



RCS - today's choice for tomorrow's communication services

Operator Workshop

México - December 10th 2012

bienvenidos


Introduction

Graham Trickey
Senior Director and Business Lead
GSMA

Agenda

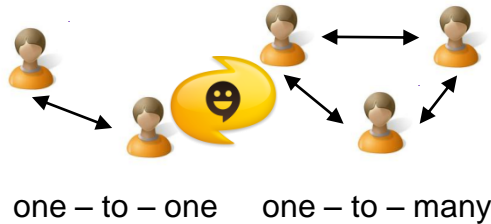
Time	Description	Speakers
09.30 – 09.40	RCS Programme Overview	Graham Trickey - GSMA
9.40 – 10.00	RCS Strategic Rationale	Attilio Zani - GSMA
10.00 - 10:30	joyn launches; Spain, Germany, US & others Implementation lessons learnt	Attilio Zani - GSMA
10:30 - 11:00	RCS Technical Architectures & Hosted Solutions	Graham Trickey - GSMA
11:00 - 11:30	Coffee Break Sponsored by Comverse	ALL
11:30 – 11.45	RCS Specification Update	Graham Trickey - GSMA
11:45 - 12:20	Using “joyn” to indicate interoperability and reach	Attilio Zani - GSMA
12:20 - 12:30	Summary and Wrap Up	Valter Wolf- GSMA
12:30 - 13:00	RCS and joyn in action	Vendors
13:00 - 14:30	Lunch	ALL

What is Rich Communications?

- RCS: new cross-operator standardized communication services specification
-  : optional customer-facing brand to identify and promote RCS services

Initial Set of Services

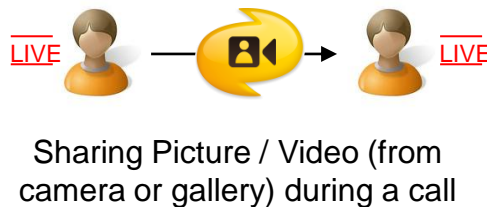
IM – text chat



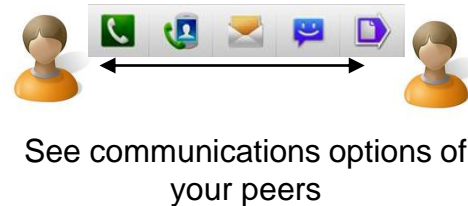
File transfer – share files



Rich Call – share the moment



Capability Discovery



What is so special about RCS?

- **Natively integrated** by OEMs in device UI communication flows
- **Maximum attainable service penetration** – feature phones & smartphones – including open market devices
- **Automatic service discovery** - customers discover new services in the right place, in the right context

It's just there!

- **Dynamic capability discovery** – only relevant & available services offered
- **Interworking** across operators and device boundaries resulting from rigorous IOT and accreditation
- **“Just like voice and SMS”** – operator delivered reliability, security, privacy and customer service

It just works!

Rich Communications momentum is building



Operators working together

Operator launches in Spain, Germany, USA (S. Korea imminent)

30 other operators in 18 countries have already given indications to the GSMA that they are likely to launch RCS and 12 are actively working on inter-operator projects to assist with interoperability



Launched at Mobile World Congress 2012 and now registered **in 40 countries**

Rich Communications momentum is building



OEMs working with operators

10 embedded devices
accredited for joyn,
from 6 manufacturers,
on 3 operating systems

Client vendors working with operators

6 stand-alone clients
accredited for iOS
and Android

Vendors working with operators


19 RCS hosted
solutions available in
the marketplace to
reduce Capex and Time
To Market for RCS

joyn Innovation Challenge
launched to demonstrate
the added value of RCS
as a platform, not just
a product

Rich Communications – significant activity with momentum building



The Ecosystem working together

A faint, light gray world map is visible in the background of the slide, centered behind the two red text boxes.

RCS 5.0 and 5.1
specifications written,
approved and published

Two collaborative test
events held in Madrid
together involved 5 device
manufacturers,
3 software developers
and 3 network operators
all working together
to improve the customer
experience

OEM Ecosystem – excellent collaboration



HTC
Z520e



HUAWEI
U8815 ASURA



LG
E730



LG
P760



NOKIA
700



NOKIA
LUMIA 920



SAMSUNG
GALAXY S2



SAMSUNG
GALAXY S3



SONY
XPERIA J



SONY
XPERIA P

OEM Ecosystem – excellent collaboration



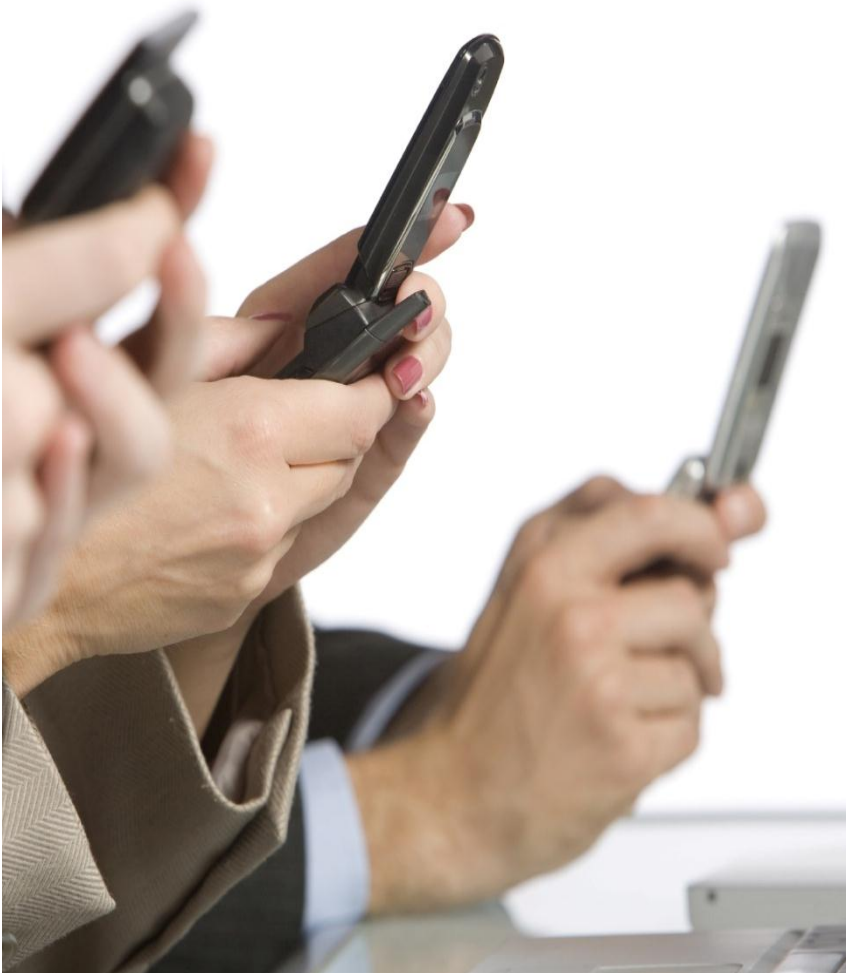
Test Fest

Initial **Test Fest** in July demonstrated a single client from each OEM working with all 3 Spanish operators

- Over 2000 test cases run in three phases (find-correct-verify)
- Full participation from SONY, HTC and LG-E and including WIT and Summit Tech client in reference interactions
- 93% pass rate for device tests by end of final cycle

Second **Test Fest** now concluded in Madrid

- Participation from 5 OEMs, 3 client providers and 3 networks
- Enhanced go to market functionality of devices, clients and networks was tested and confirmed
- Mandatory aspects of the User Experience were validated
- Operators signed off on quality and readiness
- Participants fulfilling all test fest goals awarded full accreditation to joyn hot fixes



The all-IP platform for innovation



- RCS is a starting point for innovation and evolution
- Expose RCS APIs and 3rd party web and app developers will
 - drive RCS innovation and adoption
 - extend the reach of RCS services to new user segments
 - create new monetisation opportunities and business models



Add chat capabilities to apps
without having to maintain
a communication service back-end



RCS enabled multiplayer gaming

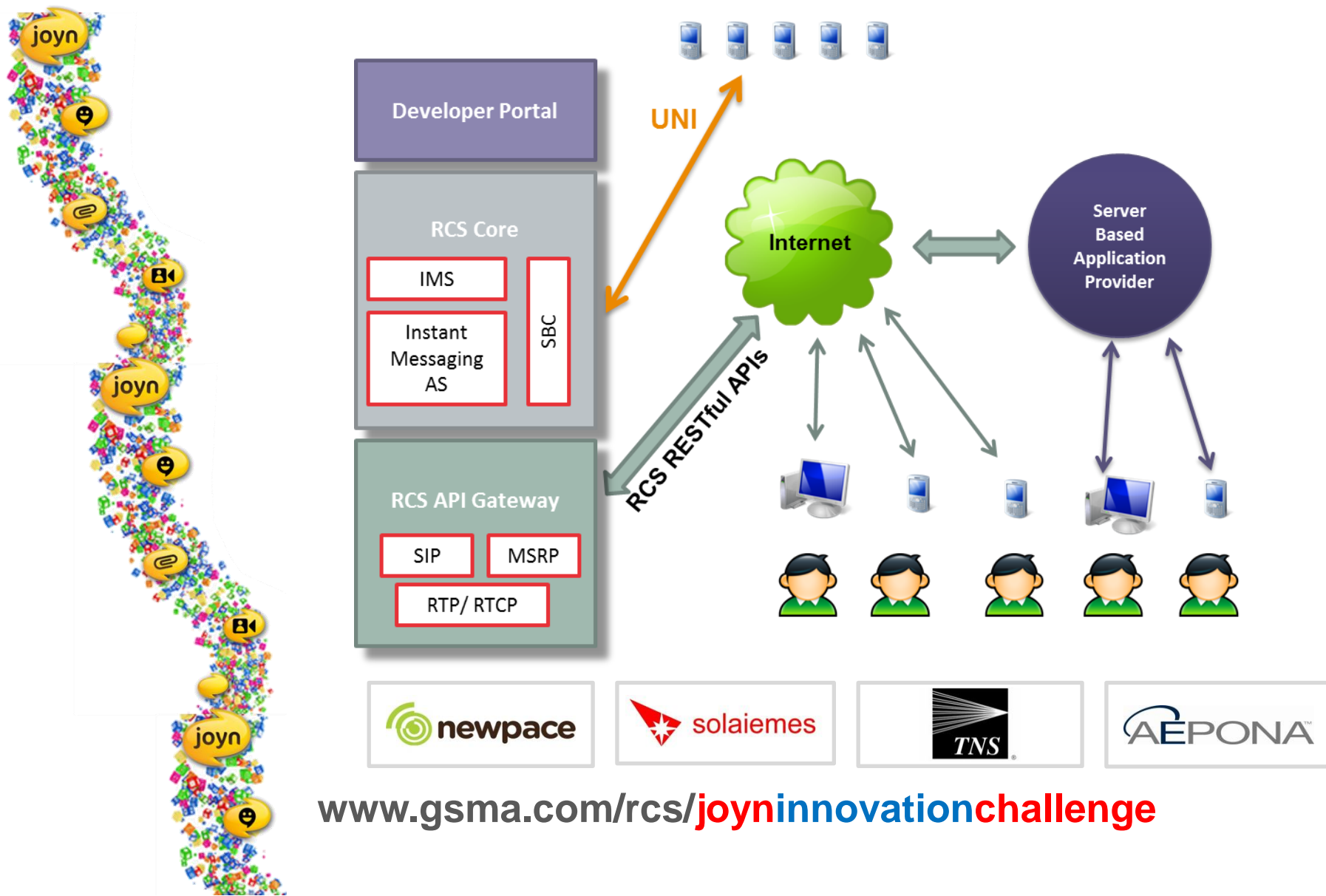


Group collaboration



Add video
to customer
care calls

joyn Innovation Accelerator Platform



Ubiquitous availability and full interoperability

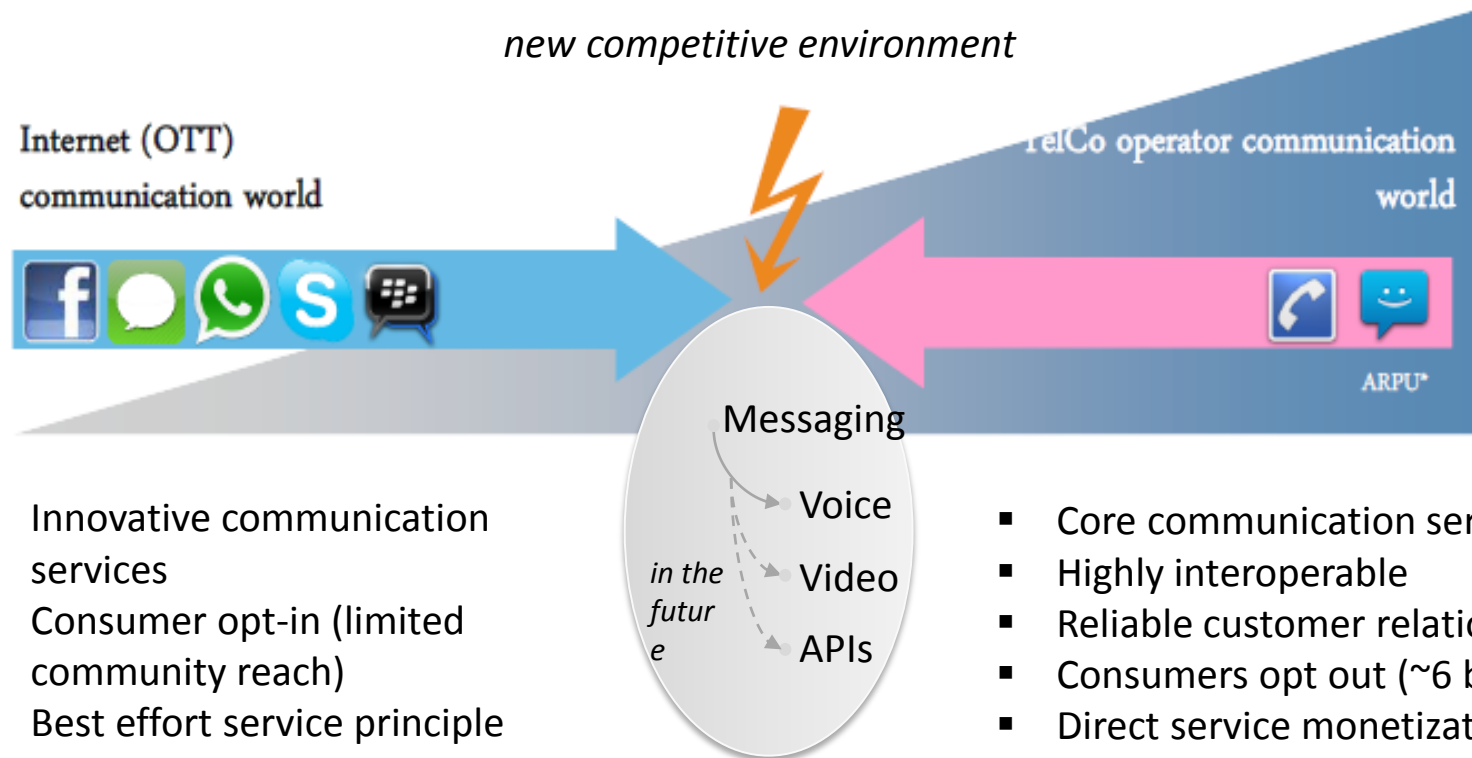


**Collaboration leads
to country wide
implementations,
ubiquitous
availability and full
interoperability**

RCS Strategic Rationale

Attilio Zani- **GSMA**

The Nature of Personal Communications is Changing



- Innovative communication services
- Consumer opt-in (limited community reach)
- Best effort service principle
- Legal intercept questionable
- Agile & low operational costs
- Perceived 'free' Instant Message
- Indirect monetization model

