

RCS – Ready or Not

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RCS Current State

Countries

36



Operator Launches

48



Devices

156



Source: GSMA

No universal profile, requires native client support.

Who is the Competition?

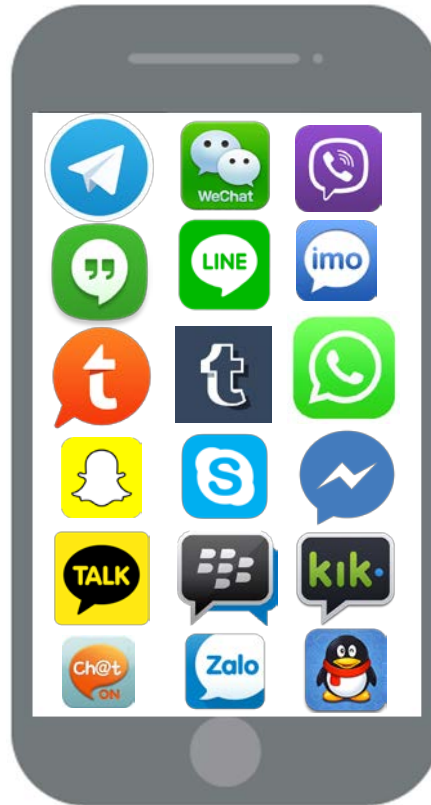
In the beginning... RCS was to compete with OTTs



But the consumer has moved on.

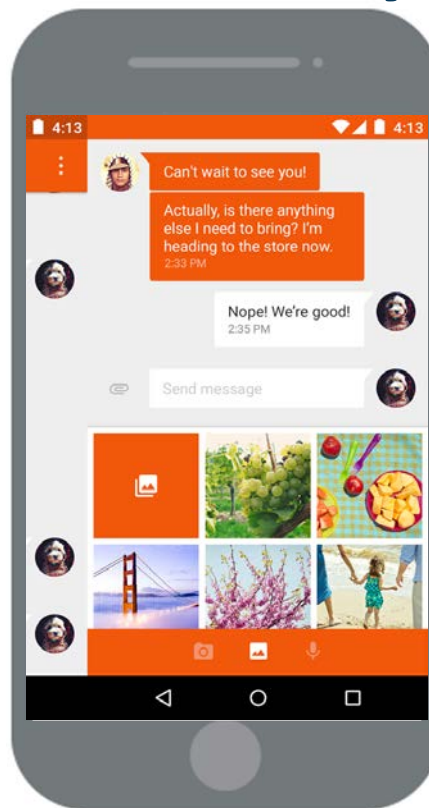
Options Today

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App exhaustion! Too many options for the same service.

This is It, RCS is Actually NOW



Time is running out!

The image features a hand holding a tablet, with a background of various floating digital icons such as @ symbols, Wi-Fi signals, and envelopes. A semi-transparent white banner is positioned across the upper half of the image, containing the text 'In 5G' and a larger question.

In 5G

**Everything else is to be seamless and connected.
How can we leave out Messaging?**

Thank You!



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