



Unified Marketplace for RCS Business Messaging

mavenir.com

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?

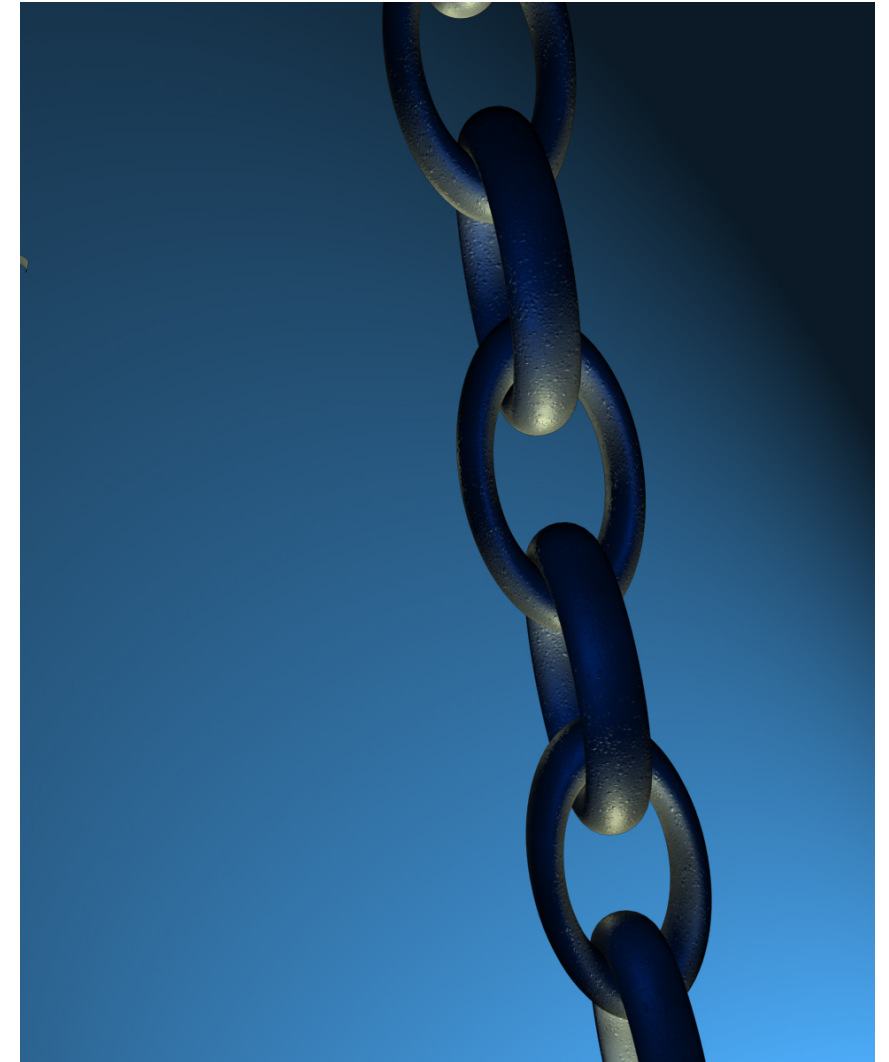
Burdensome processes

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

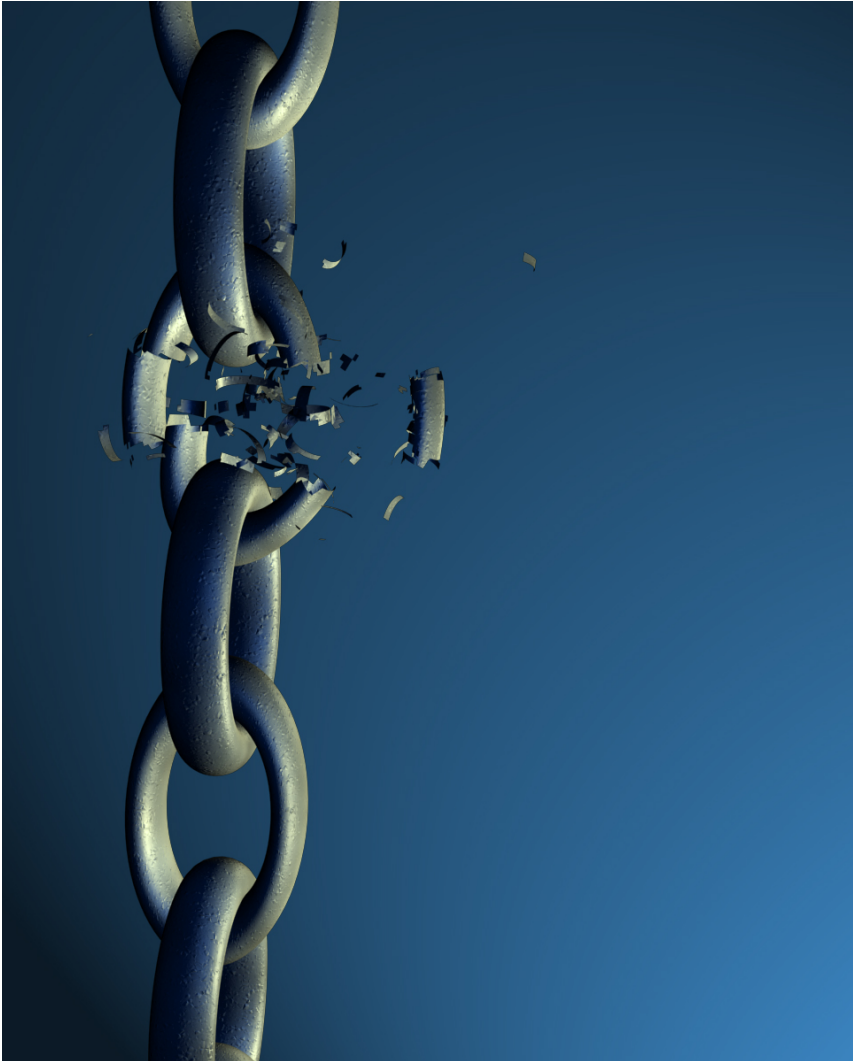