- Core communication services
- Highly interoperable
- Reliable customer relationships
- Consumers opt out (~6 billion base)
- Direct service monetization

OTT service adoption has been explosive and rapid



China : 200 million users (20% of population)



China : QQ : 50% (228M) unique users access QQ IM



Korea : Smartphone penetration is 50%. KakaoTalk took 90% of messaging volumes within 1 year



Japan : Line Messenger (Naver) – 60 million users in 14 months



Russia : vKontakte.ru – 5 million downloads of IM product
5 – 8x more popular than Facebook in Russia (due to content)



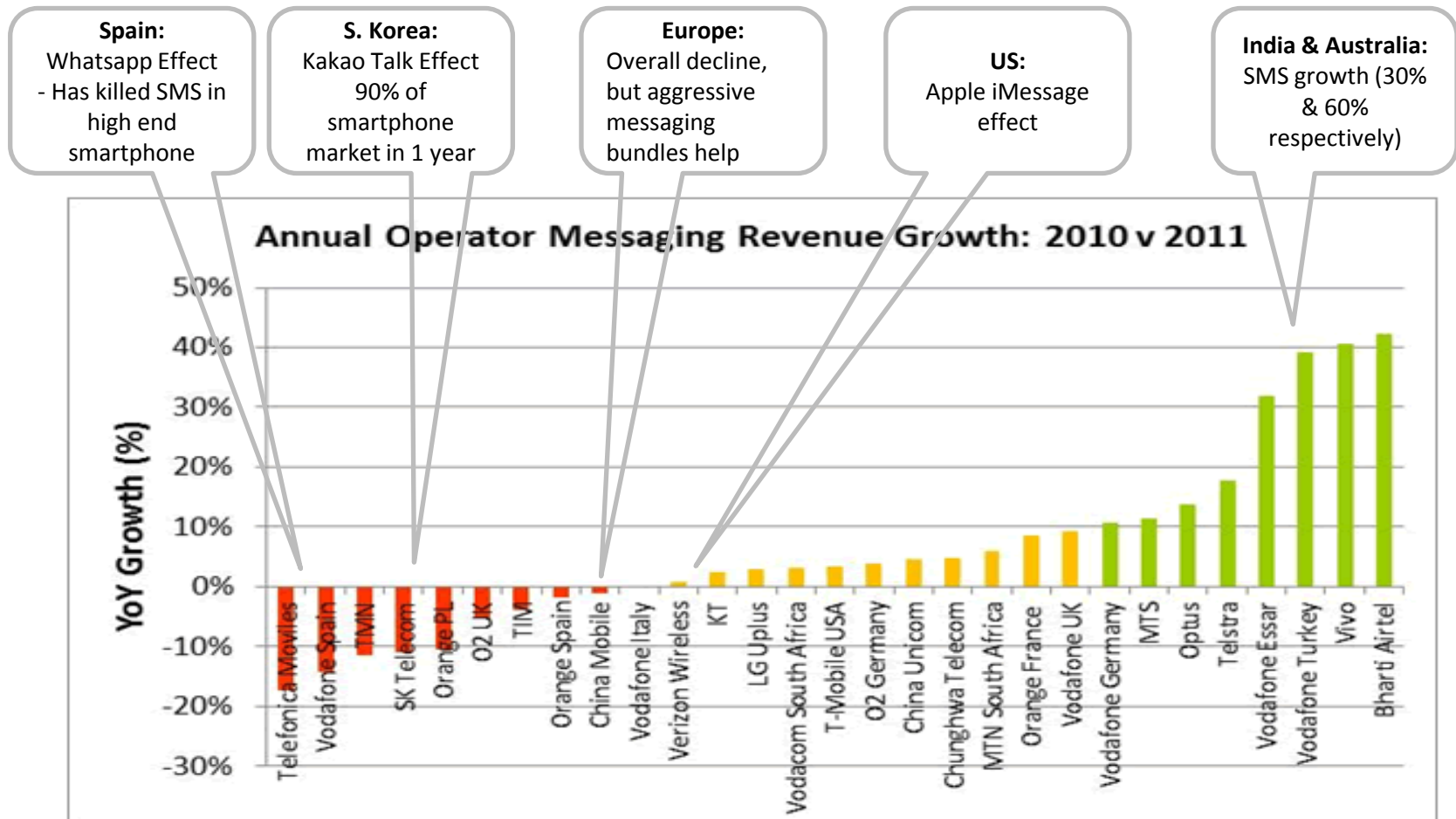
Global : 20 million + users. 6 months ago – 2 billion inbound and outbound
Now : 4 billion messages sent daily (out of 10 billion inbound & outbound)
Partnerships springing up – H3G (UK), Reliance Communications (India)



Global : 250 million active monthly subscribers; 6 – 10% paying subscribers
50% of traffic is video traffic

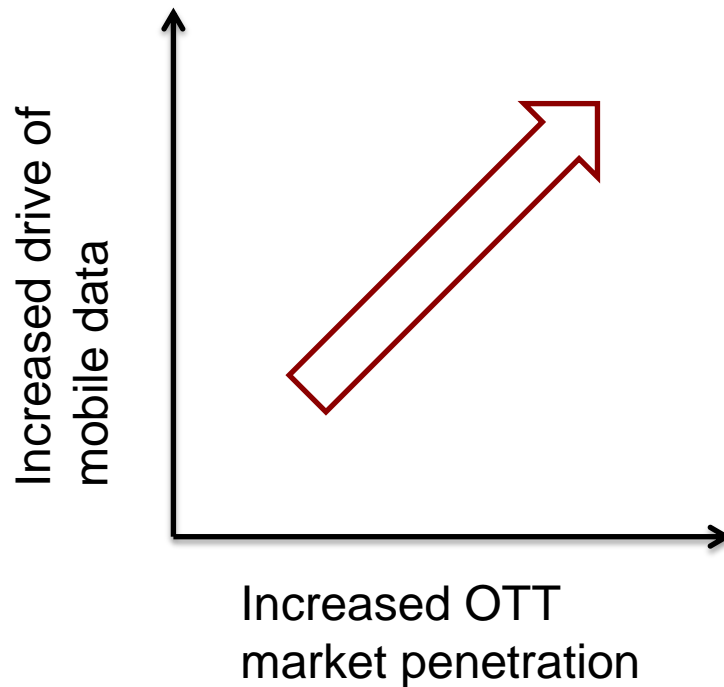
Source : Strategy Analytics, www.engadget.com (Tony Bates CEO Skype interview), www.techcrunch.com (Skype user base), GSMA research & analysis

Forced to Act or Still Have Time?



So what : As an operator how do you ensure your services stay relevant to your customers?

Driving Data Growth = Increased OTT Market Activity



*Brian Acton,
co-founder WhatsApp
April 2012*

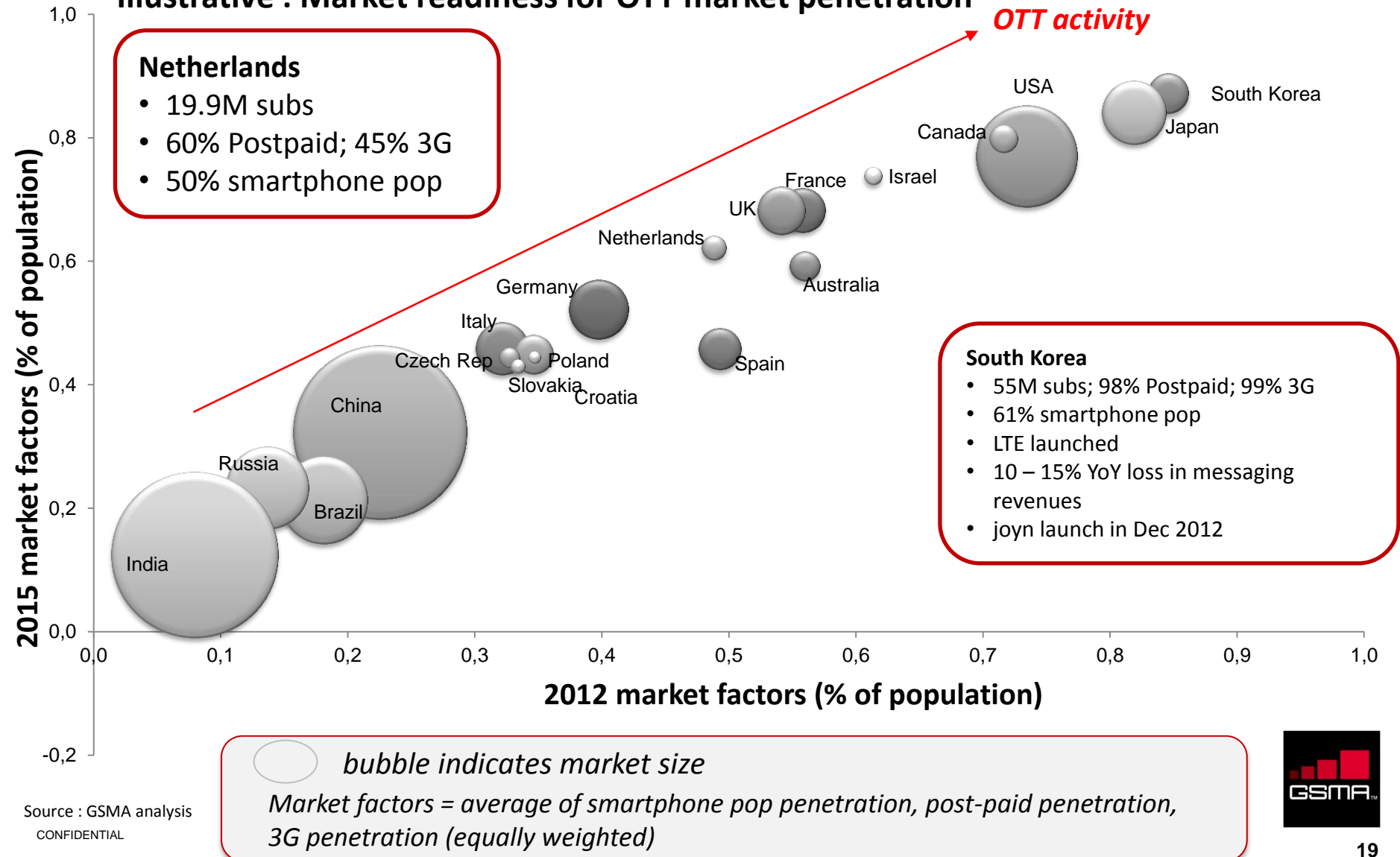
“We’re no SMS killer, we get people hooked on data”

“I view it from the perspective that we’re facilitating a broad movement to data plans and the entities that provide those plans are the carriers, so they stand to benefit quite substantially. It’s all about the data”

So what: How confident are you that data growth will offset loss in core voice & messaging?

Operators Have a Window of Opportunity

Illustrative : Market readiness for OTT market penetration



The OTT offering has evolved from messaging to voice...



- Launched in 2010
- 55 million connections (subs)
- June 1st 2012 : Launched VoIP
- June 3rd Users were making 20 million daily calls
- Since then, Korea Communications Commission granted operators to block or charge extra fees, based on:
 - Degradation of core services for mobile data & voice consumers
 - Direct impact on carriers in terms of revenues and data network quality

So what : How much longer will it be before Facebook offers VoIP?

Note 1 : Facebook could add up to \$800 million to its revenue by launching a Skype copy

Source : <http://gigaom.com/2012/07/06/kakaotalk-fights-the-net-neutrality-fight-in-korea/>, StrandConsult ¹

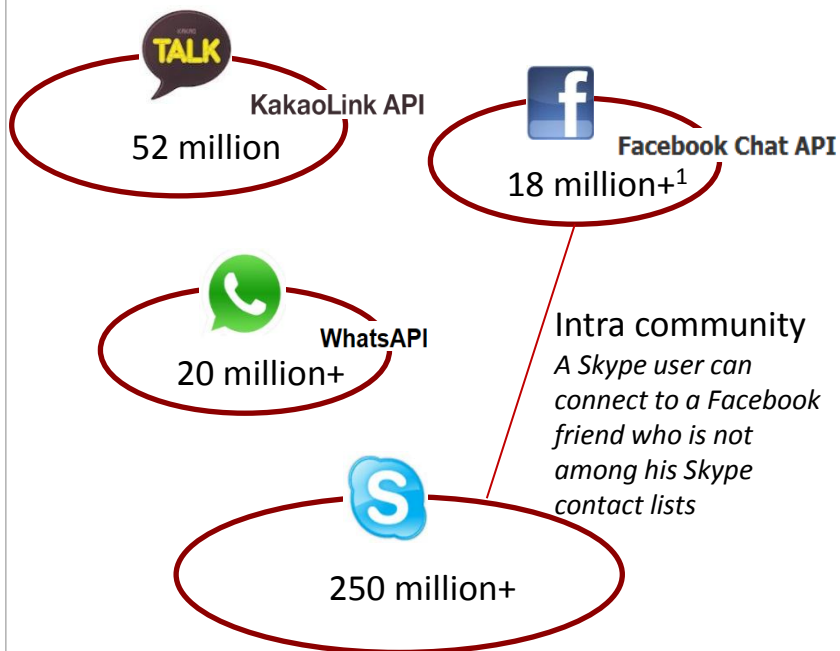
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Expectation is that some OTT providers will evolve their model

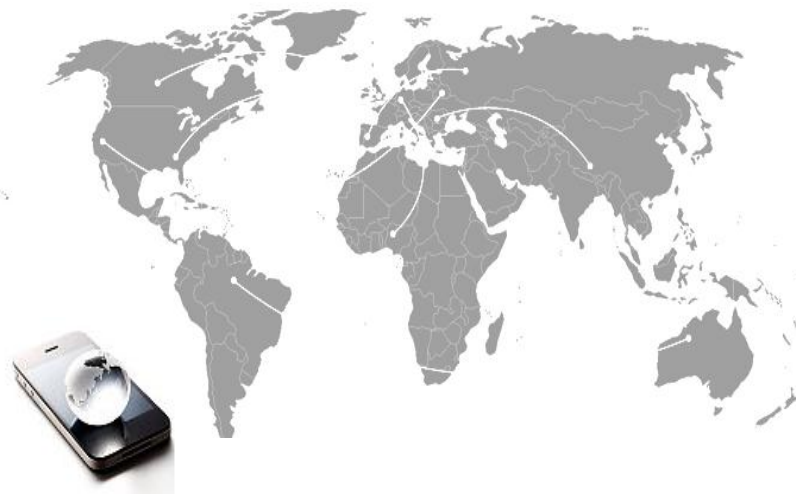
Some OTT providers are looking for ways to monetize their growing customer base

- Service provider of choice
- Intra community moving to Inter community
- APIs to attract developers and B2B spend



Operators USP lies in their interoperability and reach to theoretically **6 billion** customers

- "I can call or message someone not in my address book, but on the other side of the world, just by knowing their number"
- How sustainable an advantage is this? and how relevant will interoperability be to customers?

