used here has been authorized by Fosun Group





THANKS FOR ATTENTION

[yanrong.kyr@alibaba-inc.com](mailto:yanrong.kyr@alibaba-inc.com)

<http://www.dingtalk.com>



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Wenyu Dong  
Project Manager  
**China Mobile Research Institute**





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# **Brief Introduction to RCS Online Business Directory**

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# RCS Adds Flavors to Yellow Pages/Directory Assistance

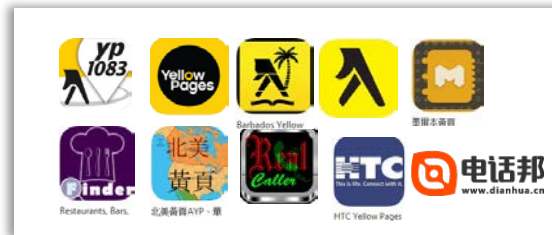
## Printed Yellow Pages



## Call Center-based Directory Assistance



## Internet Apps



## RCS Online Business Directories





# Basic Functions

## Online Searching

Internet-featured,  
intelligent search



## Crowd Contribution

Users' feedback  
collected, in order  
to improve data  
resources



## Peer Number Prompting

Realtime  
reminding, more  
certainty and  
control about  
ongoing  
calls/messages



## Ready for Flexible Business Model

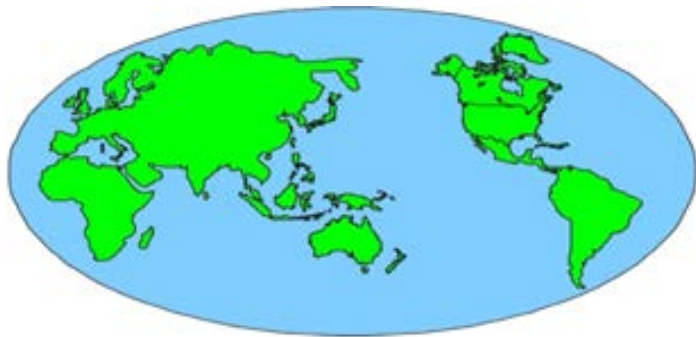
With APIs that  
support advertising,  
coupon...





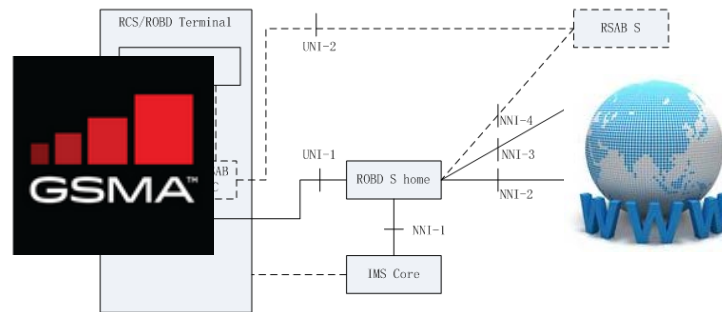
# Universally Available & Cooperation

## Universally Available



Available as other RCS services  
provided by Carriers

## Open for Cooperation



Open standard (on the way),  
Cooperation between carriers,  
Cooperation between carriers and  
Internet resources