Carrier fragmentation in a region

Managing UX through different technologies

Slow innovation of new services



Unleashing the Potential of RCS Business Messaging



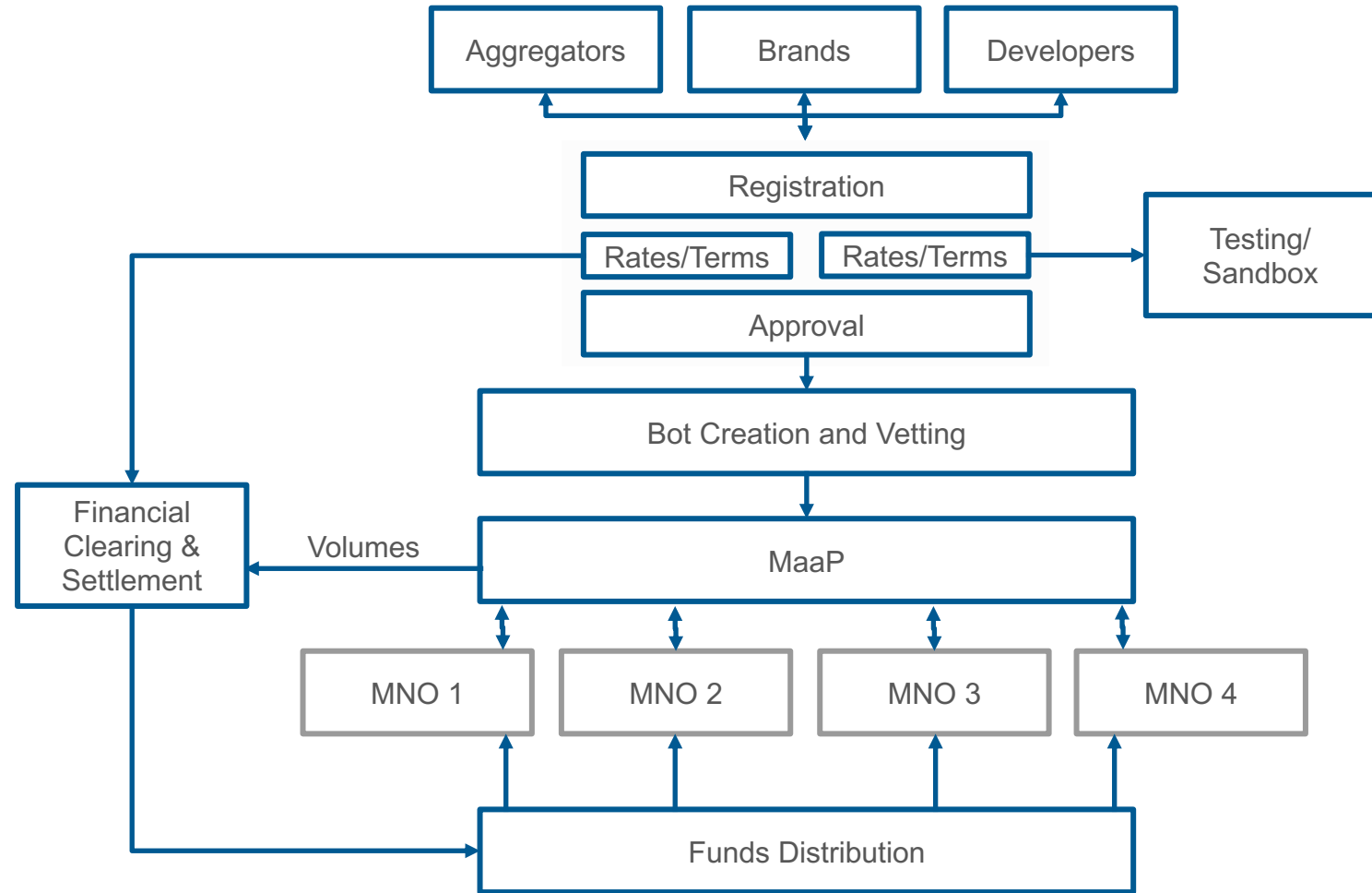
Unified market place for brands, aggregators and developers

