

Amir Sarhangi

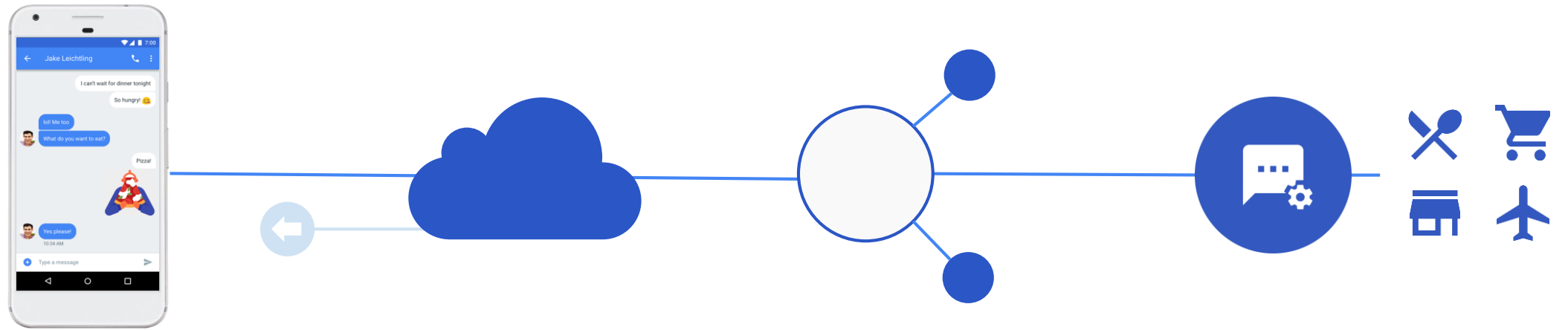
Head of Project Management – RCS

Google

RCS in 2018



We're helping accelerate the industry's shift to RCS



Native RCS Client
(Android Messages)

Hosted RCS
Platform

RCS
Interconnect Hub

RCS Business
Messaging Platform

Built on Universal RCS standards

2017 Themes



Scaling and
interoperability



Making business
messaging a reality



Better messaging for
every user

Last year

1B
mobile
subscribers



Today

1.9B

mobile
subscribers



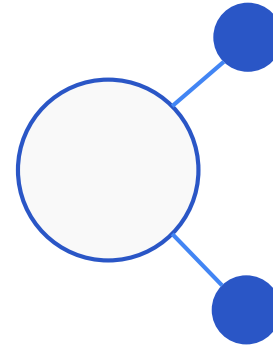
Interoperability at every layer



Live on 3rd party clouds



Interoperable with 3rd party clients

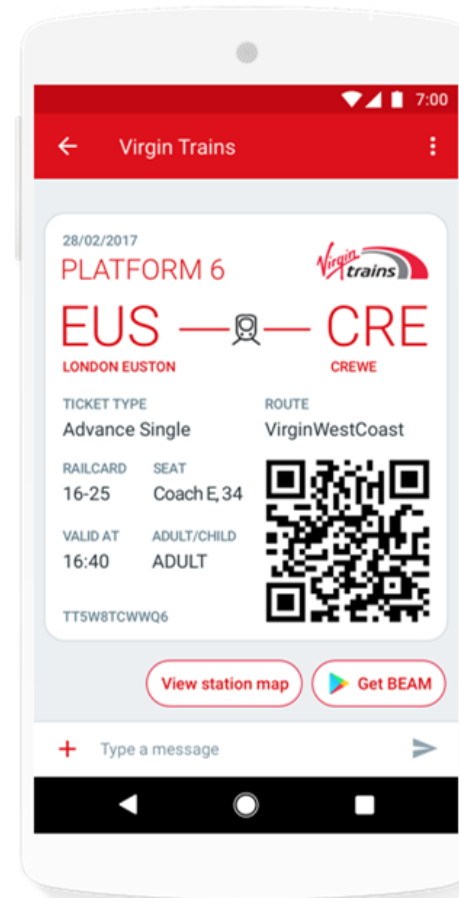
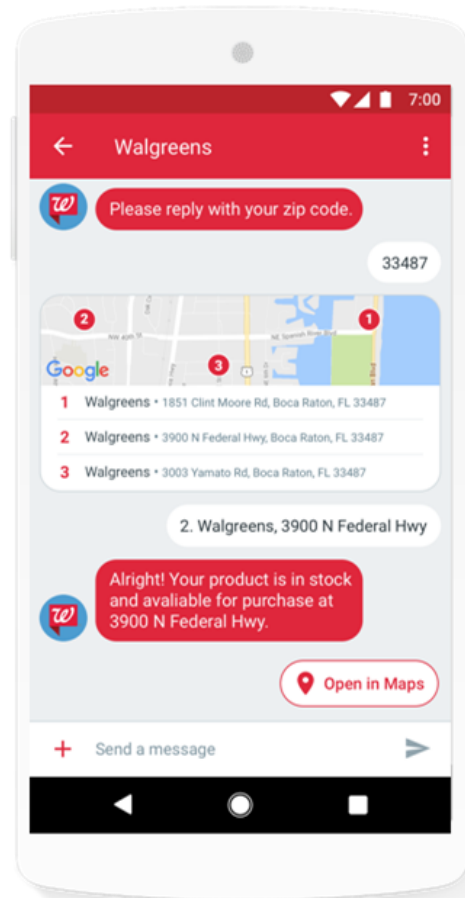


