

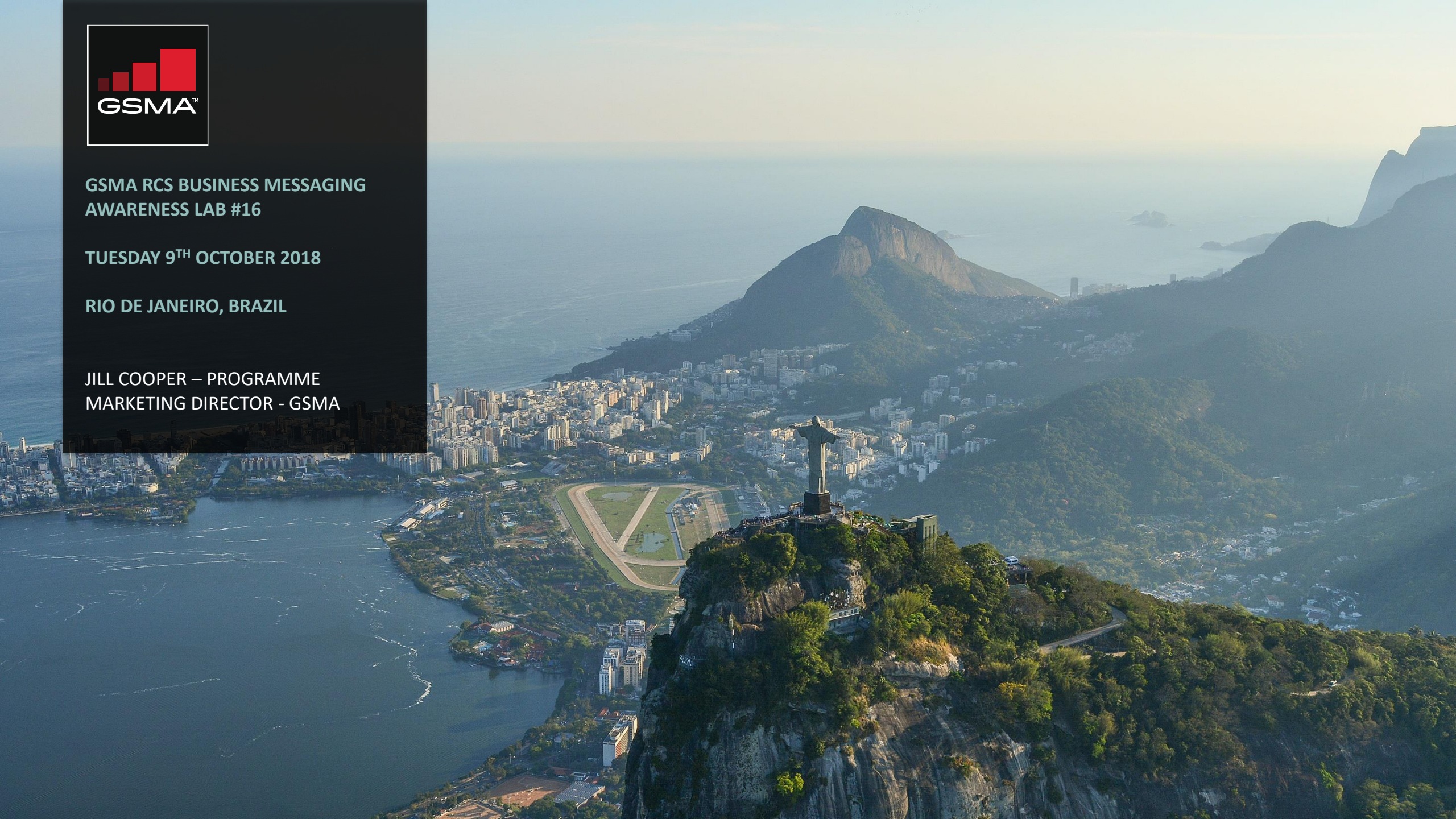


**GSMA RCS BUSINESS MESSAGING
AWARENESS LAB #16**

TUESDAY 9TH OCTOBER 2018

RIO DE JANEIRO, BRAZIL

**JILL COOPER – PROGRAMME
MARKETING DIRECTOR - GSMA**





RCS GLOBAL ADOPTION

RCS NETWORKS

64

Launched RCS networks



RCS SUBSCRIBERS

174m

Monthly Active Users
of RCS services



ANDROID DEVICES RCS

CAPABLE

1.4bn



Products > [Mobile](#)

Press Resources > [Press Release](#)

Samsung and Google Collaborate on RCS Messaging for Android

Korea on September 12, 2018

AUDIO



SHARE



Expanded partnership will bring enhanced messaging experiences and interoperability between Samsung Messages and Android Messages

Samsung Electronics and Google announced they are working together to offer an enhanced smartphone messaging experience, accelerating the industry initiative toward global Rich Communication Services (RCS) coverage and interoperability. This collaboration will ensure that Android Messages and Samsung Messages will work seamlessly together and with [RCS messaging](#), enabling features like the ability to chat over WiFi, create rich group chats, see typing indicators and read receipts, and share high-resolution photos and videos across platforms.