# Where Are We

- Technical Standards on the way
- Demo App, in GSMA exhibition area

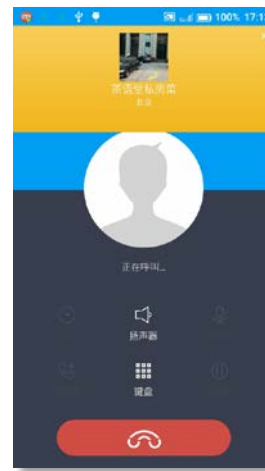
Home Page



Online Searching



Peer number prompt





# Thank you



# Network 2020



Marijn Kuijpers  
Product Director  
**Xura**



RCS as a platform for monetization

XURA

# Xura company profile

Leader in Voicemail, Messaging,  
Monetization, Enterprise



20+ Years Experience –  
Delivered first  
Commercial SMSC



350+ Operator Customers

3 Billion Endpoints



500 million messages every hour

Largest Messaging  
Installation Worldwide



35% Market Share in  
Global SMS Traffic

Industry leader in  
digital communication



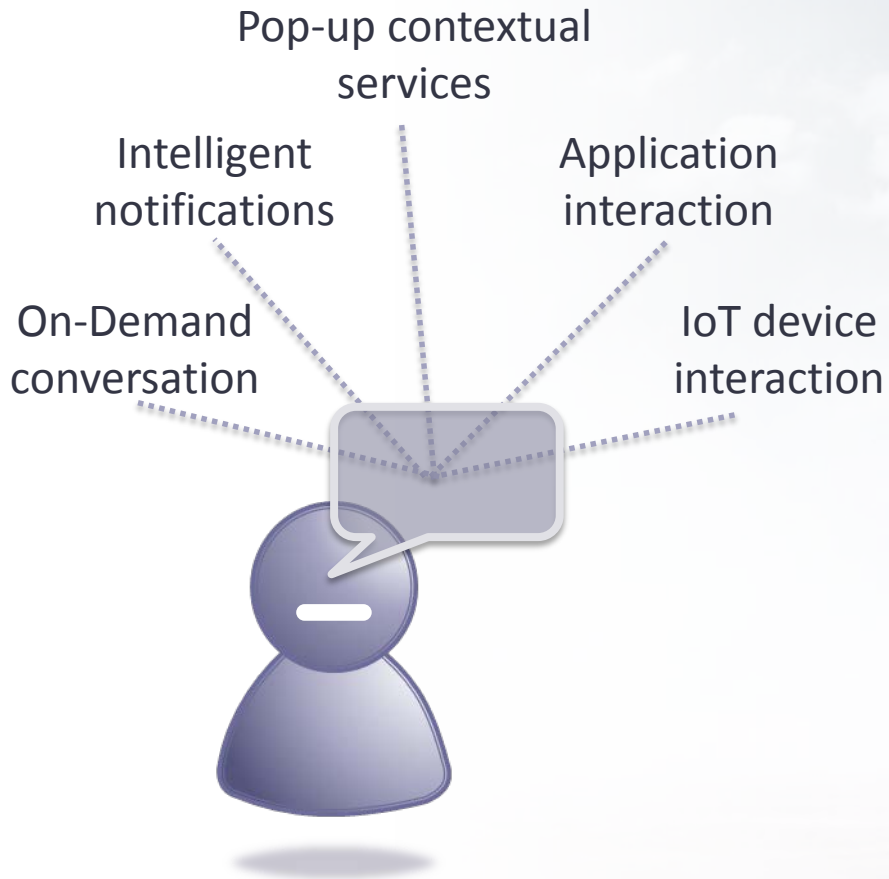
Highly evolved (IP) messaging  
product portfolio