Europe and NA hubs live

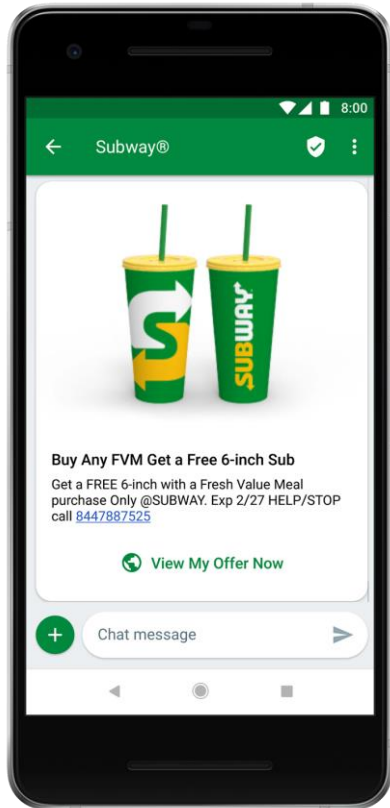


40 messaging partners across regions in EAP

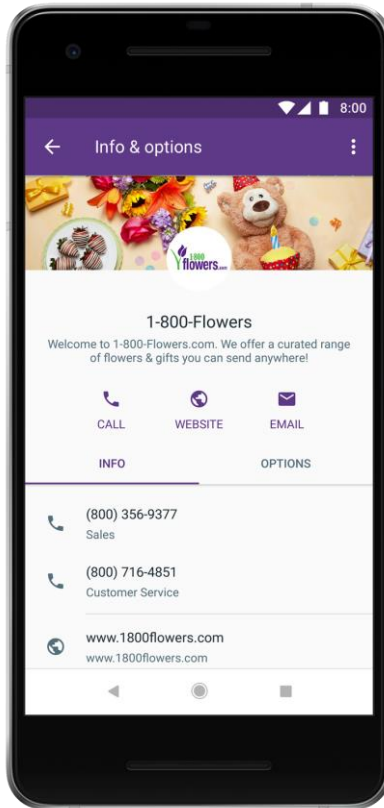
Last Year: Announced EAP featuring 2 brand demos at MWC



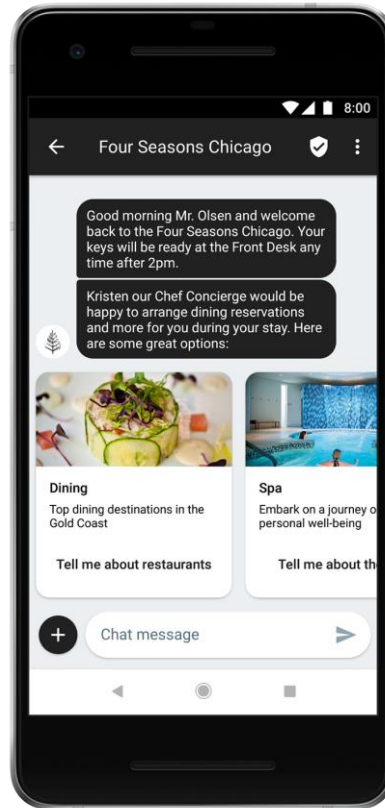
Today: Brands live on Sprint and Telcel as next step of EAP