Working together, Google and Samsung will ensure that their messaging clients, Android Messages and Samsung Messages, work seamlessly with each company's RCS technology, including cloud and business messaging platforms. To date,

< [Buzz / Press Releases](#)

SYNIVERSE AND MAVENIR PARTNER TO ACCELERATE RCS BUSINESS MESSAGING

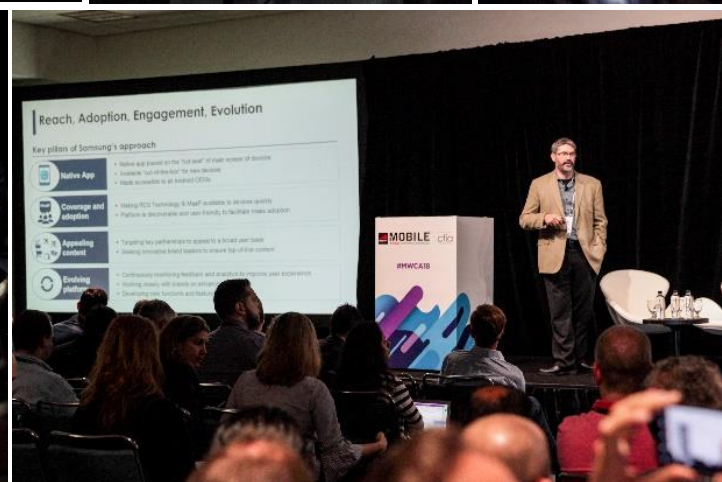
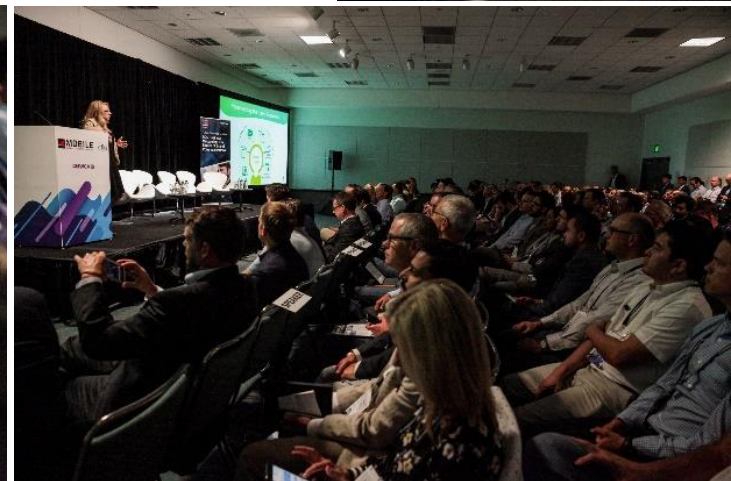
11 September 2018

INDUSTRY FIRST, GLOBAL SOLUTION TO SIMPLIFY MESSAGING REACH FOR BRANDS AND FUEL A2P REVENUE OPPORTUNITIES FOR MOBILE OPERATORS

TAMPA, Fla., and RICHARDSON, Texas – Sept. 11, 2018 – Digital transformation leaders [Syniverse](#) and [Mavenir](#), have partnered to bring to market a complete and secure cloud-based Rich Communication Services (RCS) business messaging as-a-service solution.

[RCS business messaging](#) allows enterprises to engage with consumers from a single platform for everything from making restaurant reservations to customer service interactions. With the Syniverse and Mavenir solution, operators can enable enterprises to create an “app-like” experience within the native messaging icon, through a simple, globally connected platform without the need to develop new standalone applications. Specifically, the offering encompasses onboarding, vetting and billing of brands and aggregators to allow mobile operators to deliver richer business-to-consumer (B2C) as well as peer-to-peer (P2P) user experiences to their subscribers using RCS messaging.

