



**BUILDING THE BUSINESS CASE
FOR RCS BUSINESS
MESSAGING**

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Building the Business Case for RCS Business Messaging

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mavenir.com

Agenda

- Unified RCS Business Messaging Marketplace
- Innovative Business Flows with RCS
- Enhancing the Premium SMS experience with RCS
- Exploring flexible business models for RCS Business Messaging



Unified Marketplace for RCS Business Messaging

Brands see potential in RBM



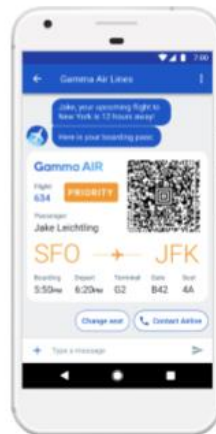
Rich Communication Services:

A Look at Next-Gen SMS and Its Implications For Marketers and Consumers

1. High consumer appetite for messaging
2. Low usage rates and penetration of marketing apps
3. Marketer interest in conversational commerce



Before (SMS)



After (RCS)

What are the possible constraints to achieving success?

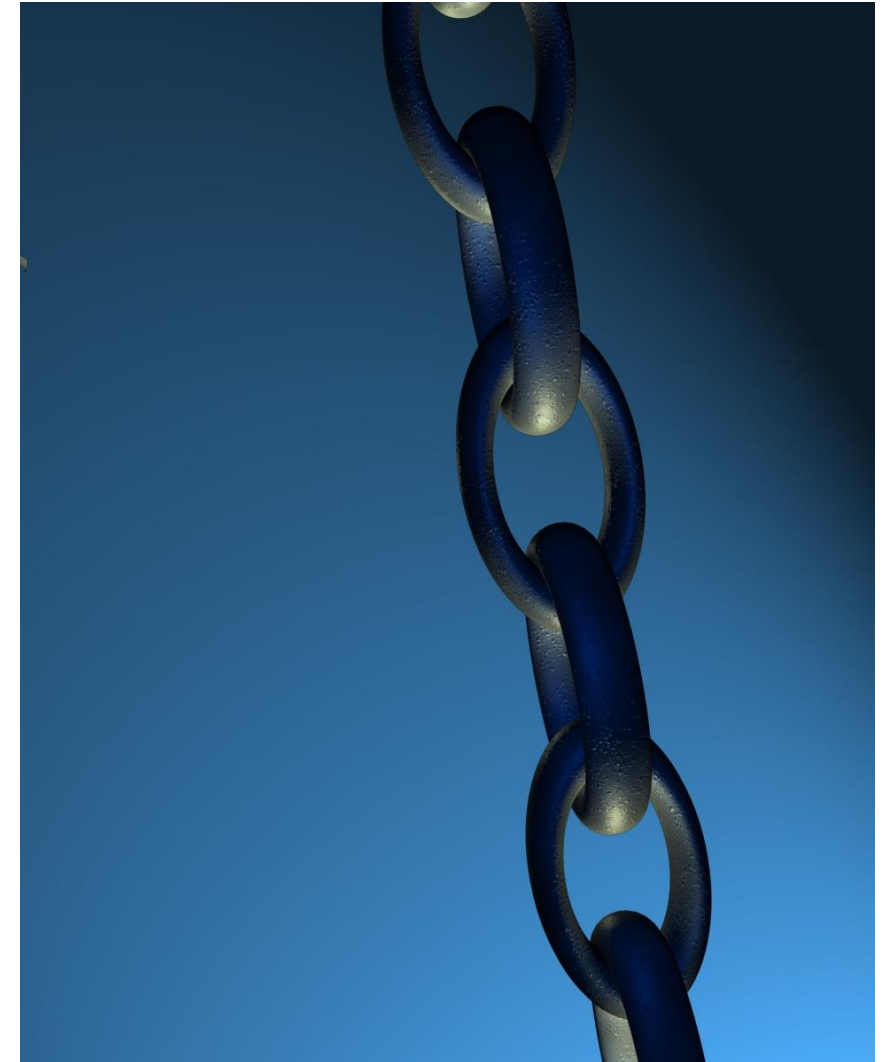
Burdensome processes

- Account sign up
- Dealing with registry