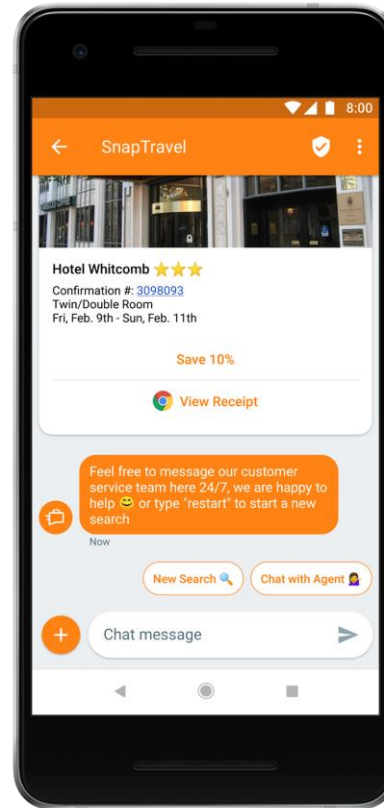
Weekly deals



Shipping confirmation



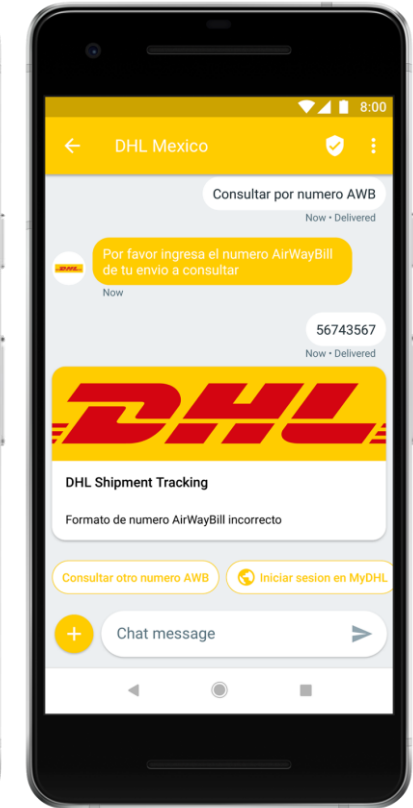
Live concierge



Travel deals



Health tips



Shipment tracking

The impact of business messaging

Better Transactions

Greater engagement
Higher conversion

Deeper Relationships

Deeper connections
Greater loyalty
Higher share of wallet

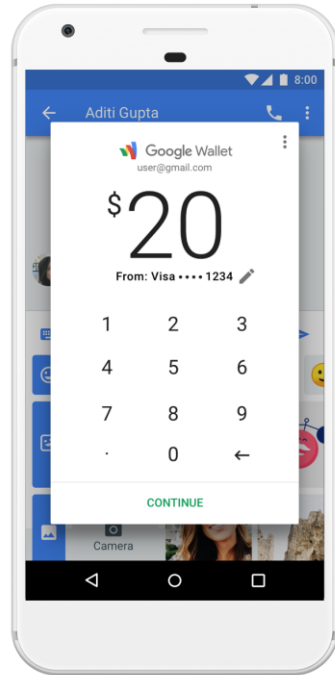
New Products and Services

Messaging as a
platform to create new
products and services

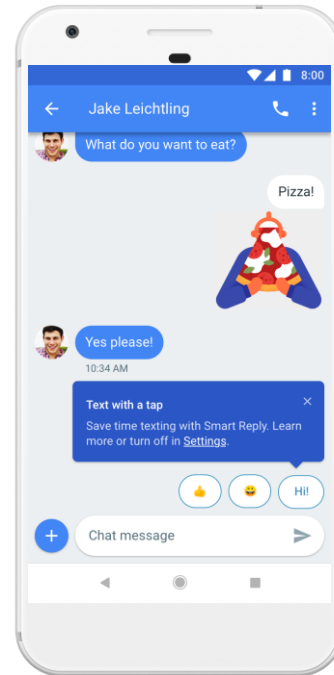
Better messaging for every user



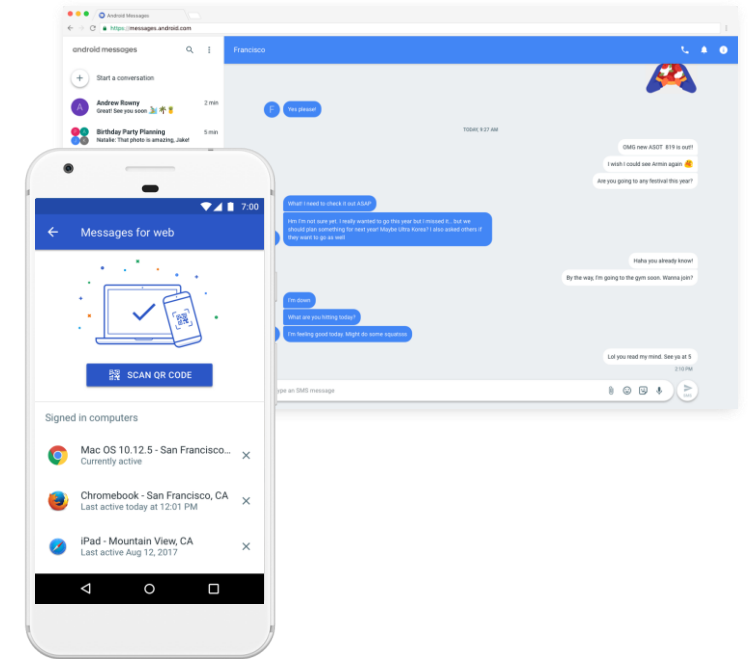
New compose



Payments
in US



Smart Reply
in US



Web
Coming soon

2018
Goal

Deliver

a great messaging experience for
every Android user (across regions)

2018 Themes

Double down on the
messaging
experience

Get to full coverage in
multiple countries

Prove the value of
business messaging

Let's see RCS business messaging in action!



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Come see us in the GSMA Innovation City

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Thanks!

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