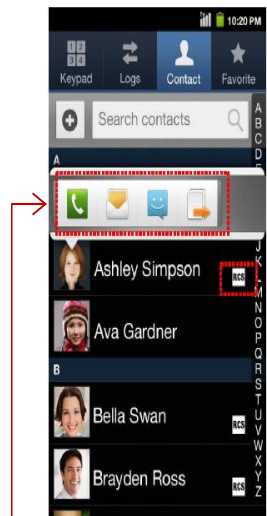


Note : Windows messenger users using Facebook chat

Source : <http://thenextweb.com/mobile/2012/04/04/whatsapp-founder-to-operators-were-no-sms-killer-we-get-people-hooked-on-data/>,
<http://www.winrumors.com/windows-live-messenger-facebook-chat-userbase-hits-18-million/>

RCS is THE evolution of core communication services

RCS is the entry point to ALL IP communications



Available services
are displayed



Video sharing




Instant
Messaging

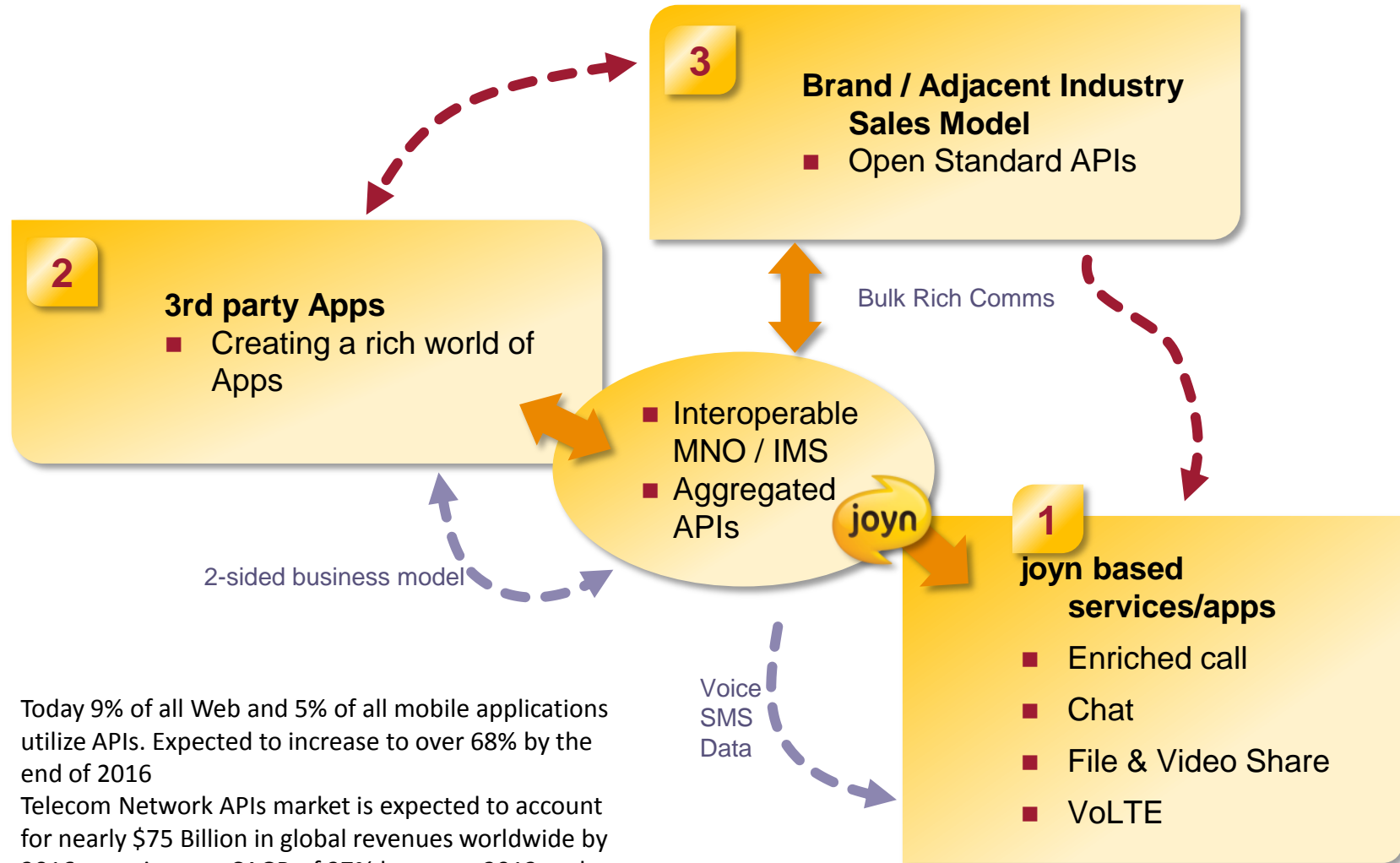


File sharing

What defines RCS?

1. An industry initiative managed by the GSMA
2. Represented as  which is the consumer facing brand for RCS-e services
3. Specified based on clear market requirements and experience from previous RCS service trials
4. Addresses customer's need for integrated rich communications and hence delivers customer choice
5. Available across any device, on any network and with anyone in their mobile address book
6. Open to 3rd parties e.g. OTT providers, Enterprises, through exposure of a set of APIs
7. Has a products / features roadmap that evolves

Three Main Areas of Business Model Relevance



- Today 9% of all Web and 5% of all mobile applications utilize APIs. Expected to increase to over 68% by the end of 2016
- Telecom Network APIs market is expected to account for nearly \$75 Billion in global revenues worldwide by 2016, growing at a CAGR of 37% between 2012 and 2016*

Source : GSMA

Strategic Options for Operators

1. Declare the OTT threat as irrelevant

“I don’t see the problem / not affecting my market”

- Danger of being too late ... what if the wave is a tsunami?
- Opportunity to act before impact is seen

2. Partner with or build your own OTT

“Meet the challenge head-on with own OTT offering”

- Compete on features
- Operators not naturally well positioned to compete with more agile OTT
- Growth strategy, customer ownership and revenue model will be problems

3. Leverage your strengths

“Utilise your strengths (reach, quality, ubiquity) to meet the challenge”

- Innovative and relevant new communication services
- Presented in the easiest way imaginable
- Industry standard
- Open and standard API framework

The background of the slide is a close-up, high-contrast photograph of a clock face. The clock is dark, with large, bold, black Arabic numerals (10, 11, 12, 1, 2) and smaller tick marks. The hands are black, and a red second hand is visible. The lighting creates strong highlights and shadows, giving it a dramatic, industrial feel.

Countries launches; **Spain, Germany, US**

Attilio Zani- GSMA

Summary of status in Spain

Summary of status in Spain

joyn

joyn was commercially launched by Movistar Spain on June 11th, 2012

Promotional activities

The only promotional activity was the publication of the corresponding press release on June 11th, 2012

Supported OS

- Android downloadable app available (no pre-installation)
- iOS app soon.

Interoperability

- Full interoperability with Vodafone Spain
- Interoperability with Orange is ready

In-house activities after launch

- Internal FUT / Beta
- Technical fine-tuning
- UX optimization

Next steps

- Joint press event
- First native devices
Commercially available in shops
- Promotional activities





Vodafone Spanish Launch

Learning from the Friendly User Trials (FUT)

- **Never underestimate the little details:** Focus on big items is important, but little items might be critical for early adopters and need to be addressed. We realised the Group chat experience would be a problem as it was initially implemented and that we needed to correct it before launch.
- **Share early and share often:** Vodafone shared FUT results early with other operators. It is uncommon to share FUT results with competitors and the results were not good to hear at the beginning. However the level of transparency and openness helped the industry and therefore Vodafone to have a better product. For a service like RCS, openness is essential.
- **Start with a client:** Retrospectively , it was the right approach to start with a client in order to be able to iterate, fix things fast and be able to validate with friendly users. Client provides agility, while native provides scale.



Learning from the launches in Spain and Germany

- **Beta launch first:** A complex project like RCS cannot be launched in a big bang. Careful planning and customer analytics are more easily manageable with an initial small number of subscribers. Launching beta helps gaining experience and confidence.
- **Pre-embedding and native drives volume:** The large chunk of volume comes for pre-embedding and Firmware Over The Air (FOTA).
- **Close support to your OpCos:** For group function, it is critical to be in daily contact with your OpCos when they launch.



Learning from working with the GSMA and other MNOs

- **Adaptive organisation structure:** To better align with project objectives, the organisation structure had to evolve. We are getting more effective in supporting changes at this stage of the project.
- **Streamline the number of work streams:** More focused, smaller teams improved the team outputs.
- **META and META2:** Reacting fast and working in the same physical locations with all stakeholders (MNOs and OEMs) was critical.
- **Joint operator decisions:** Openness makes easier to make better choice as decisions can be based on real facts instead of extrapolation.



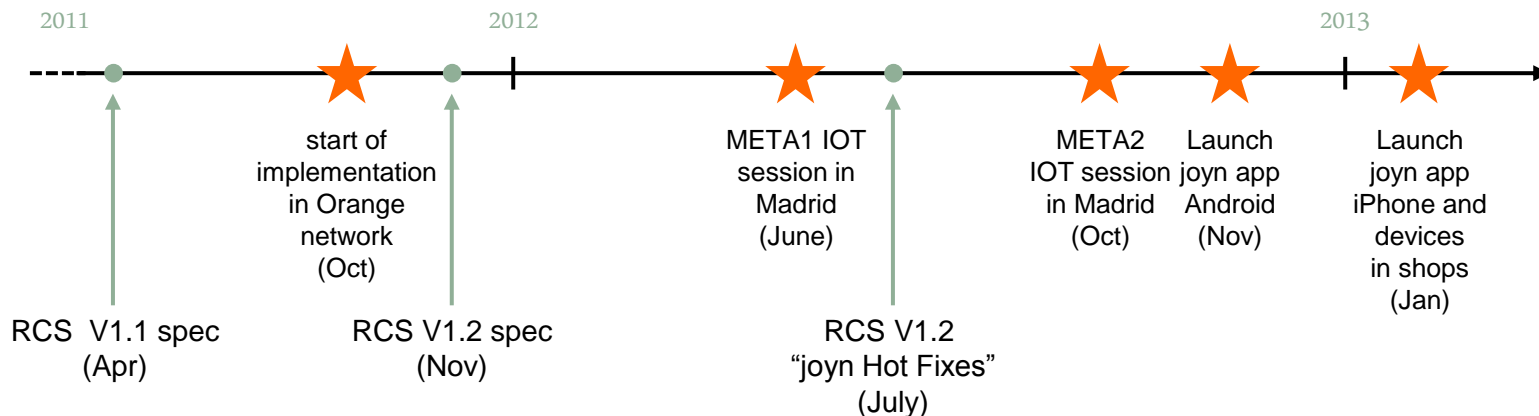
A close-up, low-angle shot of a clock face. The clock is dark with large, white, serif numerals. The hands are black, and a red second hand is visible. The clock is set against a dark background.