- Vetting
- Approval/review

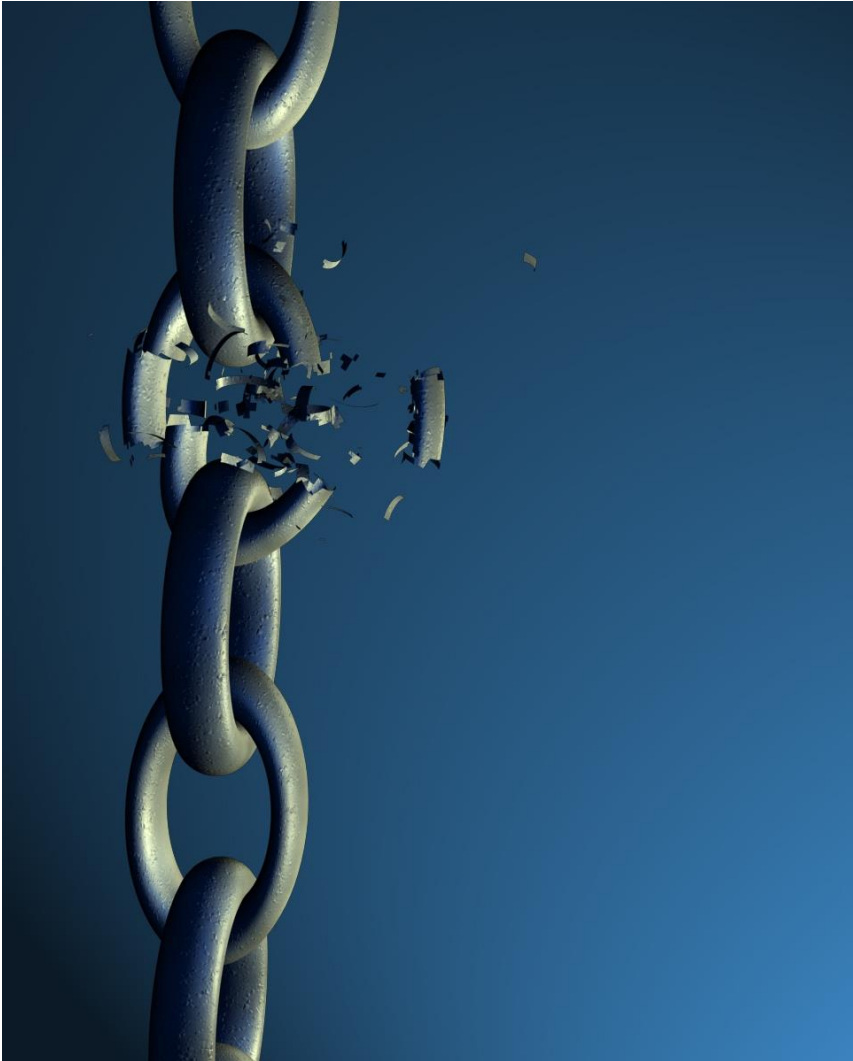
Carrier fragmentation in a region

Managing UX through different technologies

Slow innovation of new services



Unleashing the Potential of RCS Business Messaging



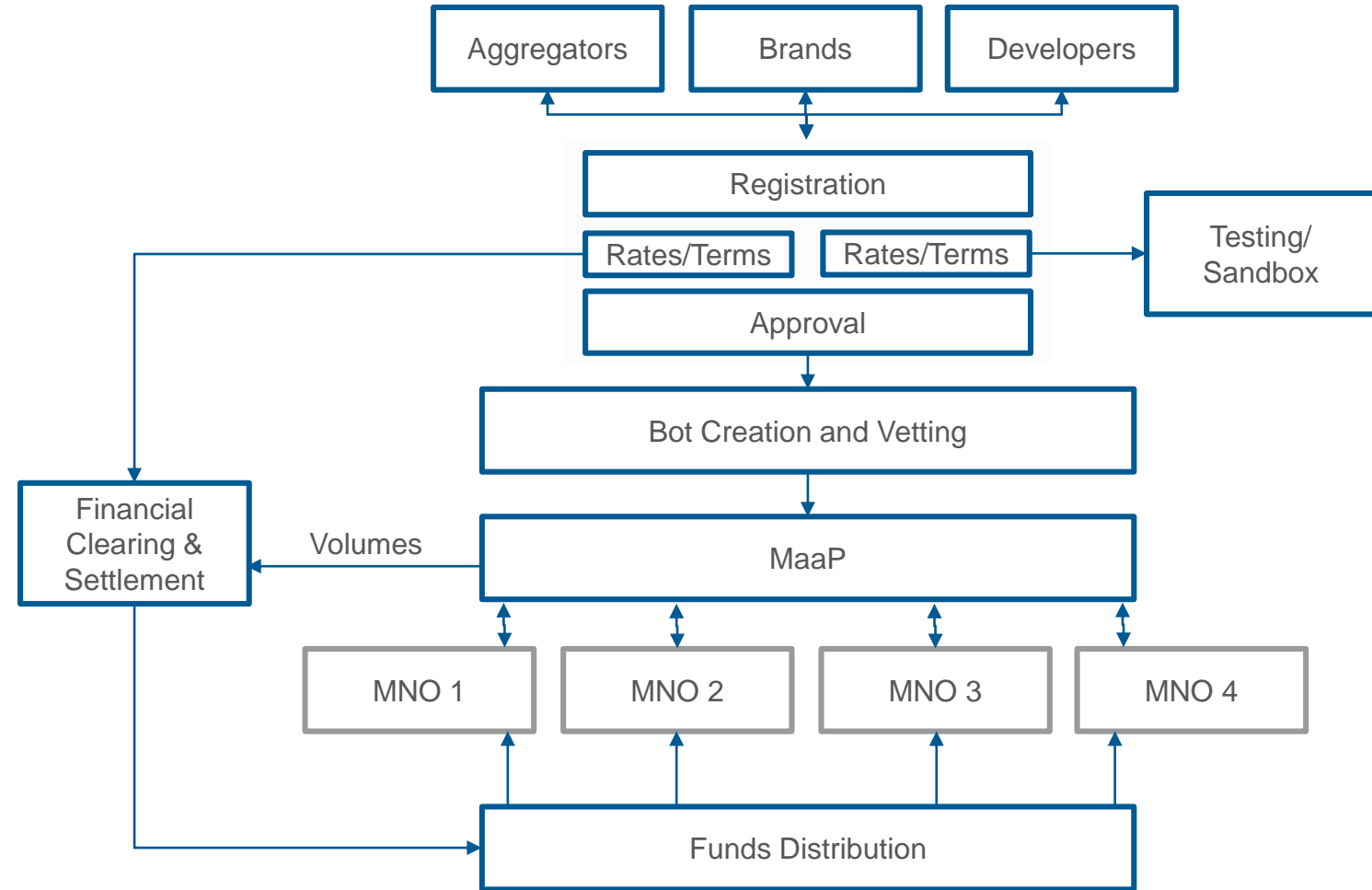
Unified market place for brands, aggregators and developers

- One stop shopping to access ecosystem
- Streamlined business processes
- Multi-carrier reach in a region
- Tools to manage user experience
- Hub of innovation