- 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

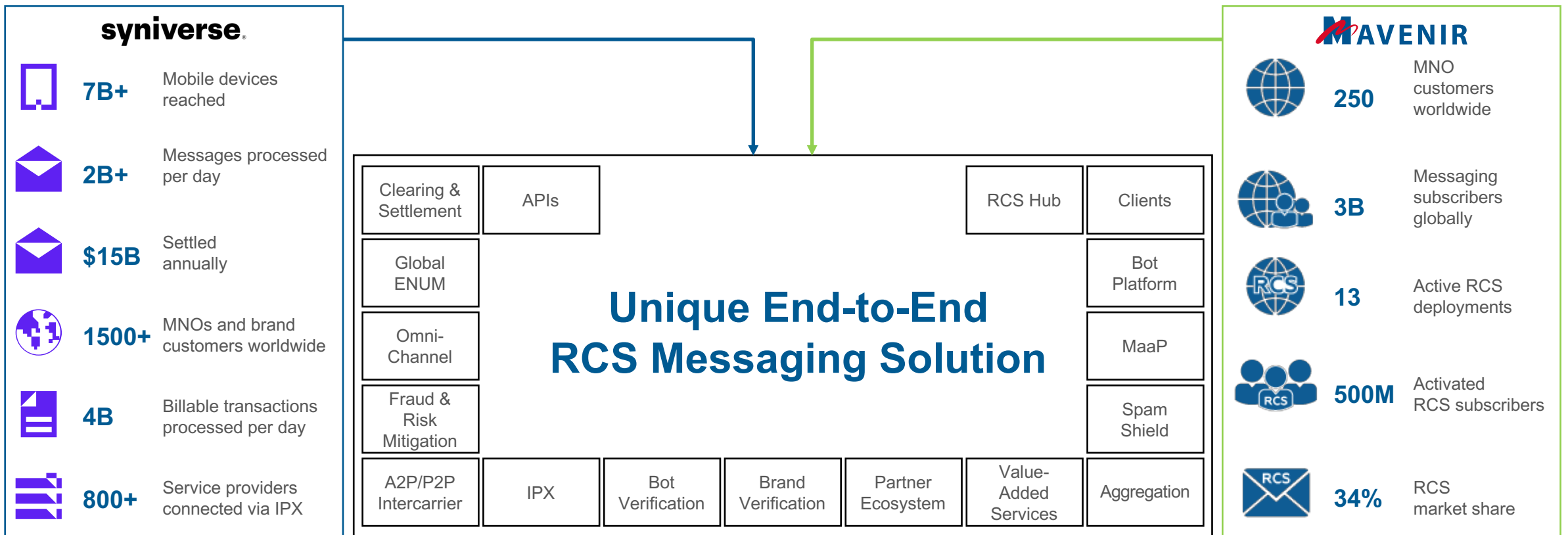
RCS Business Messaging as a Service

- 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



THANK YOU