Orange - Cooperating for the success of joyn in Spain

Cooperating for the success of joyn in Spain



- Stephane Richard (Orange CEO) presented 10 commitments to the “digital economy”, one was RCS
“To launch RCS in 5 European countries in 2013 and provide 20 million RCS phones in 15 countries by 2015, enabling seamless and pan-European services”
- Spain is the first country where Orange is launching joyn. Operators, device makers and 3rd party application providers have been working together since Q4 2011 to make sure joyn will be a success right from the start
- Orange has launched the *joyn downloadable app for Android in November 2012*, and for *iPhone in January 2013*
- The *first joyn native devices are expected in Orange shops as of January 2013*, and Orange customers will also be able to benefit from joyn on their devices through software upgrade on selected references.
- Key milestones:



Summary of status in Germany

Summary of status in the US

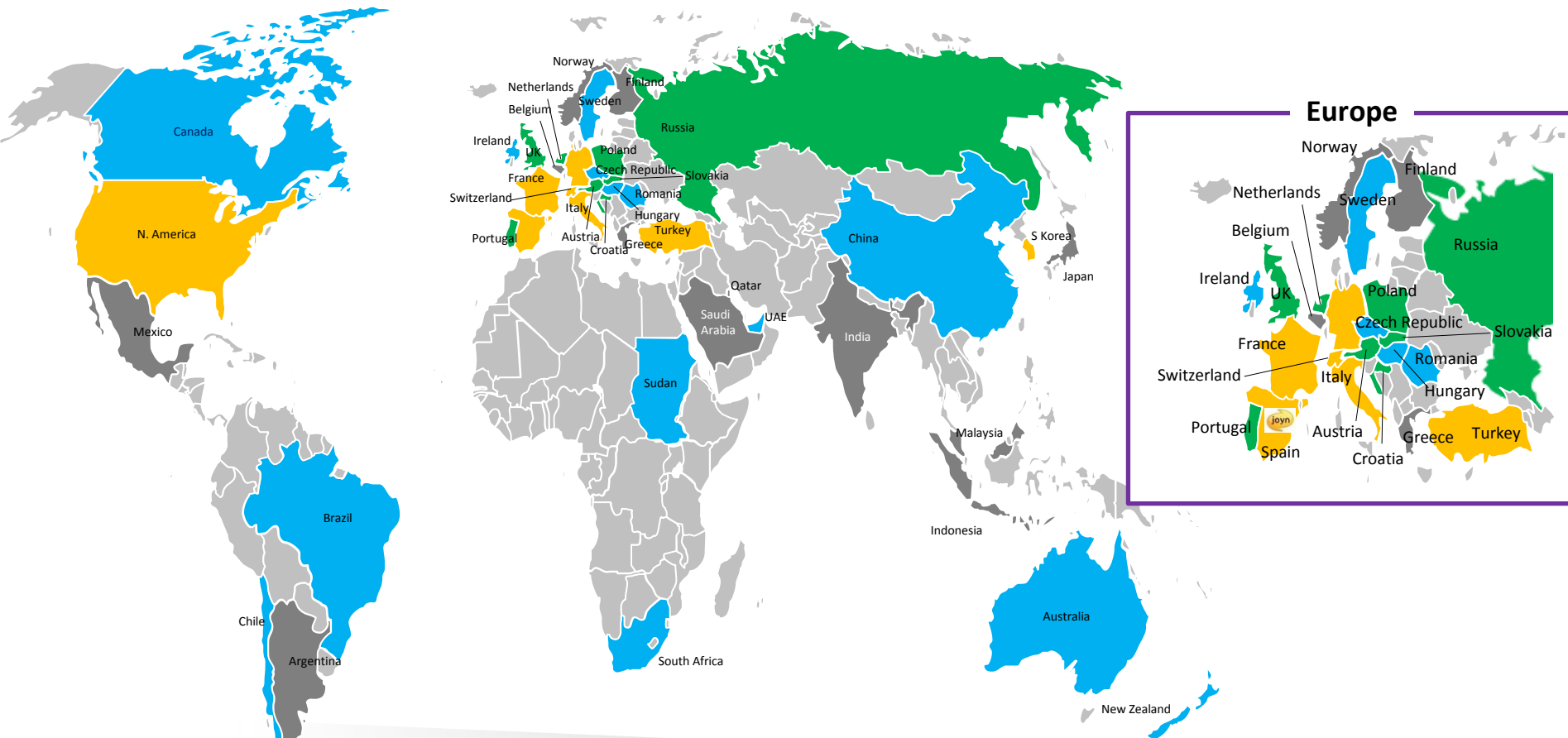
MetroPCS: RCS Launch Facts

- Service based on RCS 5 specs
 - Enhanced Address Book (EAB)
 - Presence and Capability Discovery
 - Voice and Video Calling over WiFi; multimedia sharing during a call session
 - IM and Group Chat with multi-media Sharing
 - Social Profile Sharing
- MetroPCS Client Distribution and Pricing
 - Downloadable from @metro App Store™ or from Google Play
 - Future plans to provide pre-loaded clients on all smart devices
 - Service is offered at no additional charge to 4G data subscribers – revenue pull
 - expected from VAS such as video, storage, etc. and churn reduction/differentiation

Market Development Update

Attilio Zani, GSMA

Rich Communications market development: Global dashboard



Market development pipeline

1

Early stage
Market evaluating RCS without any commitment

2

Interested Markets
Market with multi-MNO roundtables underway / MNOs evaluating technology / business case

3

Hot prospects for country commitment
Stated agreement to launch from reference local operator(s)

4

Countries with committed launch dates
RCS deployments ongoing or agreed

Learnings from a multi- operator perspective

Telefonica

Scope and basic principles of multi-operator activities

Operators launching joyn service must:

1

Implement the service into their networks and platforms

Managed inside each operator with business as usual service development processes

2

Carry-out a collaborative effort with other MNOs to:

- Set-up service **interoperability** (basic customer promise)
- Achieve **network accreditation** through network IOT (joyn licensing requirement)
- Define **eventual joint communication activities** to promote joyn

To be handled with specific **common project management structure and process** (activity plan and deliverables, project teams, steering group...)

- **Two operating teams:** Technical and Marketing
 - Most activities to perform are technical
 - Marketing activities can be relevant if MNOs decide to carry out an important joint communication campaign
- **Steering Group** shall be senior level to ensure appropriate visibility and prioritization/support to own teams

Multi-operator teams activities

Marketing / Product team

Main areas to include

- *Product management (lead)*
- *Communications / marketing*

Key activities

1. **Agree on common parameters of service**
2. **Agree interconnection model**
(i.e. initially free of charge)
3. **Design joint communication plan**
(common website, interactive, social media, trade etc...)

Technical team

Main areas to include

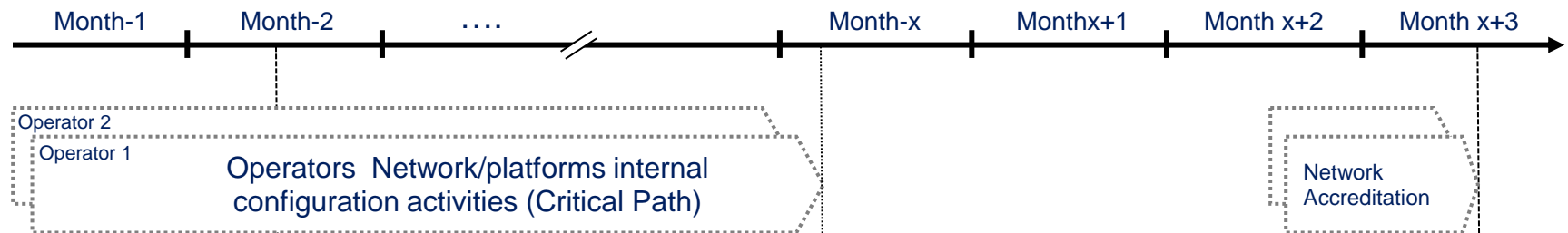
- *Service Development (lead)*
- *IM Network Architecture / Management*
- *Network Management*
- *Devices testing / certification*

Key activities

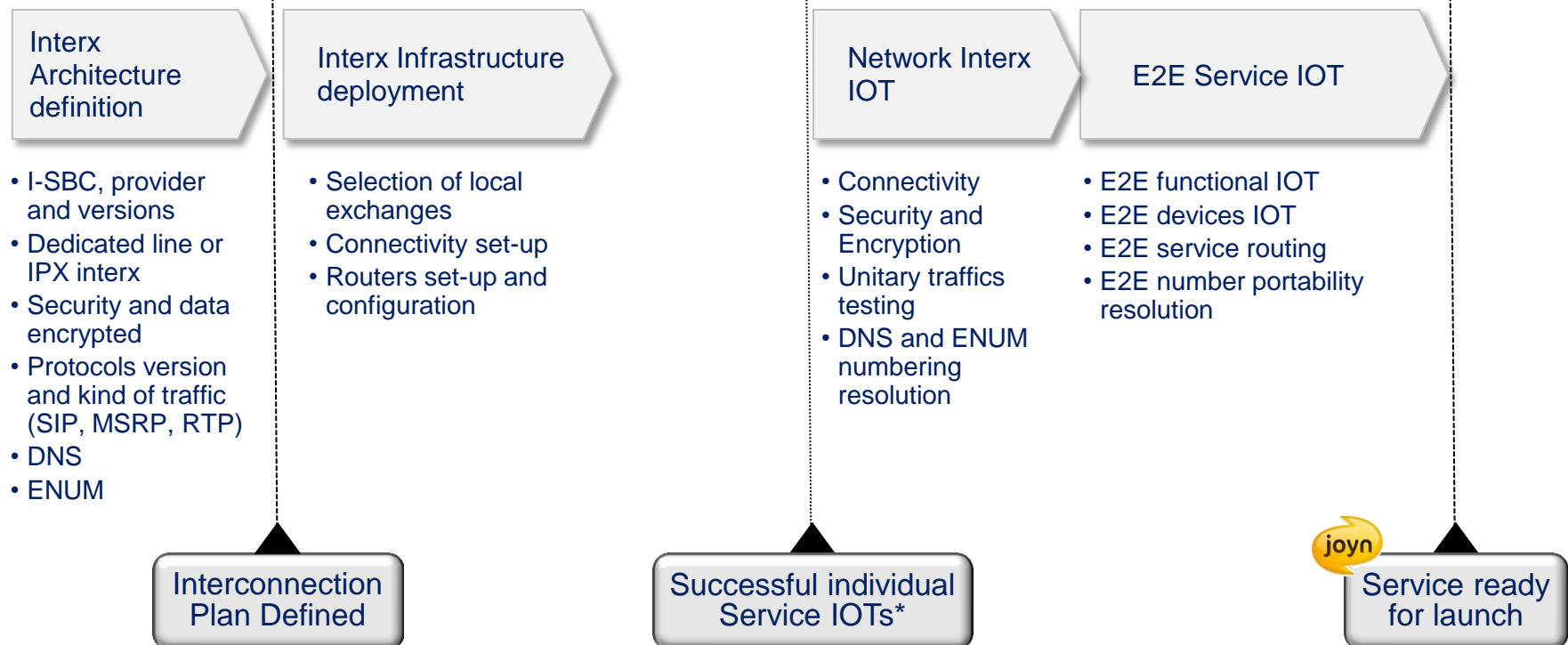
1. **Agree on Interconnection architecture**
2. **Deploy interconnection infrastructure**
3. **Perform interconnection tests at IMS network level first and E-E service level afterwards (*)**
4. **Complete network joyn certification process with GSMA-RCS**
(IOT procedure and tests)

(*) These activities must start after service has been properly set-up on each operators network (individual E-E tests with 2 certified devices/handsets)

A preliminary reference calendar should be agreed initially by technical teams and validated with the Steering Group

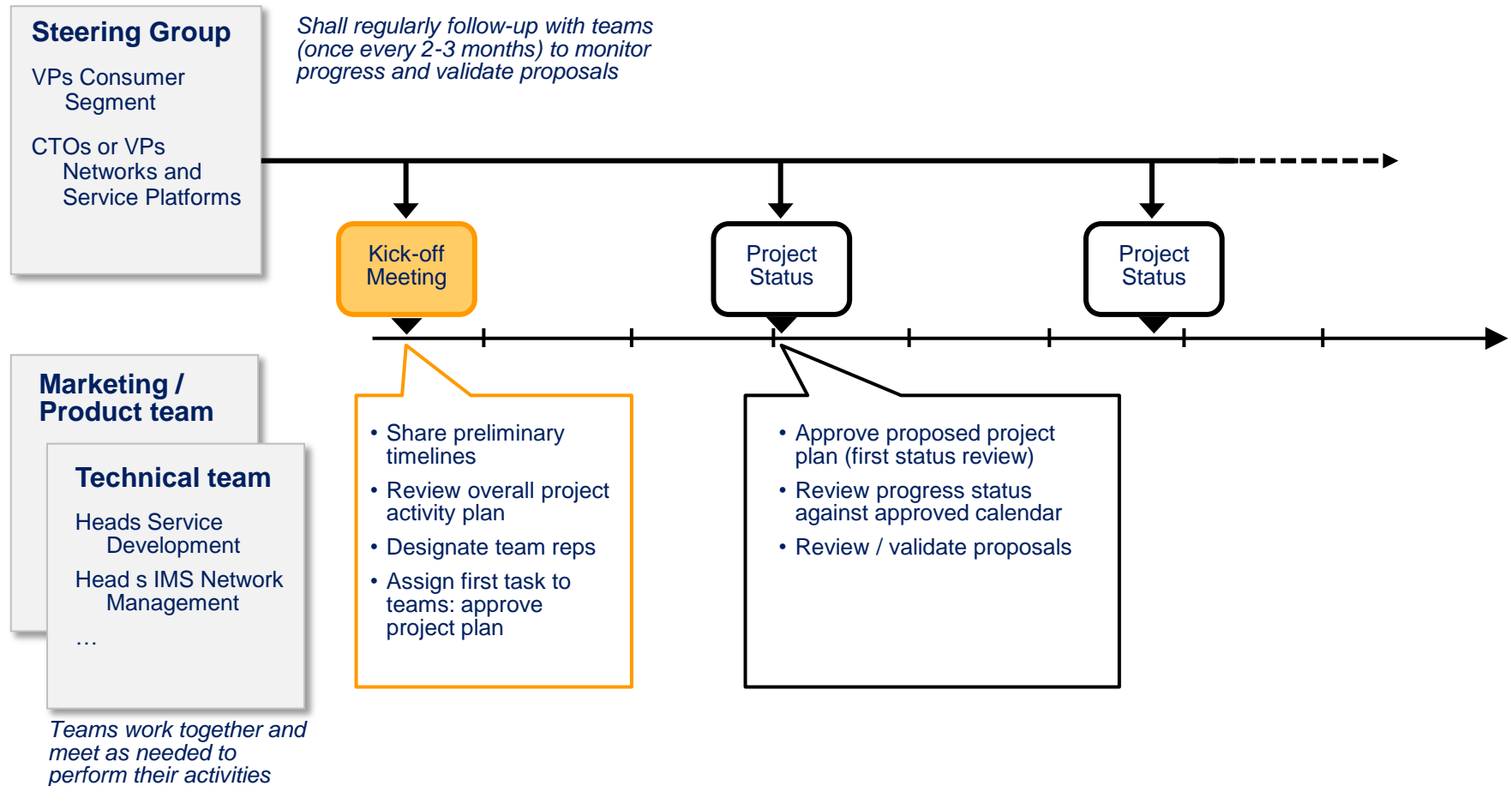


Multi-operator activities



(*) Successful interoperability test of 2 certified joyn devices/clients over the operator's network & platforms

Regular follow-up to ensure appropriate support and rapid execution





RCS Technical Architectures and Hosted Solutions

Graham Trickey - GSMA

Hosted Solutions – Reduce Time to Market

Operator Challenges

Limited budget for Capital expenditures

Unknown take-up, return on investment from new services

IMS deployment can be lengthy and challenging

Speed to market is critical

IMS deployment planned in 1-2 years

Operators need...