The Mavenir–Syniverse Solution

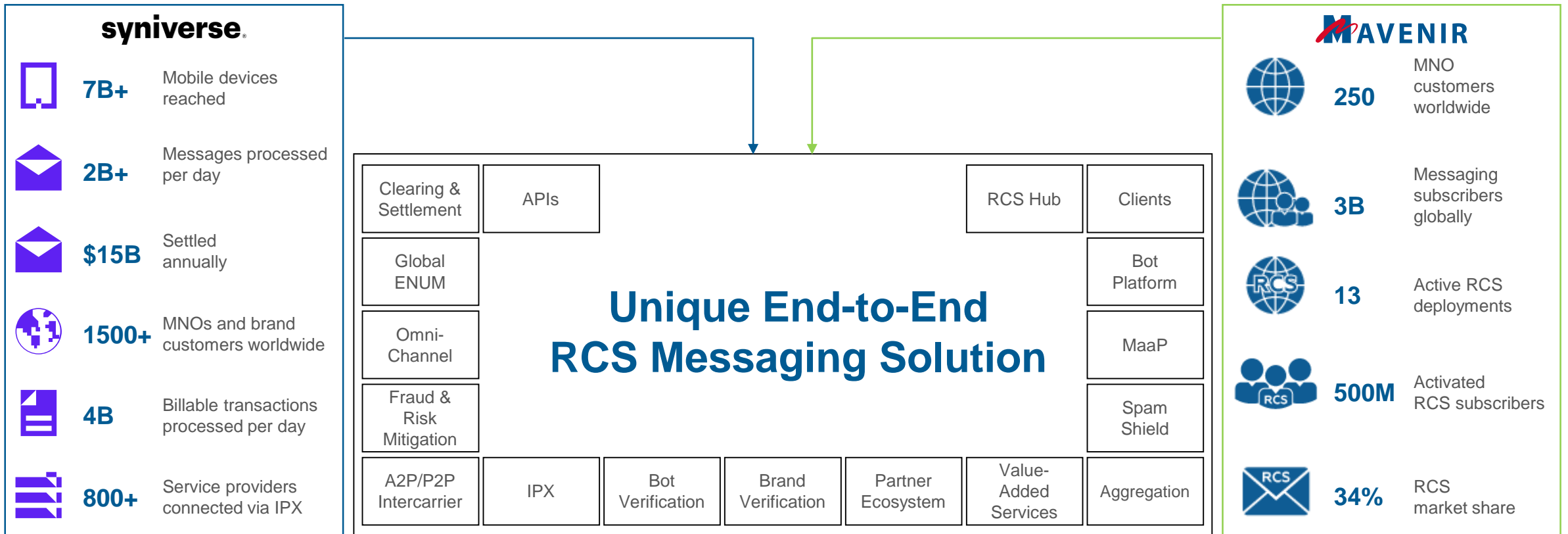
RCS Business Messaging as a Service

- Single store front
- Streamlined business processes
 - Account management
 - Bot creating & onboarding
 - Vetting / approvals
 - Rates / terms
- Carrier RCS channel enablement
 - Flexible connectivity to carrier
 - Host P2P
- UX management
 - SMS, UP 1.0, UP 2.0
 - Testing/sandbox
- Financial clearing & settlement
- Place to innovate



The Syniverse–Mavenir Partnership

Syniverse and Mavenir have joined forces to offer an end-to-end unique cloud-based fully-managed RCS solution for operators to deliver both RCS P2P and A2P





Innovative Business Flows with RCS

Today's RCS Primary Business Models

Promotional Messaging (A2P)

- Focus on:
 - SMS A2P revenue protection/migration
 - New RCS A2P revenue
- Known business model
- Little room for innovation
- Tight margins

Conversational Messaging (P2A)

- Focus on:
 - Chatbots
 - Live Chat (chatbot to human escalation)
- New MNO business model
- Innovation tied to Universal Profile compliance
- Margins still unknown

RCS as an Enabler

RCS is prepared to be more than a messaging application on a mobile phone:

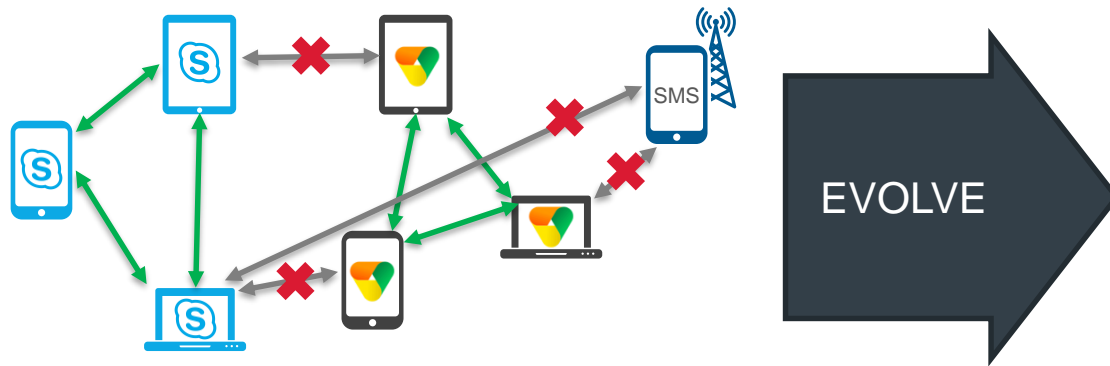
- Full multimedia capabilities
- Group messaging
- Chatbot framework
- NB MaaP APIs