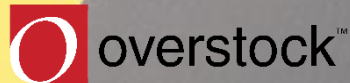
“Until now, operators could not offer businesses ways to deliver these rich engagements with consumers without both the consumers and businesses having to juggle numerous apps or navigate a fragmented market of social chat applications,” said Bill Hurley, Chief Marketing Officer, Syniverse. “Together with Mavenir, we’ve simplified this challenge by offering mobile operators a one-stop solution of advanced mobile messaging capabilities, enabling the operators to preserve existing application-to-person (A2P) messaging revenue and capture new revenue streams from rich business messaging. Specifically, our RCS solution provides faster time to revenue, frictionless onboarding of brands and brand aggregators, and a clean communications channel where business-to-



RCS BUSINESS MESSAGING
CAMPAIGNS – LIVE

- We are live
- Operators are making money
- Don't delay

act:onaid



Booking.com

EXPRESS

redbox

Walgreens



CANCER
RESEARCH
UK



FAI

FONDO
AMBIENTE
ITALIANO



citibank



SUBWAY



ChiTransitBot



unicef

RCS LABS SUPPORT GROWTH

The potential for RCS Business Messaging is increasing – the Lab initiative underpins this roll-out

- 16 Labs
- 1,450 attendees
- Determining requirements
- Evolving GSMA standards



LABS - WORKING TOGETHER

OPERATORS



AGGREGATORS
/MARKETING
CO'S



TECHNOLOGY
PROVIDERS





UPCOMING RCS BUSINESS MESSAGING LABS

The next Labs will be taking place in the following locations:

London | 24 Oct

Moscow | 30 Oct

New Jersey | 15 Nov

*Buenos Aires | 5 Dec

Florida | 24 Jan

*Barcelona | 24 Feb



Future Networks Meeting:
RCS Business Messaging Awareness Lab
Wednesday 24 October 2018
London, United Kingdom



Future Networks Meeting:
RCS Business Messaging Awareness Lab
Tuesday 30 October 2018
Moscow, Russia



Future Networks Meeting:
RCS Business Messaging Innovators Lab
Thursday 15 November 2018
New Jersey, United States



Future Networks Meeting:
RCS Business Messaging Awareness Lab
Wednesday 5 December 2018
Buenos Aires, Argentina



AGENDA

10:00-10:30	30 mins	Registration	
10:30-10:35	5 mins	Welcome from GSMA	Jill Cooper, Programme Marketing Director, GSMA
10:35-10:50	15 mins	The GSMA Organisation & Membership	Gregory Geodienian – Senior Director, Member Services – GSMA
10:50-11:15	25 mins	RCS – Global Position	Fabio Moraes, Strategic Engagement Director, GSMA
11:15-11:20	5 mins	Subway RCS Video	
11:20-11:50	30 mins	Operator Keynote – America Movil	Sergio Collazo, Value Added Services Engineering Senior Manager – America Movil
11:50-12:10	20 mins	Google RCS & RBM Platform	Alexandre Allemand – Google
12:10-12:15	5 mins	Cabify RCS Demo by Infobip	
12:15-12:35	20 mins	RCS – The Global Perspective	David O’Byrne, Programme Director – GSMA
12:35-13:35	60 mins	Lunch	

13:35-13:55	20 mins	Best Practices for RCS	David O'Byrne, Programme Director – GSMA
13:55-14:00	5 mins	Medtronic RCS Campaign Demo by mPulse	
14:00-14:20	20 mins	Reinventing the Messaging Experience	Alonso Guzman – Samsung
14:20-14:40	20 mins	RCS – The Big Picture & How 3C is enabling Brands to deliver RCS	Ramy Riad – Director, Product Management & Partner Channels – 3Ci
14:40-15:00	20 mins	The 5 Minute Chatbot <ul style="list-style-type: none"> • Chatbot solutions for mobile commerce • Leveraging Mobile Identity • Live demonstration – how small businesses can quickly build their own chatbots 	Doug Makishima - Summit Tech
15:00-15:15	5 mins	Express RCS Campaign Video	
15:15-15:45	30 mins	Coffee Break	
15:45-16:00	15 mins	Fireside Chat from Mobile World Congress Americas	David O'Byrne – GSMA & Oscar Gallego, Vodafone
16:00-16:50	50 mins	Building the Business Case for RCS Business Messaging <ul style="list-style-type: none"> • 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 	Antonio Tostes, Head of Pre-Sales LatAm, Mavenir
16:50-16:55	5 mins	Paris Saint Germain RCS Demo by myElefant	
16:55-17:05	10 mins	How to make RCS Business Messaging a Platform of Choice for Brands & Close	Moderated by Fabio Moraes, Strategic Engagement Director – GSMA
17:05-18:30	60 mins	Cocktail Reception	Hotel Fasano
19:30		Dinner – Marius Degustare	Av. Atlântica, 290 Copacabana, Rio de Janeiro - RJ