A faster way to



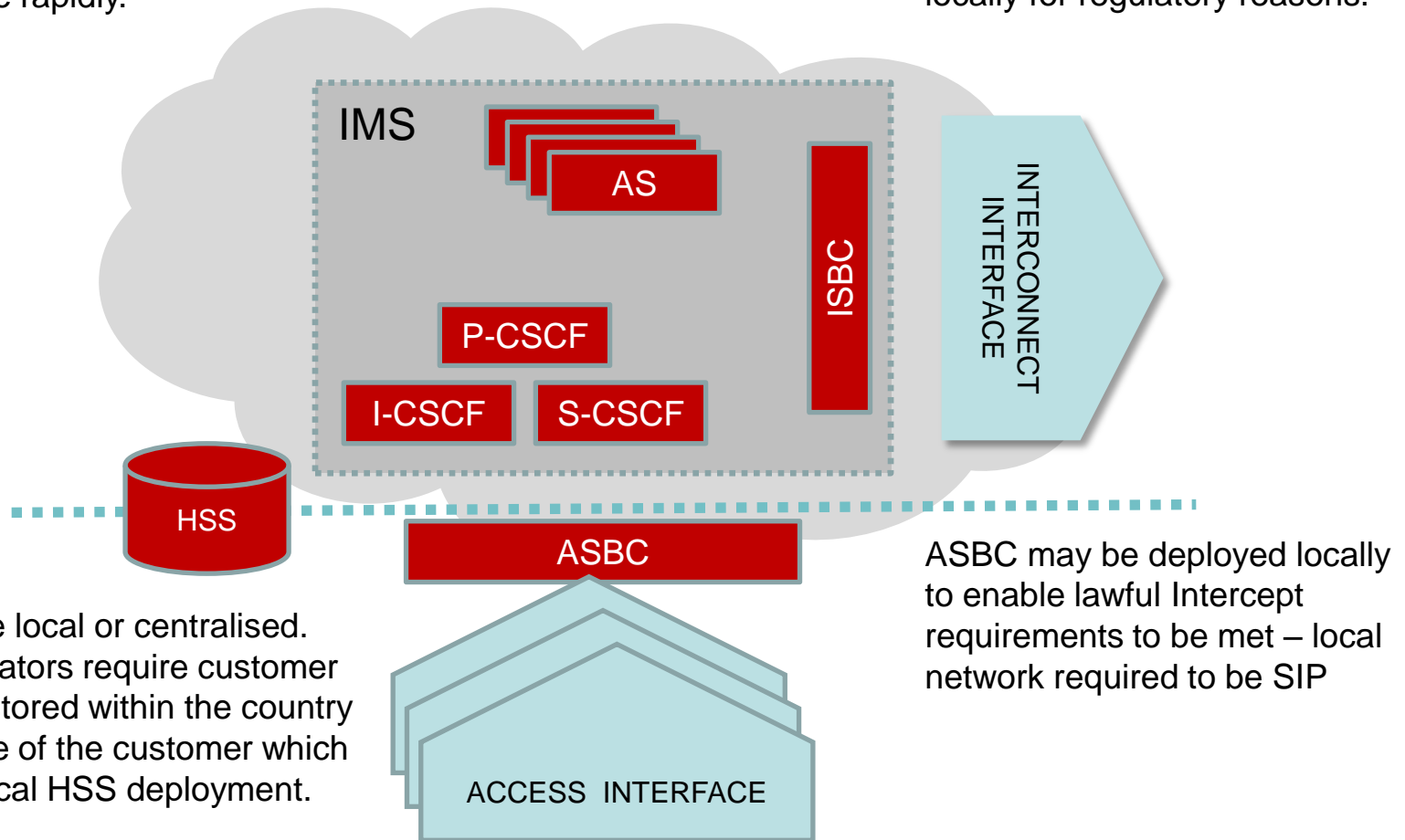
What is a Hosted Solution?

- A 3rd Party owns and operates a centralised 'hub' containing some or all IMS functionality
- Local network 'spokes' connect to Hub, register their customer details on the 3rd parties HSS and use it to provide RCS services to their customers
- Could be all in one country or internationally diverse

Theoretical System Configuration

IMS Hub serving local operator 'spokes'. Consolidation of IMS functionality allows IMS to scale rapidly.

Common interconnect ensures consistent NNI. May have to route locally for regulatory reasons.



HSS can be local or centralised. Some regulators require customer data to be stored within the country of residence of the customer which implies a local HSS deployment.

ASBC may be deployed locally to enable lawful Intercept requirements to be met – local network required to be SIP

What is a Cloud?

Get
OTT- like
flexibility!

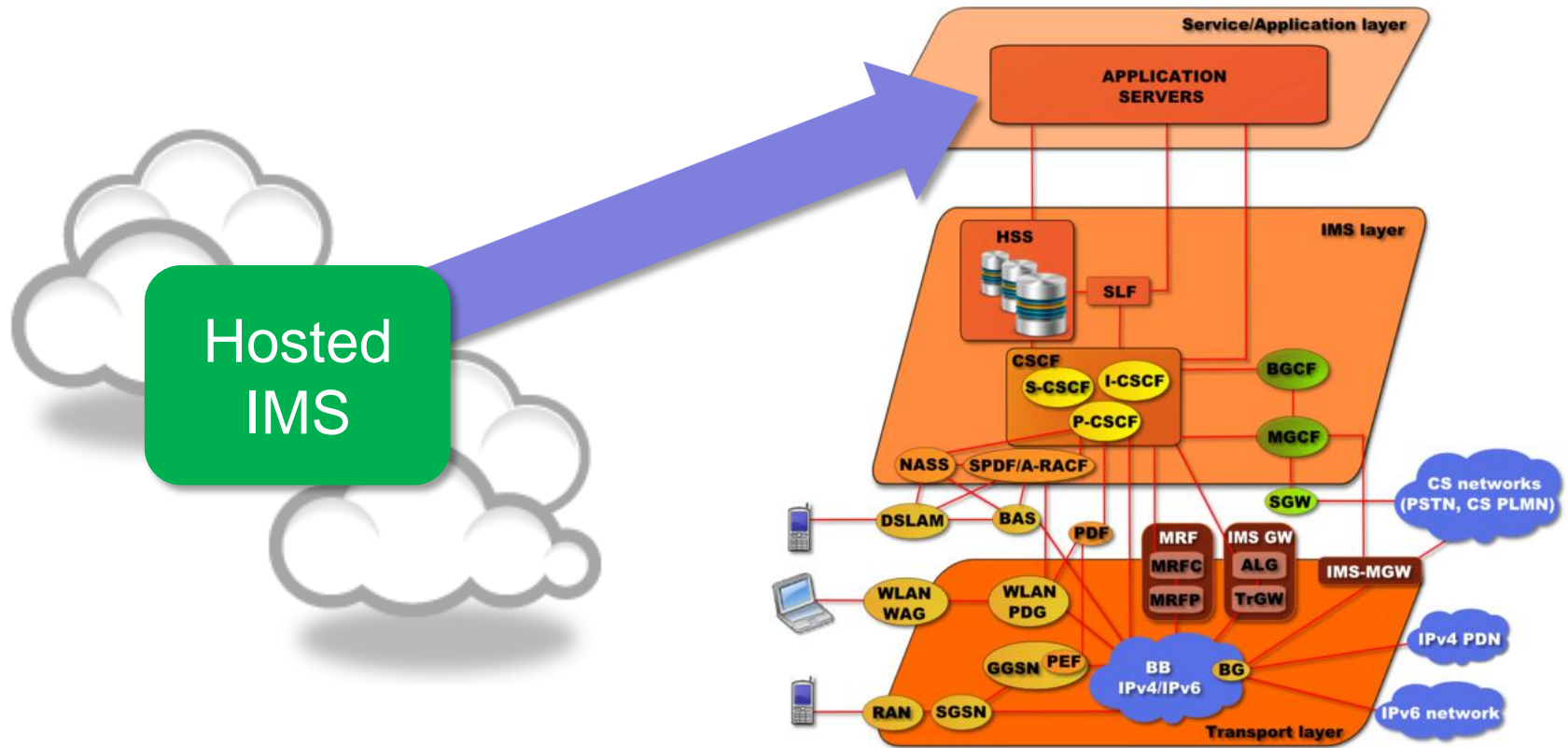
- No purchase, installation or maintenance of capital equipment, software licenses or IMS components
- Dramatically shortened deployment time lines
- Continuous software updates
- **Pay-As-You-Grow** license fee model
- Economies of scale drive per user cost down, improve service
- Rapid Interoperability for all operators using the same service
- Option of porting to in-house IMS over time
- **Plus** Full support for Data privacy and legal intercept in your country



Permanent or Temporary Solution?

Start in the Cloud

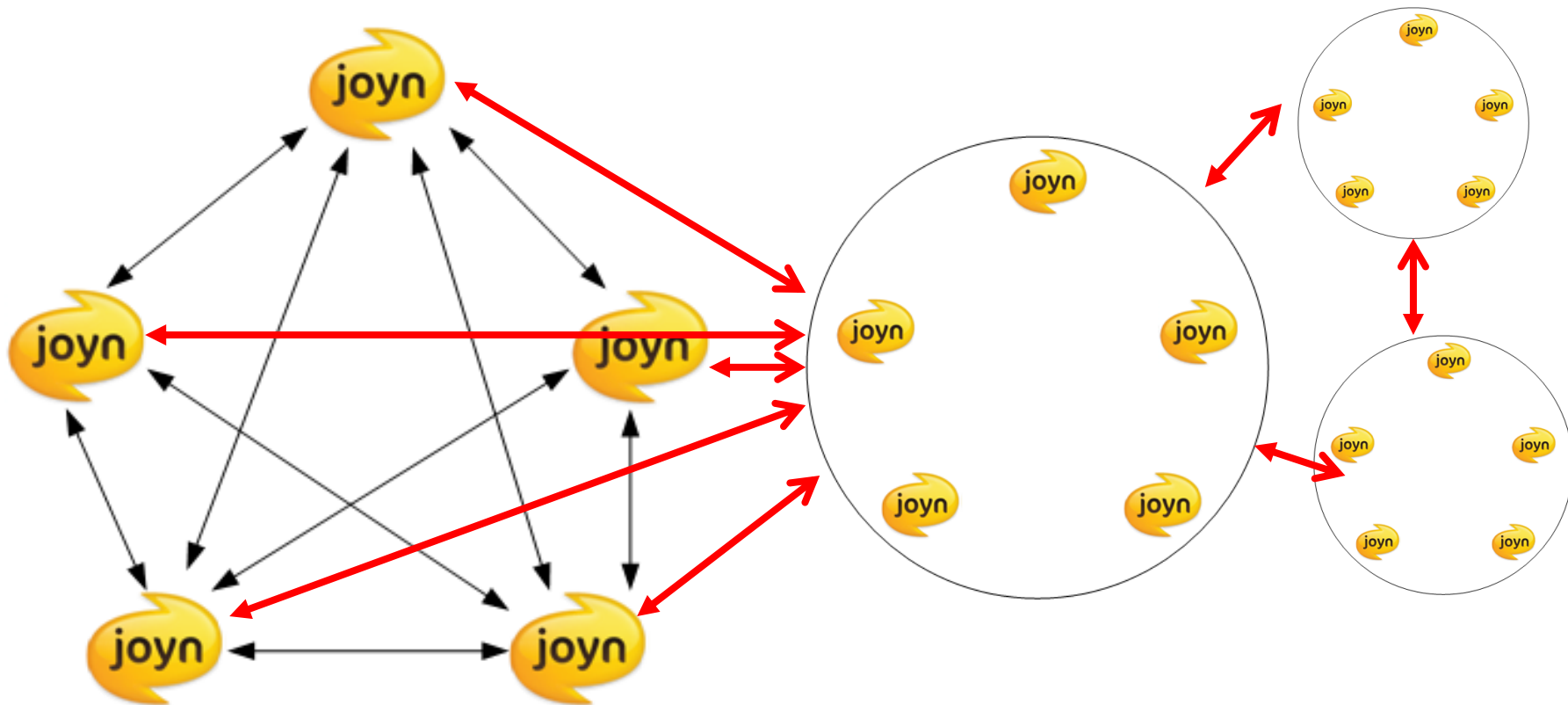
Migrate to IMS



Reduces Interconnection Complexity

MNO to MNO joyn Interconnect

Hosted joyn Interconnect



State of the Hosted Solution Marketplace

- To assess market position for hosted RCS solutions and assess whether a GSMA-managed solution was required we issued an RFI in mid-2012
- Statement of capabilities and description of solution architecture requested
- Pricing for 2 scenarios requested
- 19 responses ranging from comprehensive to partial solutions received
- Plenty of options in the market, no need for GSMA to provide a managed solution at this time

Potential Suppliers:

19 responses to GSMA RFI in 3 categories

Evaluations based upon:

- Ability to provide requisite functionality in a securely via a cloud-based solution
- Technical competence to handle service upgrades, MNO on-boarding etc.
- Pricing for 500k, 1M, 5M and 10M subs

Key Learnings:

- Many viable solutions in the marketplace that are worthy of consideration by operators
- It is not necessary for an operator to purchase IMS to implement RCS
- Sample pricing (range):
 - 1M subs = \$0.10-\$0.30 per sub/month
 - 10M subs = \$0.05-\$0.18 per sub/month
- Start-up cost average range \$50-150k / operator

Full RCS Solution IMS Based RCS

BROADSOFT
Innovation calling.