We need to promote the use of RCS in other Business applications:

- Unified Communications and Collaboration
- Panic Button that sends RCS message with Location, audio, etc.
- Emergency Alert Systems
- Other

RCS as the IM engine in Unified Communications

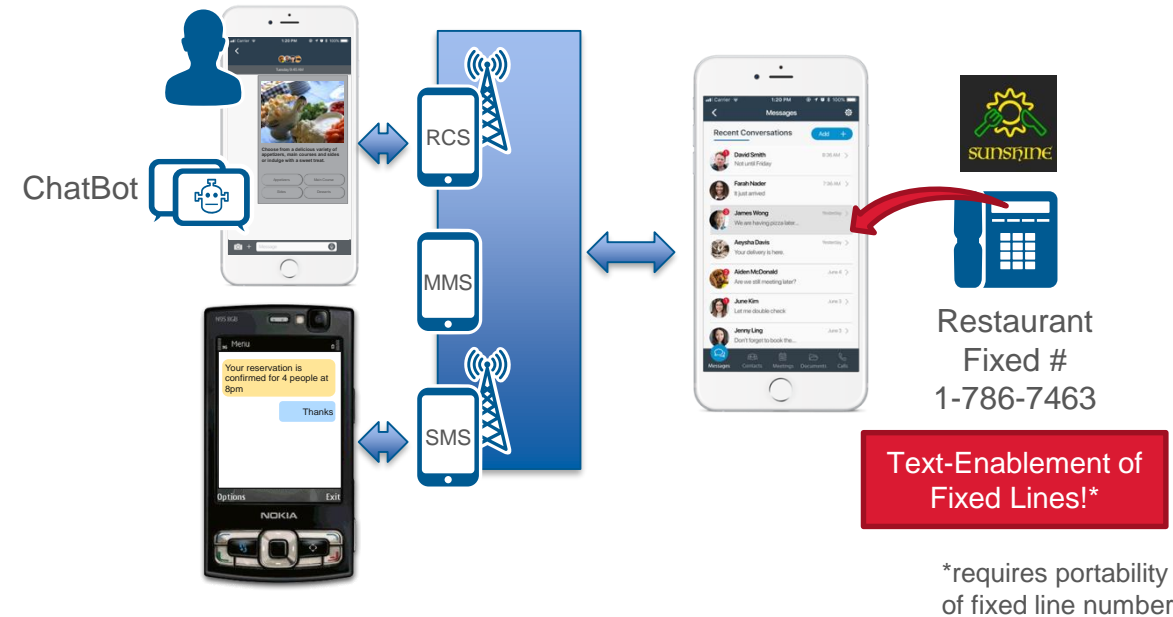
Most UCC providers have a messaging walled garden.



Evolved from wireline world where messaging doesn't exist and had to build proprietary closed systems. Communication is not possible with:

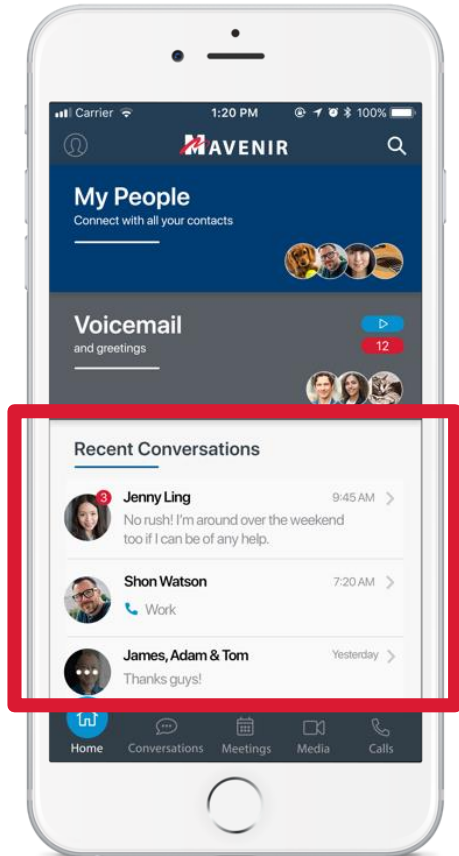
- users on other provider's UCC system
- users on other enterprise in the same UCC cloud system
- users on regular mobile phones

Mavenir's Mobile Enterprise Communications leverages RCS for IM



- Full multimedia experience with other enterprise users as well as any RCS enabled mobile user
- Fallback to MMS/SMS for universal reach to any mobile user in the world
- Optional integration with MaaP for chatbots, natural language processing, artificial intelligence, etc.

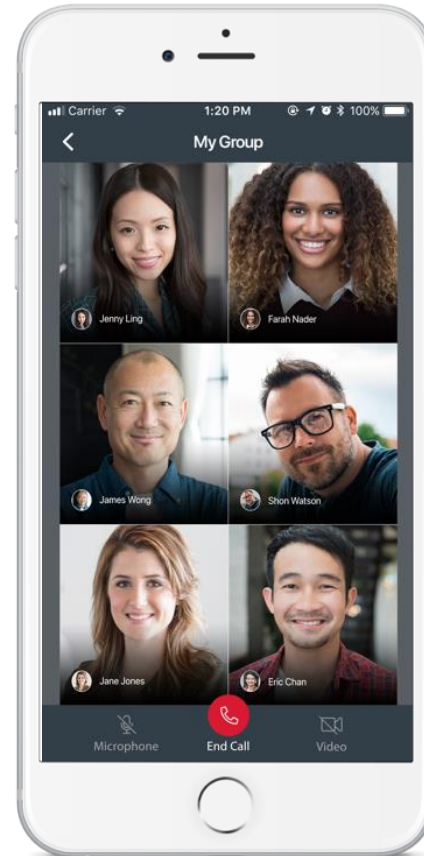
Meeting Business Needs with Universal Reach