# The Proliferation of Messaging





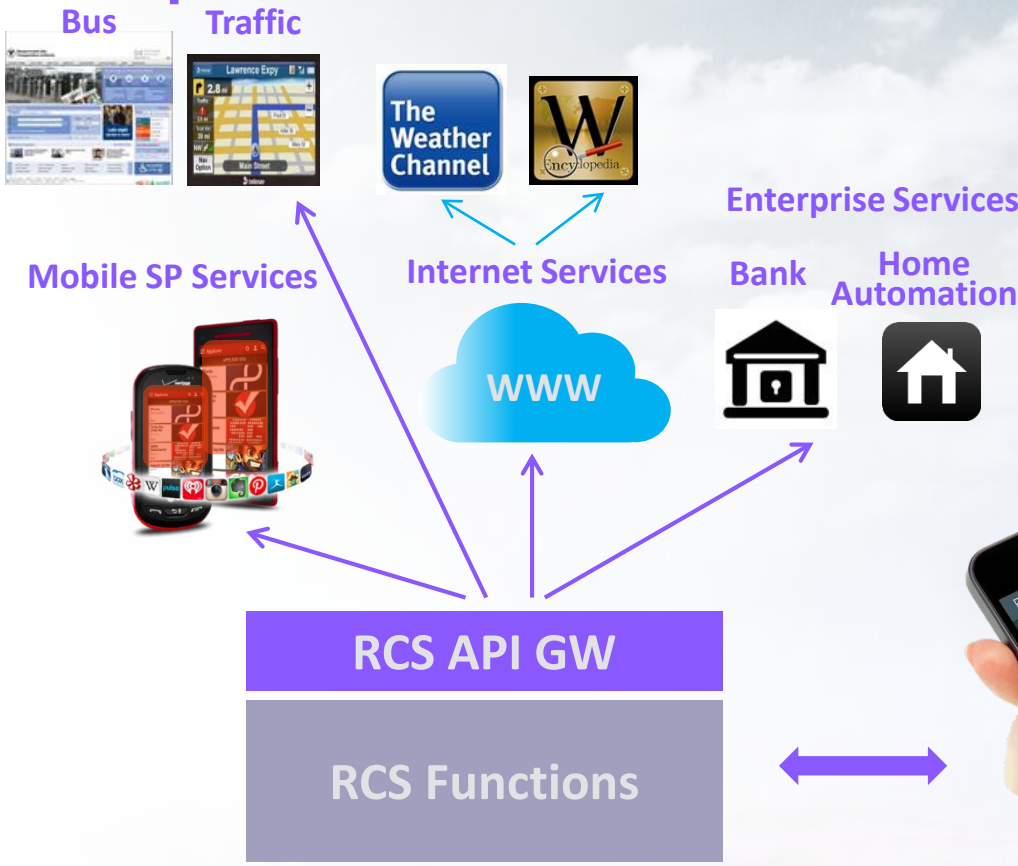
# Chat Bot Revolution



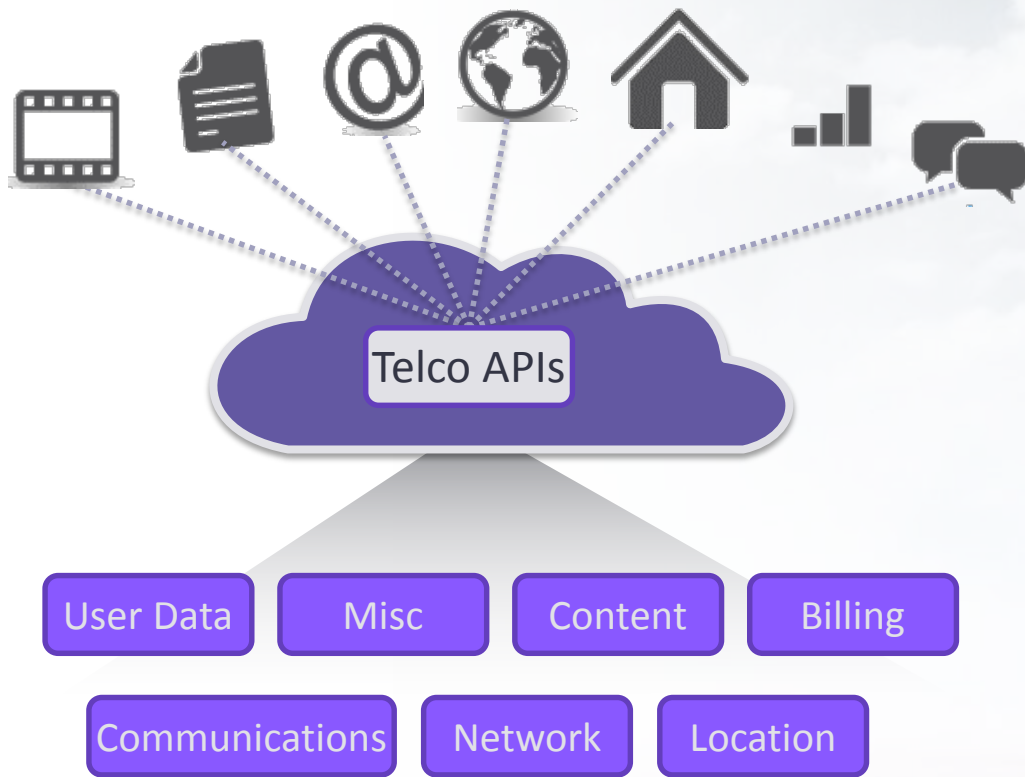
## Operator Opportunity

Position themselves as an important interaction point between the subscriber and bot technology with messaging gateways

# 3rd Party Service Options



# Unlocking the Hidden Value of APIs



Define your API strategy.

Evaluate your platforms.

Create API programs.

Launch mini start-ups  
in your business.

Enables Service Providers to become digital lifestyle players by quickly launching and monetizing innovative digital services



# Thank You

[marijn.kuijpers@xura.com](mailto:marijn.kuijpers@xura.com)





Shaping the next  
generation in mobile

# Panel debate



Shaping the next  
generation in mobile

# Audience questions