ERICSSON
TAKING YOU FORWARD

HUAWEI

MAVENIR
SYSTEMS

Neusoft

ZTE 中兴

Acision
Innovation Assured

newpace

GENBAND

vodafone

Full RCS with IMS-like Functionality

jibe
mobile

CROCODILE
richcommunications

Interop
TECHNOLOGIES

Syniverse

openmind
messaging experts

Infinite
Convergence

Partial Solution

solaiemes

TATA COMMUNICATIONS

acme packet



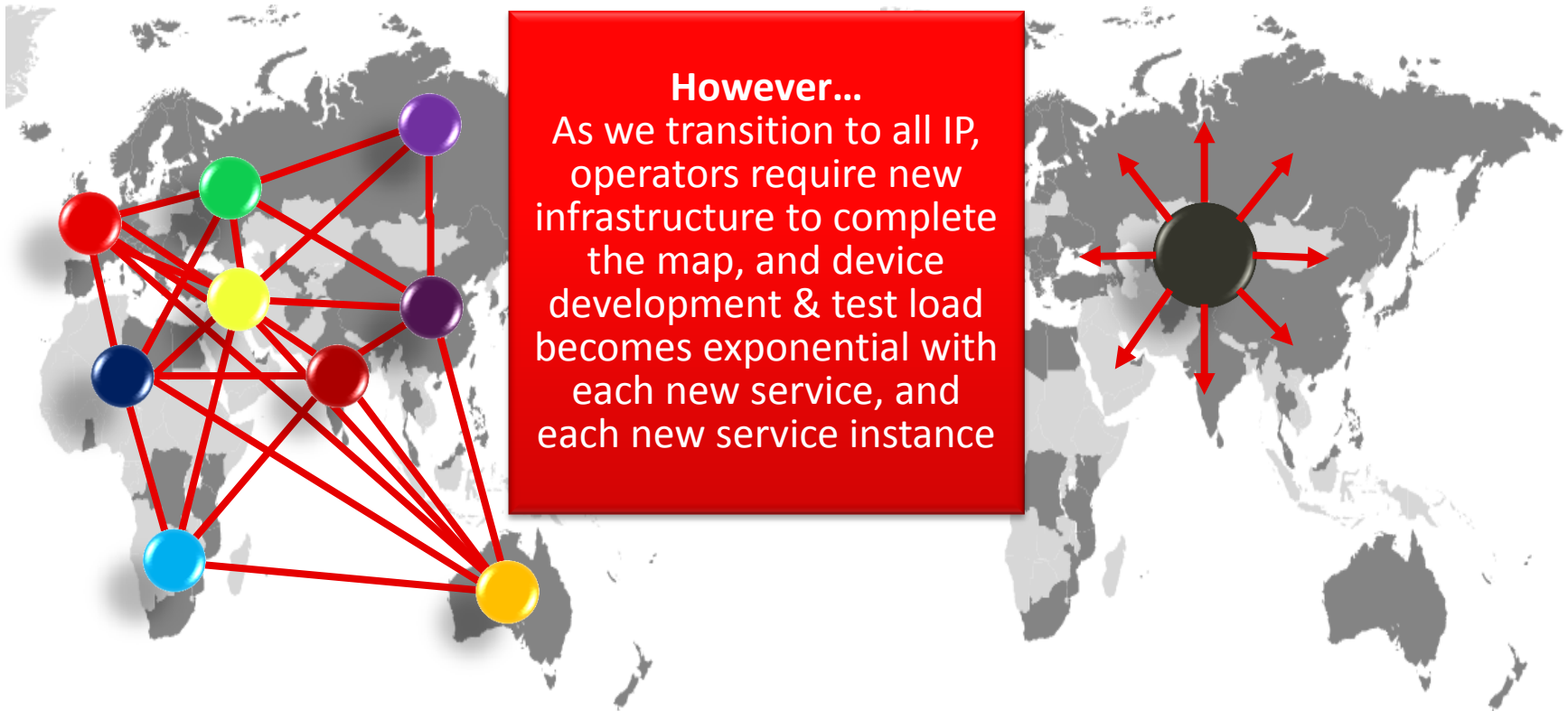
Making joyn 'real' through hosting

The view from Vodafone

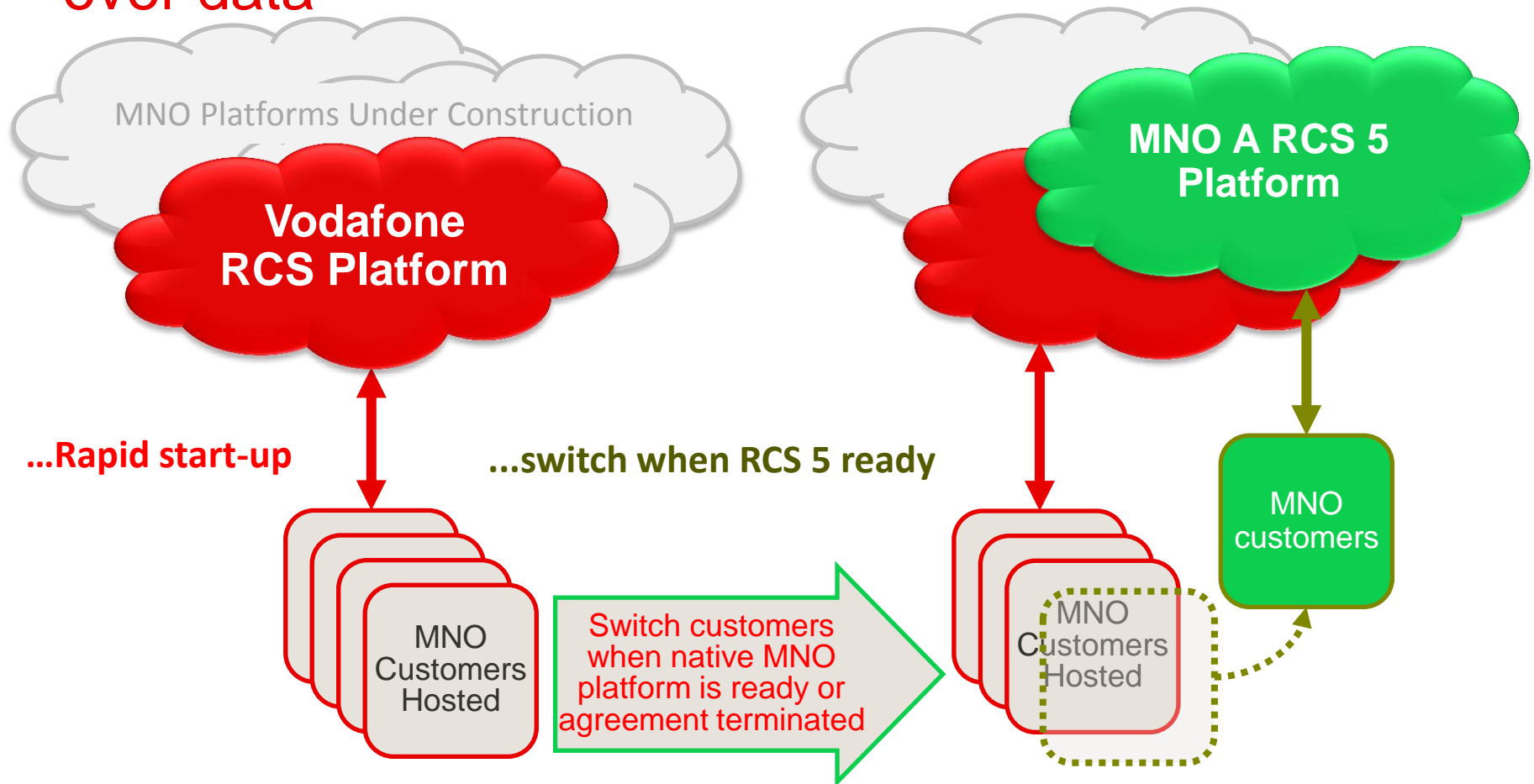
The Telco world is one founded on service interconnect to achieve ubiquity...

Telco Service Distribution Model

OTT Service Distribution Model

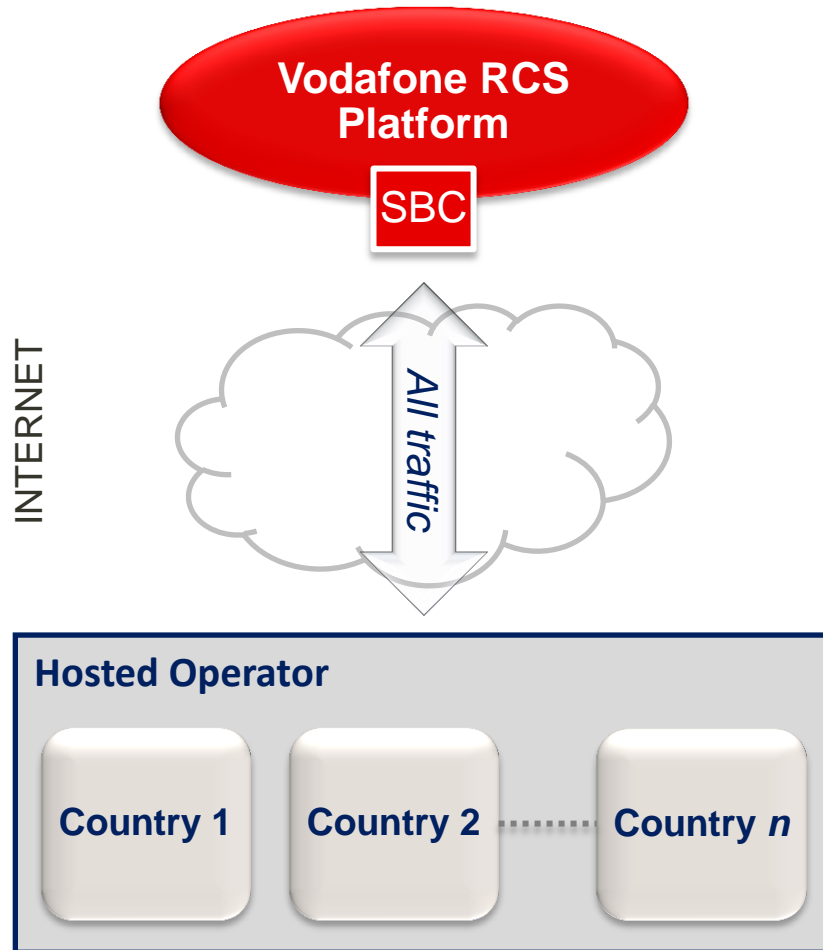


Hosting is the key industry simplification needed to evolve operator communications services (not apps) over data

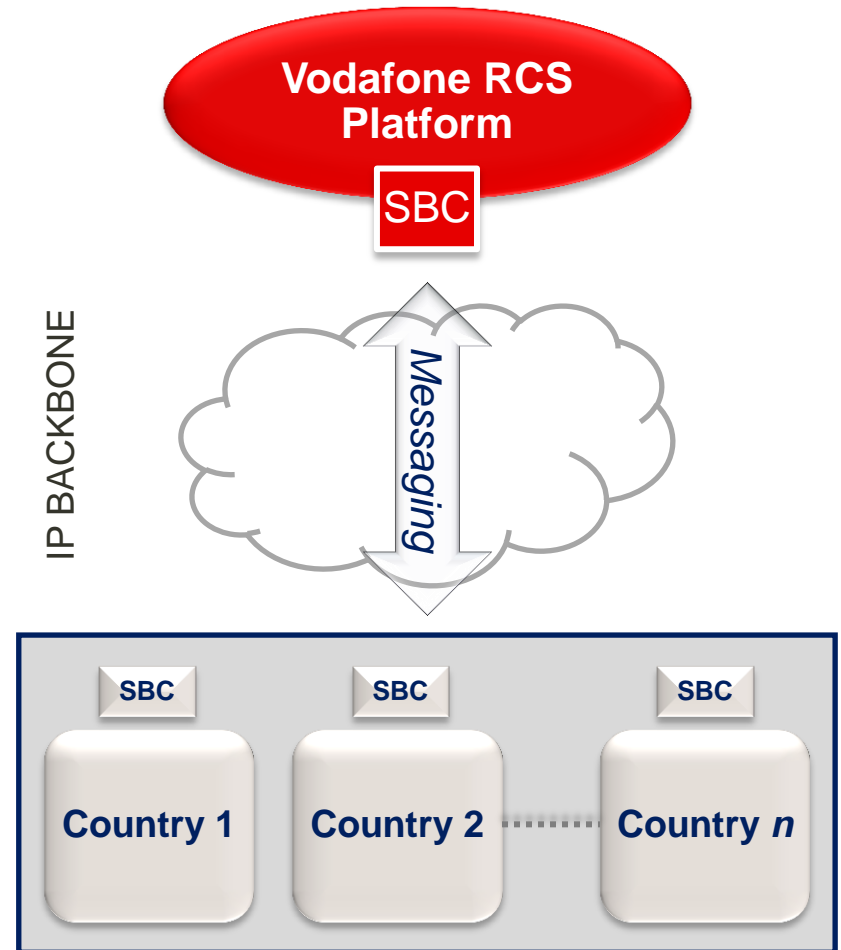


We have 2 architectures

1. OTT - Time to market



2. Optimised – lower latency



Architecture trade-offs

	Service Experience Metrics on HSPA	OPTIMAL	OTT
Provisioning, Support, Cost	ACS and IMS address resolution	✓	✓
	Automatic registration	✓	X
	Customer support	✓	X
	Service desk 24/7	✓	X
	Cost	X	✓
	Regulatory	✓	X
Performance	joyn Voce/Video Call setup time (~ 3s)	✓	✓
	Battery consumption	✓	X
	joyn Call & Video Call conversation latency (~ 150ms)	✓	X
	IM and file transfer session establishment (~ 2s)	✓	✓
	File transfer session establishment (~ 0.5s)	✓	X





**COFFEE
BREAK**



RCS Specification Update

Graham Trickey - GSMA

The evolution of RCS V1.2 to a global standard - RCS 5.1

RCS: Confirmed in Europe but not in North America

- RCS 1.2.x achieved great momentum with Europe but not in North America MNOs
- Risk of fragmentation leading to regional RCS specs without global reach:
 - Loss in momentum
 - Evolution and adoption compromised

RCS-5: Lead industry towards convergence

- Lead by Vodafone and Verizon, a work to align European and NA MNOs
- An intensive GSMA taskforce chaired by Vodafone and AT&T started in January 2012 leading to the publication of an aligned spec draft, RCS 5.0 by MWC 2012

Benefits and opportunities: What does it mean for the industry?