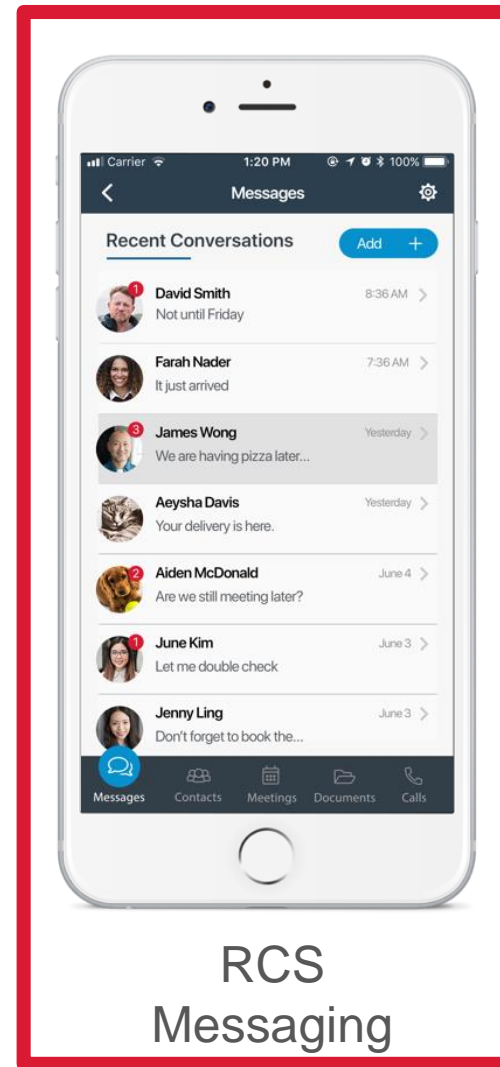
Dashboard



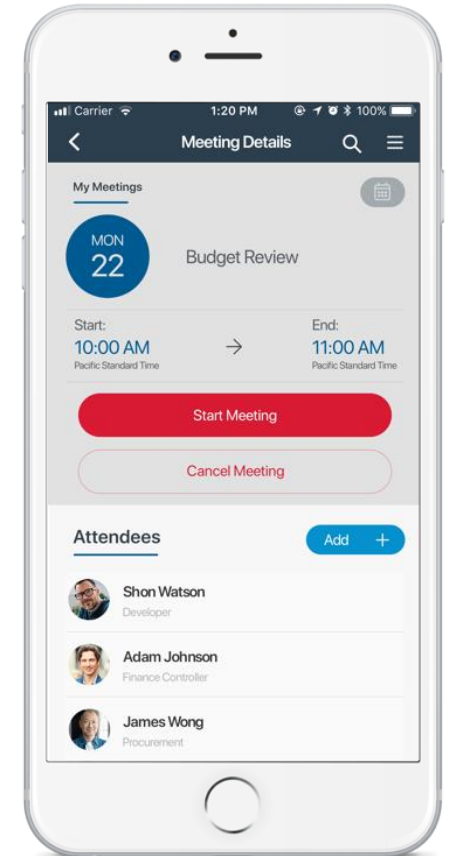
Voice and Video Calls



Audio and Video Conferencing



RCS Messaging



Online Meetings



Enhancing the Premium SMS Experience with RCS

Premium Messaging Market Keeps Growing

Global Premium Messaging Market

Valued at

\$54.5 billion

in 2016

Projected to reach

\$78.4 billion

in 2023

CAGR of 5.4%

Source: Allied Market Research, [Premium Messaging Market Report](#)

Today's Premium SMS Experience is limited

Example: Televoting

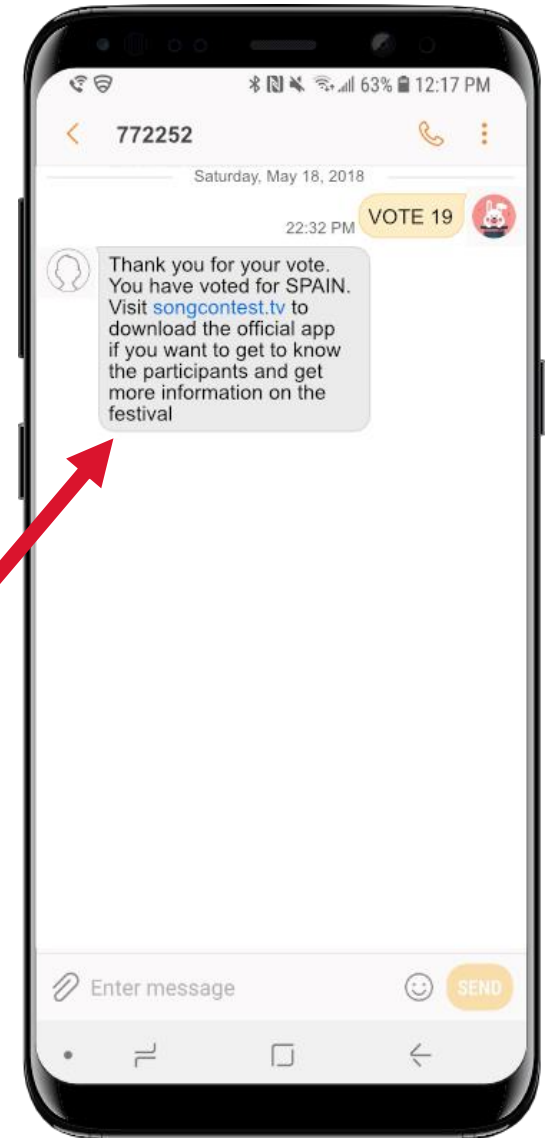
- Televoting generates hundreds of millions of votes in a short amount of time.
- Users pay premium messaging fees to cast those votes



Limited experience is driving some shows to develop their own mobile apps for voting. That's lost revenue!

