



1. What is the Universal Profile?

The Universal Profile, due to be published in November 2016, is a globally agreed, single GSMA specification from which Operator Advanced Communications services are being built.

It contains a set of Advanced Calling and Messaging features and agreed enablers for innovation – such as application to person messaging (chatbots) and conversational commerce (the seamless integration of transactions and messaging), evolving SMS for 6.7 billion consumers.

As a result of the Universal Profile, most smartphones will ship with a built-in Advanced Messaging app, so consumers will easily be able to text, chat and share media without having to identify and download which apps their contacts are using.

2. Why is it important?

It provides clarity and certainty on the technology roadmap for Operators who were planning on deploying Advanced Communications, but delayed due to uncertainty on which technical option to choose.

For OEMs it simplifies the build requirements and enables them to work with one model for worldwide deployment and to build Advanced Communications into open market devices.

For all Operators and IPXs it simplifies interconnect by reducing technical options.

The Universal Profile is also a pre-requisite to getting mobile OS providers such as Google and Apple to make Advanced Communications native in their operating system software.

For the GSMA, it ensures the telecoms industry remains at the centre of digital communications by enabling Operators to deliver this exciting new messaging services consistently, quickly, and simply.

3. Who supports the Universal Profile?

The Universal Profile is supported by 56 operators and OEMs as well as 2 OS providers: Google and Microsoft, and the list is growing. For the full list and to add your support find out more here <http://www.gsma.com/network2020/universal-profile/>

4. What impact will it have, if any, on Advanced Communications deployment and take-up?

GSMA expect the Universal Profile to trigger an acceleration in Advanced Communications network deployments. We also expect to see greatly improved device availability and penetration in open market devices (which constitutes 60% of all devices worldwide). This upturn in handset penetration will in-turn drive active user numbers, especially as this service will be in-built to devices.

5. When will it be published?

November 2016.

6. Is it mandatory for Operators?

Operators can choose whether to deploy Advanced Communications or not but if they deploy, the Universal Profile will guarantee device availability and interconnection with other operators.

7. When will compliant devices and networks appear?

Operators who have already launched are now planning their migration to the Universal Profile. Interoperability with pre-Universal Profiles will be provided during the transition. We expect the first devices and networks in Q2 2017.

8. What should OEMs do next?

OEMs should participate in the specification development in GSG and begin to develop Universal Profile devices. During the transition period, Operators who have already launched will work with OEM's on their specific requirements for migration to the Universal Profile.

9. What should Operators do next?

Operators launching after Q1 2017 should confirm with equipment vendors and OEMs that they are deploying the Universal Profile. Those launching between now and then should deploy a mature profile with minimal transition needed to Universal Profile such as Crane Priority Release and manage the transition over time. Those who have already deployed should plan their transition to the Universal Profile and work through the details with their OEM and equipment vendors.

10. What is Google's involvement in the project?

Google's carrier messaging company Jibe has developed a universal Android client based on the GSMA Universal Profile for Advanced Messaging. They are also offering a carrier hosted service for Operators to launch and manage Advanced Messaging services to their customers without deploying an Advanced Messaging or IMS infrastructure.