- RCS taskforce as an industry aligned forum: Official RCS 5.0 specification published and additional features added in RCS 5.1
- RCS 1.2.x is a subset of RCS 5.0, meaning that what we are deploying has now global reach
- RCS 5.0 and 5.1 bring an aligned set of new features that allow us to evolve the customer offering: Solutions to the key leanings from FUTs are part of this roadmap



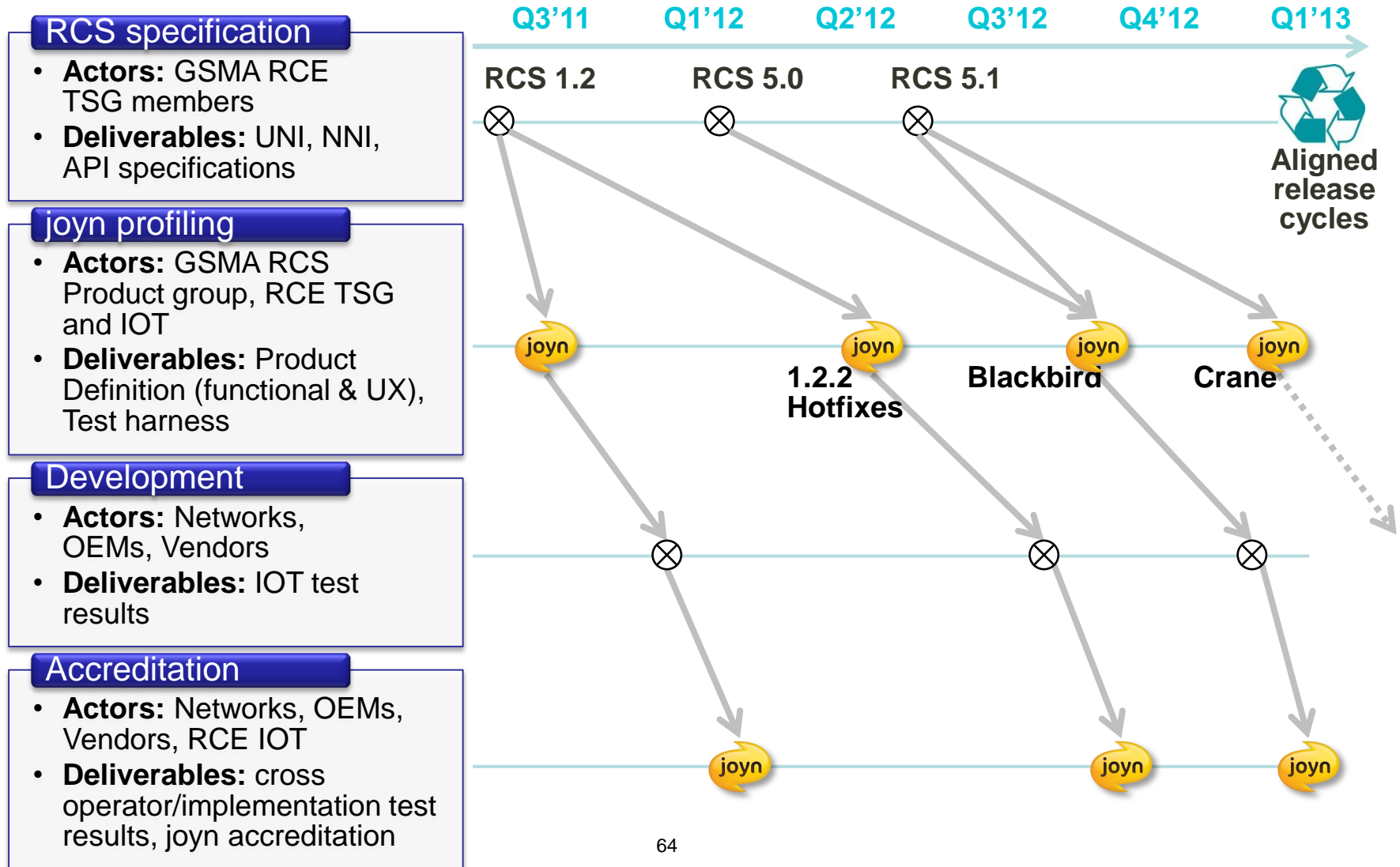
Rich Communications



- The RCS specifications define functionally and technically
 - User visible features: i.e. the services available to the end user
 - Technical features: i.e. the technical enablers on which features rely
 - The RCS specifications do not provide guidance on what services and technical means are mandatory
- The joyn brand represents the “productisation” of the RCS specification
 - The joyn product definition defines a functional and technical profile for RCS services:
 - Which services are mandatory
 - The implementation choice when technical options are available
 - Several joyn profiles can be based on a single specification release, balancing feature richness and time to market.



RCS and joyn release cycles



joyn features

NOTE: Crane feature list is indicative only

joyn with Hot Fixes	joyn (Blackbird release)	Joyn (Crane release) TBD
One to one chat	One to one chat with integrated messaging on native joyn devices	One to one chat - central message store
	VoIP (including end to end, VoIP to Circuit Switch, Circuit Switched to VoIP)	Integration with VoLTE
	Peer to peer IP Video Call	
File transfer within one to one chat with auto-accept	File transfer within one to one chat with Pause & Resume, thumbnails, file store & forward	
Group chat	Group chat	Group chat - central message store
	File transfer within Group chat	Group chat-Store and forward
Image share within a Circuit Switched voice call	Image share within a Circuit Switched or VoIP call,	
Video share within a Circuit Switched voice call	Video share in a Circuit Switched or VoIP call, Improved video orientation and quality	Video share outside a call
	Secondary devices (e.g. tablets)	VoIP and Video over IP (VidIP) calls from secondary devices
	Geo-location push	Geo-location pull
	Show-us-on-a-map	
	vCard exchange	User-managed blacklisting by service



Using “joyn” to indicate interoperability and reach

Attilio Zani, GSMA

The joyn brand

- joyn™ has been specifically created to be a global, visual recognition device that informs users that a device or network offers RCS services
- It is used in the **UI of devices** etc. and in **promotional and marketing** materials produced by operators and device (OEMs) as well as bona-fide members of the whole RCS eco-system
- Reinforces the message of interoperability regardless of operator and handset – the ‘community of joyn’ – the **brand promise**
- GSMA is the brand owner on behalf of the industry and use of the brand is subject to a no-cost licensing arrangement
- Registration for the brand has been applied for in >50 countries
- The joyn brand is optional and should always be an ingredient brand in operator marketing – there is **no desire** to take precedence over the operator’s own brand

Recent promotional examples – metroPCS

joyn
by MetroPCS

It just works.

Enhanced calling including chat and IM

File and video sharing in real time

Voice calling

Video chat in

No passwords, n

For more information see a MetroPCS store representative

metroPCS.
Wireless for All.

Zip Code - edit | Store Locator | Coverage Map | En Español | Support | Search MetroPCS

Activate & Select Plan | Make a Payment | Sign In | Sign Up | Cart (0 items)

Why MetroPCS
Everybody's moving to metro

Phones & More
Smartphones, Accessories & More

Plans & Services
Unlimited Talk, Text and Data

MetroMarket
Music, Videos, Ringtones, Apps

Manage & Pay
Activate, Pay, My Account

Home > Introducing joyn

Introducing **joyn** by metroPCS.

**Go beyond voice and text.
First and only on 4G^{LTE}.**

No registering, no passwords,
no new phone number...it just works!

SAMSUNG

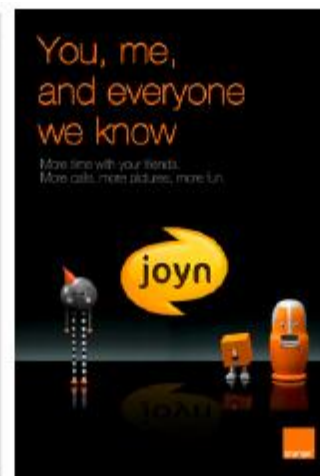
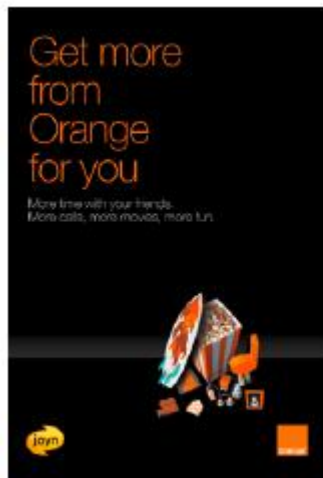
joyn
by metroPCS

Watch Video

Install joyn

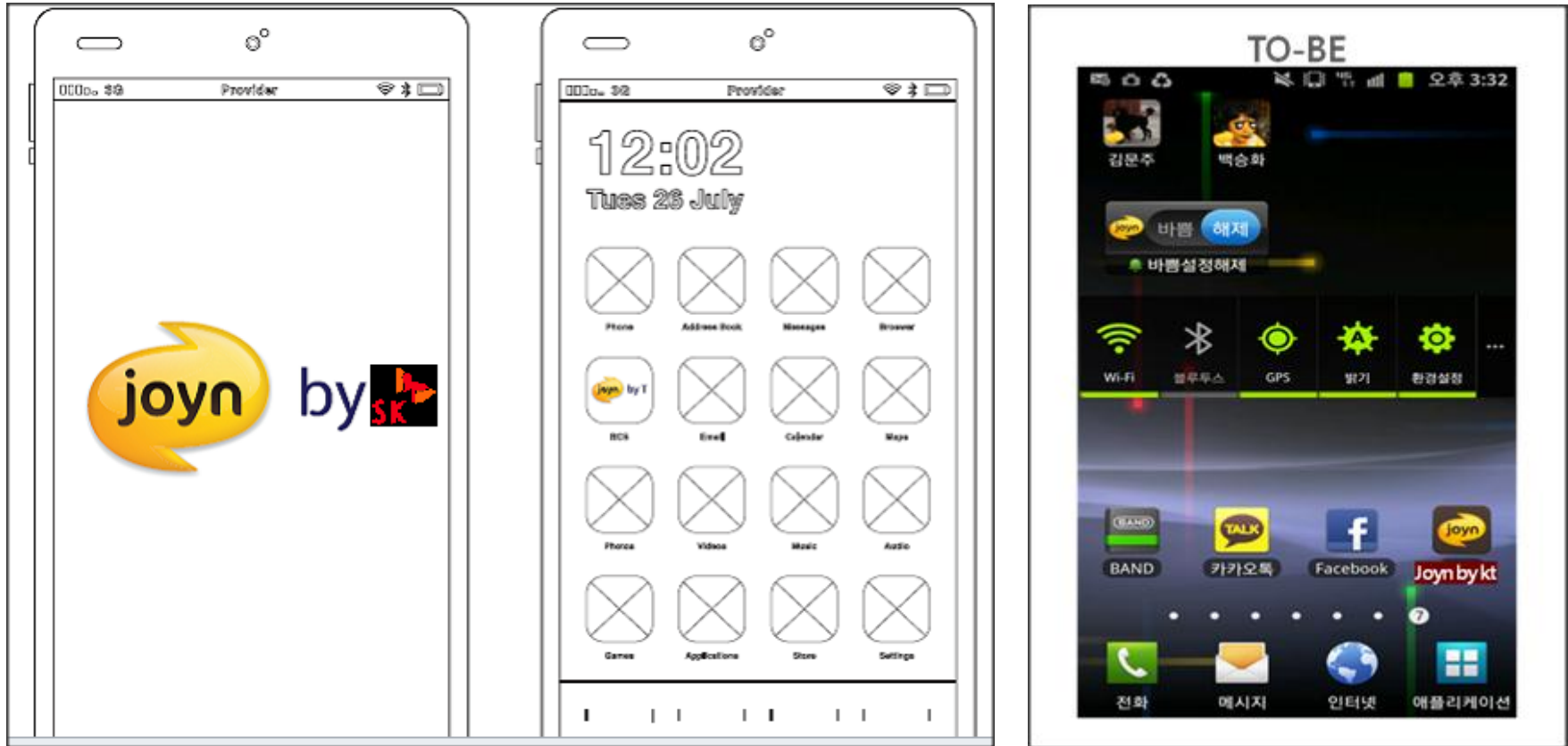
GSM

Theoretical examples of joyn brand use



Limited localisation possibilities

Example - South Korea



joyn consumer website – www.joynus.com

Cómo conseguir joyn: si has comprado recientemente un teléfono móvil, puede que ya tengas joyn

España Español



acerca de joyn
características
operadores
teléfonos móviles
consigue joyn
videos
preguntas frecuentes
noticias

joyn te permite chatear, compartir videos y compartir archivos fácilmente en tiempo real en tu teléfono móvil.

Sin contraseñas, ni registros, ni nuevas agendas de contactos; simplemente funciona.



contactos



chat

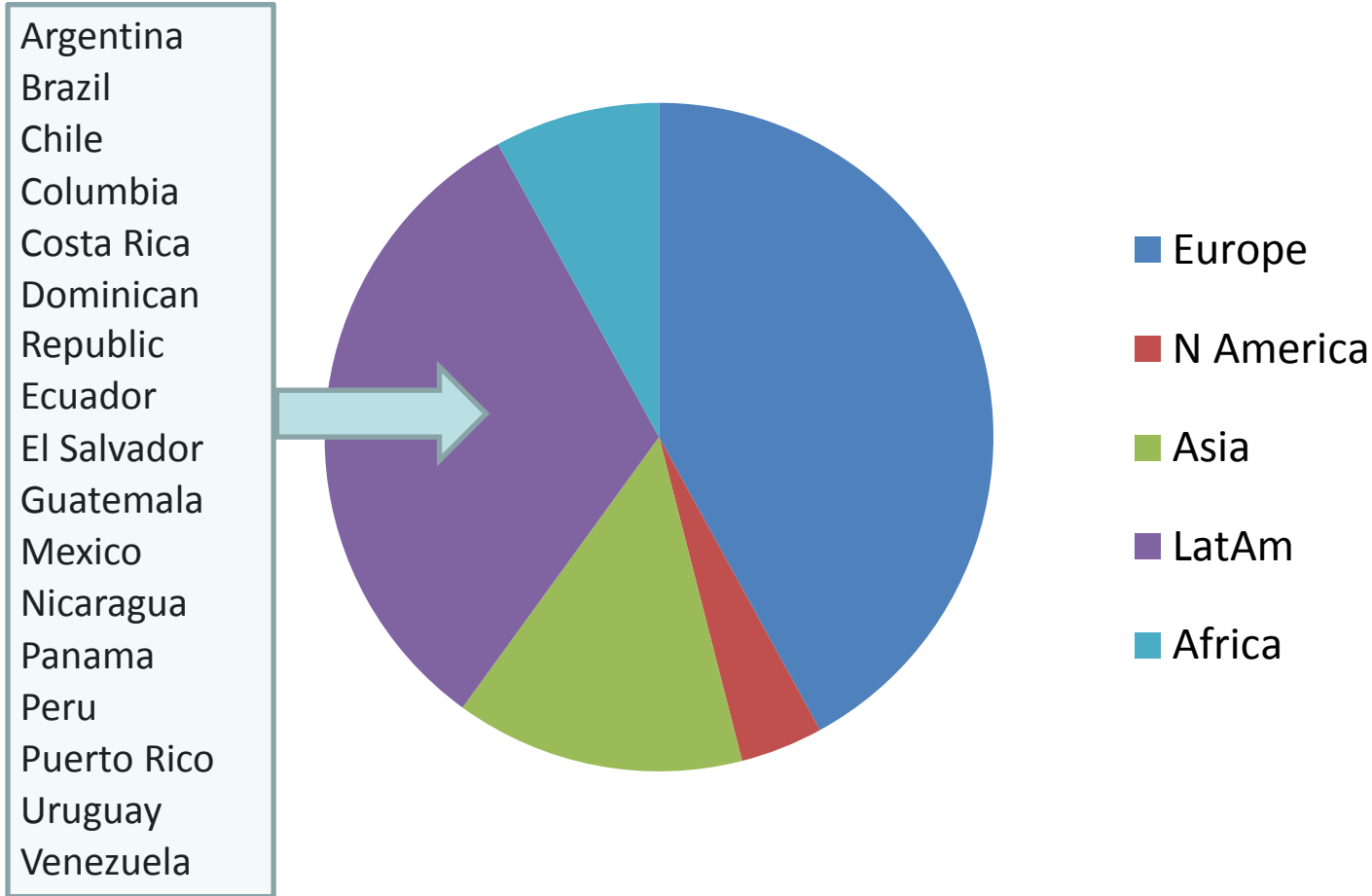


compartir
archivos



llamada
enriquecida

joyn TM registration applications in 50 countries





Accreditation

- In order to be able to adopt the joyn brand and claim compliance, Networks and OEM/client implementations need to undergo the joyn accreditation process aimed at
 - Certifying technical compliance with the RCS specification,
 - Proving interoperability across Networks and different implementations,
 - Ensuring compliance with functional use cases and UX basic requirement as defined in joyn Product Definition Document.
- The accreditation process develops in several phases orchestrated by GSMA IOT team:
 - **Accreditation framework** published by GSMA, defining mandatory IOT test cases
 - **Proving:** aimed at evaluating the level of maturity
 - Test back-to-back & IOT to reference implementation on at least 2 networks
 - Test results and traces delivered to GSMA RCS IOT team for validation
 - **UX Validation**
 - **Full accreditation:** formal undertaking of full accreditation procedures and confirmation that all P1 and P2 issues have been resolved, validated by GSMA RCS IOT team
 - **Quality check:** e2e tests on Production networks aimed at assessing stability and performance



joyn Licencing Framework Overview

The 'joyn' Logo License Agreement is a promise to use the 'joyn' logo when the RCS device/client or network has successfully completed the minimum accreditation requirements for RCS IOT.