SMS limitations force users to learn and follow guidelines

SMS user experience is plain and guides users to mobile app to get more richness



Delivering a Better Televoting Experience with RCS



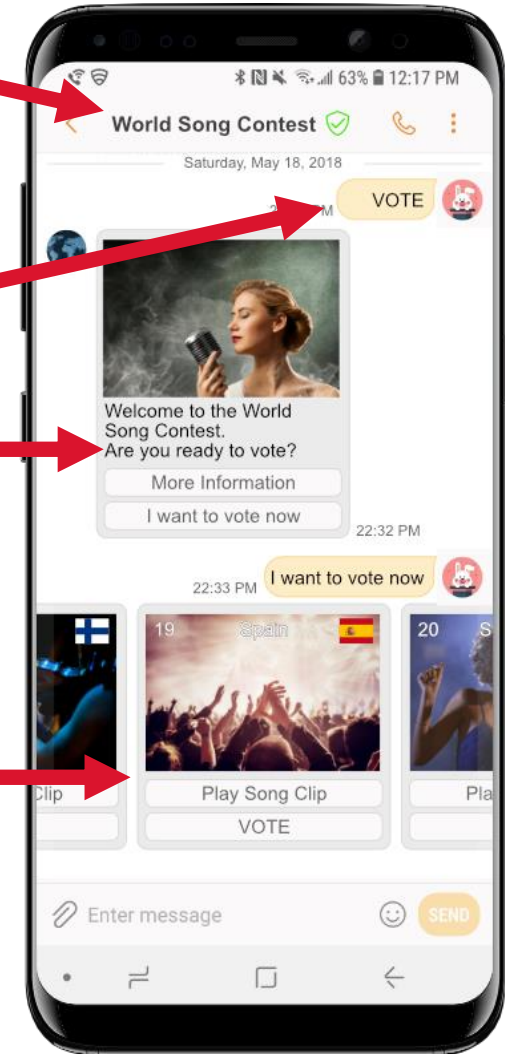
Simple for the user, no chance for error
Premium Cost per Session

Verified Brand Identity

Any word will trigger bot

Rich Media and additional info

Voting carousel with embedded clips for easier voting





Exploring flexible business models for RCS Business Messaging

RCS Business Models Under Consideration Today



Per Event

- Replicating existing SMS model



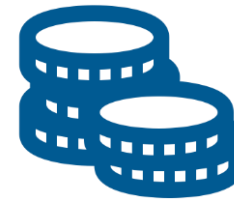
Session Based

- Time based (5m, 1d, 1w, etc) or series of messages (9-10 = 1 session)



Access Based

- Flat fee for unlimited messages to the base *or*
- Access to base + charge per unique user



Revenue Share

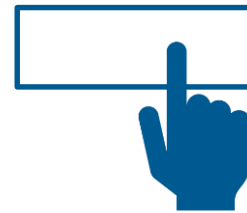
- Outside scope of interconnect likely to be fulfilled through commercial arrangements

Digital Marketing Business Models that Could fit in RCS



Per Conversion

- Brand-user conversations aliased
- Brand pays fee if user discloses MSISDN



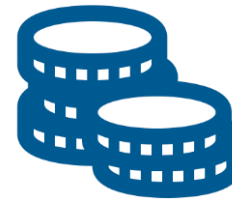
Click-Through Rate

- Reduced price for A2P messages
- Brand pays fee if user clicks embedded link



Time-bound pricing

- Special pricing for events that require delivery in a very limited amount of time



Other???

- Need to be open and ready to respond

MNOs need to be ready to adapt to the market quickly

Conclusion

- RCS Business Messaging Success is directly tied to reach. Countrywide deployment is fundamental
- RCS cannot be limited to the messaging app on the mobile, other uses of RCS as an enabler of other applications need to be explored
- Premium SMS is another area where RCS can deliver value and aim for higher margin services
- To accommodate all the new applications of RCS, new business models will need to be explored and it is critical that all players in the RCS Ecosystem are flexible and ready to adapt quickly

THANK YOU