The GSMA is undertaking this to ensure interoperable joyn services to be brought to market providing a high level of assurance for users to the '**It's just there, it just works**' mantra

Two Licensee types are foreseen:

- **Operators:** Companies providing RCS services to end users
- **RCS client manufacturers:** companies producing independent software for the end-user devices or embedded solutions from OEMs supporting delivery to the end user of the RCS services.

joyn licensing & accreditation process overview

STEP 1

- licensee visits <http://www.gsma.com/rcs/interoperability-testing/licensing/>

STEP 2

- webpage provides instructions, contact details and all relevant documents including the license agreement and its annexes

STEP 3

- licensee downloads the license agreement and relevant documents. The licensee signs the license agreement and sends it to rcs@gsm.org

STEP 4

- GSMA Legal countersigns the licence agreement and sends this back to the licensee with information on how to access special RCS artwork

STEP 5

- The licensee is given the contact and information for IOT so that they can proceed to start IOT testing with **accredited networks** and **accredited clients** as required

STEP 6

- Licensee completes IOT as stated in the minimum accreditation requirements, informs rcsiot@gsm.org, provides test results, traces & self-accreditation declaration

STEP 7

- GSMA RCS IOT team provides feedback on the submission and then awards provisional or full accreditation as appropriate.

































Steps 1, 2 and 3 – the Licence Agreement

The key web resource for the Licensee is

<http://www.gsma.com/rcs/interoperability-testing/licensing/>:

- The licence agreement includes three annexes (A, B and C):
 - [Annex A](#): “joyn” digiguide (use of artwork)
 - [Annex B](#): “joyn” Guidelines (messaging/positioning)
 - [Annex C](#): “joyn” Minimum Requirements (outline of IOT accreditation)
- Licensee downloads the license agreement and relevant documents. The Licensee signs the license agreement and sends it to rcs@gsm.org
- By accepting the terms and conditions of the Licence Agreement when signing, Licensees are self-certifying that their product or service is compliant and will use the logo in the required manner.
- They must submit to accreditation within 60 days of signing.

Annex A: [Digiguide v1.8](#), Digital Assets Overview

							
111007-joyn_splash_icon.ai		111007-joyn_launcher_icon.ai		111007-capability_icon.ai	111007-capabiity_icon-drop.ai	111007-joyn_glyph-white.ai	111007-umbrella_glyph-white.ai
							
		111007-notification_icon.ai		111007-notification_icon-drop.ai			
							
111007-joyn_glyph-black.ai	111007-umbrella_glyph-black.ai	111007-call_service_glyph-black.ai	110811-share_serviceglyph-black.ai	111007-chat_serviceglyph-black.ai	111007-video_shareglyph-black.ai	111007-chat_serviceglyph-white.ai	111007-video_shareglyph-white.ai
							
111026-call_service_bubble.ai	111026-share_service_bubble.ai	120127-call_service_bubble black.ai	120127-share_service_bubble black.ai	120127-chat_service_bubble black.ai	120127-video_share_service_bubble black.ai	120127-call_service_bubble white.ai	120127-share_service_bubble white.ai
							
111026-chat_service_bubble.ai	111026-video_share_service_bubble.ai	120127-call_service_bubble greyscale.ai	120127-share_service_bubble grey.ai	120127-chat_service_bubble greyscale.ai	120127-video_share_service_bubble greyscale.ai	120127-chat_service_bubble white.ai	120127-video_share_service_bubble white.ai

Annex B: Brand Communication Guidelines



Brand communication guidelines

2 March 2012


Annex C: “joyn” Minimum Requirements

(outline of IOT accreditation)

This document defines the minimum requirements for the usage of the ‘joyn’ logo for network operators and client / device manufacturers.

This document is split into two sections:

- ANNEX C1: Minimum Requirements to be fulfilled by **client manufacturers** in order to use the ‘joyn’ logo for marketing to the end user.
- ANNEX C2: Minimum Requirements to be fulfilled by **network operators** in order to use the ‘joyn’ logo for marketing to the end user.



"joyn" LOGO LICENSE AGREEMENT
Annex C: "joyn" Minimum Requirements

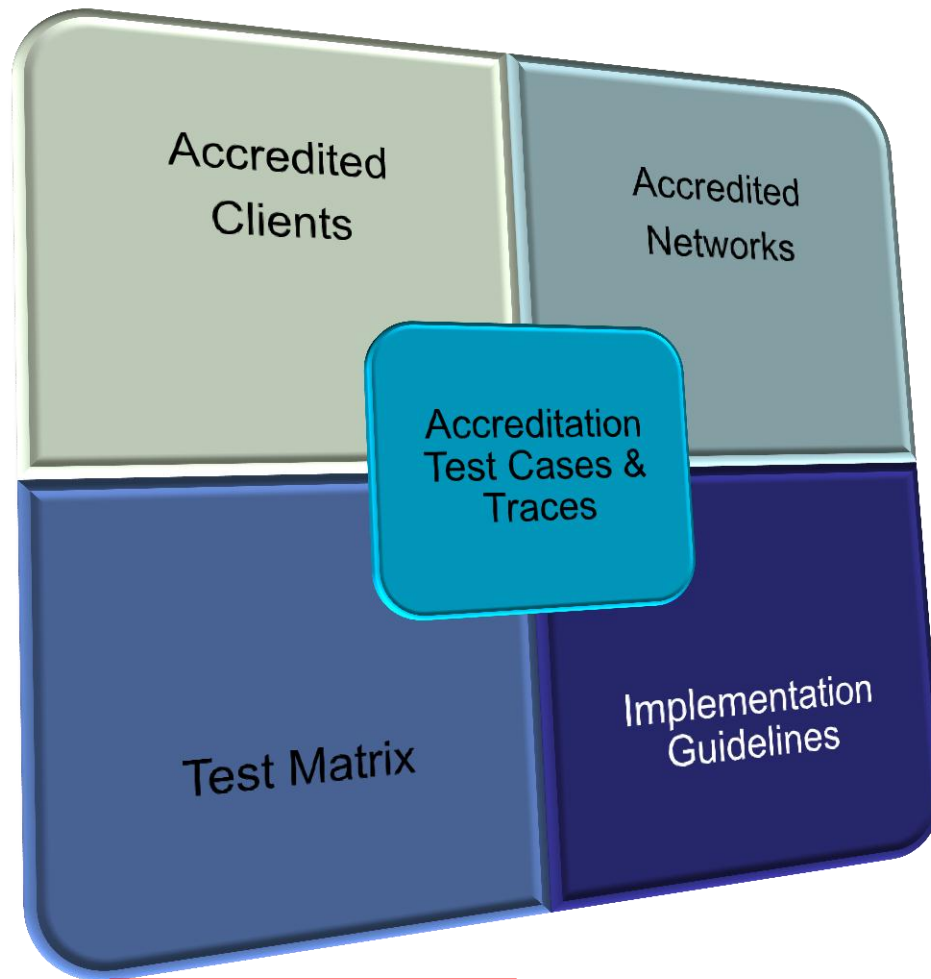
ANNEX C: Minimum Requirements for the usage of the 'joyn' logo

Documents referenced in this document

Ref	Document Referenced	Title	Link
[1]	License Agreement	joyn Licence Agreement - Master	www.gsma.com/rcs-IOT-licensing
[2]	Test Cases Matrix	RCS IOT 001 RCS-e v1.2 Test cases matrix tool	http://www.gsma.com/rcs-product-specifications-rcs-e-specifications/
[3]	Guidelines for Licensing Framework	RCS IOT 002 Guidelines for Licensing Framework	www.gsma.com/rcs-IOT-licensing
[4]	Self-accreditation handbook	RCS IOT 003 Self-accreditation handbook	www.gsma.com/rcs-IOT-accreditation
[5]	Self-accreditation declaration for networks	RCS IOT 004 Self-accreditation declaration form provided by network providers	www.gsma.com/rcs-IOT-accreditation
[6]	Self-accreditation declaration for clients	RCS IOT 005 Self-accreditation declaration form provided by RCS-e client manufacturers	www.gsma.com/rcs-IOT-accreditation
[7]	RCS-e Implementation Guidelines	RCS IOT 006 RCS-e Implementation Guidelines	www.gsma.com/rcs-IOT-accreditation

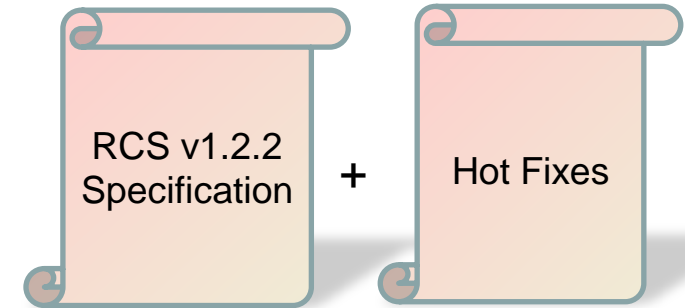
This document defines the minimum requirements for the usage of the 'joyn' logo for network operators and client manufacturers.
Further information on the Licensing Framework and the self accreditation process can be found in the referenced documents.

The accreditation framework

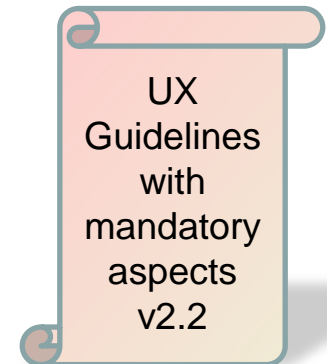


Test matrix v4.0 (to be published 14 Dec 2012)

Current baseline



RCS Implementation Guidelines v3.0



Step 7 – Submission feedback & accreditation award











- The RCS IOT team will review the accreditation submission, undertake deep analysis of the test traces and provide feedback
- The RCS Product team will review the UX self-assessment submission, undertake verification of the User Experience and provide feedback
- A detailed interaction may follow to ensure that all mandatory aspects are shown to be undertaken and passed correctly.
- Upon successful completion of all mandatory aspects, the RCS IOT Team will formally award accreditation.
- The accreditation status shall be updated on the GSMA website

The Licensee contacts on the central database will receive updates on

- a new version of the RCS Technical Specification
- a change to the minimum requirements
- A new country has been registered



The OEM ecosystem

	Embedded Clients	Hardware Model	joyn	joyn hot fixes
	HTC Corporation	Z520e	✓	
	Huawei Technologies Co. Ltd.	U8815 Asura	✓	
	LG Electronics	LG-E730		FULL ACCREDITATION
	LG Electronics	LG-P760		FULL ACCREDITATION
	Nokia Corporation	Nokia 700	✓	
	Nokia Corporation	Lumia 920		FULL ACCREDITATION
	Samsung Electronics Co Ltd	Galaxy S2	✓	
	Samsung Electronics Co Ltd	Galaxy S3	FULL ACCREDITATION	
	SONY Mobile Communications	XPERIA J		FULL ACCREDITATION
	SONY Mobile Communications	XPERIA P		FULL ACCREDITATION



HTC
Z520e

HUAWEI
U8815 ASURA

LG
E730

LG
P760

NOKIA
700

NOKIA
LUMIA 920







SAMSUNG
GALAXY S2

SAMSUNG
GALAXY S3

SONY
XPERIA J

SONY
XPERIA P

The client ecosystem

Downloadable Clients		Hardware Model	joyn	joyn hot fixes
	Deutsche Telekom	Client for Android Smartphone	✓	
	Neusoft Mobile Solutions Oy	Client for Android Smartphone	FULL ACCREDITATION	
	Summit Tech Communications	Client for Android Smartphone	✓	
	Summit Tech Communications	Client for Apple iPhone	✓	
	WIT Software	Client for Android Smartphone		FULL ACCREDITATION
	WIT Software	Client for Apple iPhone	✓	

GSMA joyn App program



- In 2011 GSMA initiated the joyn App Program RFP to ensure fair, reasonable non-discriminatory pricing would be available to all GSMA members regardless of their size
- In 2012, WIT Software became the first GSMA preferred supplier in the program
 - First downloadable client to be fully accredited for joyn Hot Fixes
 - Launched with Telefonica & Orange in Spain on 26 Nov
 - Available on both Android and iOS
- Details of the program and the pricing are available on request

Summary and Wrap Up

Valter Wolf, GSMA

How can the GSMA help?

RCS Evaluation Process

Continuous support from GSMA and RCS Programme members

Review this
Evaluation
Pack

Conf Call
with GSMA
to clarify
process

Identify
resources to
complete
evaluation

Analyse
Business Case

Technical Evaluation

Commit to
trial or launch
RCS services?

Joint
Market
Development

To organise a workshop to explore all of these elements with the RCS Programme Team, please contact Attilio Zani: azani@gsma.com

Geared to your timescales



Rich
Communications

Thank You