Reinventing the messaging experience

RCS Business Messaging Awareness Lab
MWC Americas 2018

Today's topics

1   Philosophy and approach to RCS

2   Roadmap and features

3   MaaP performance

Today's topics

Samsung's philosophy and approach to RCS

Elements of Samsung's approach
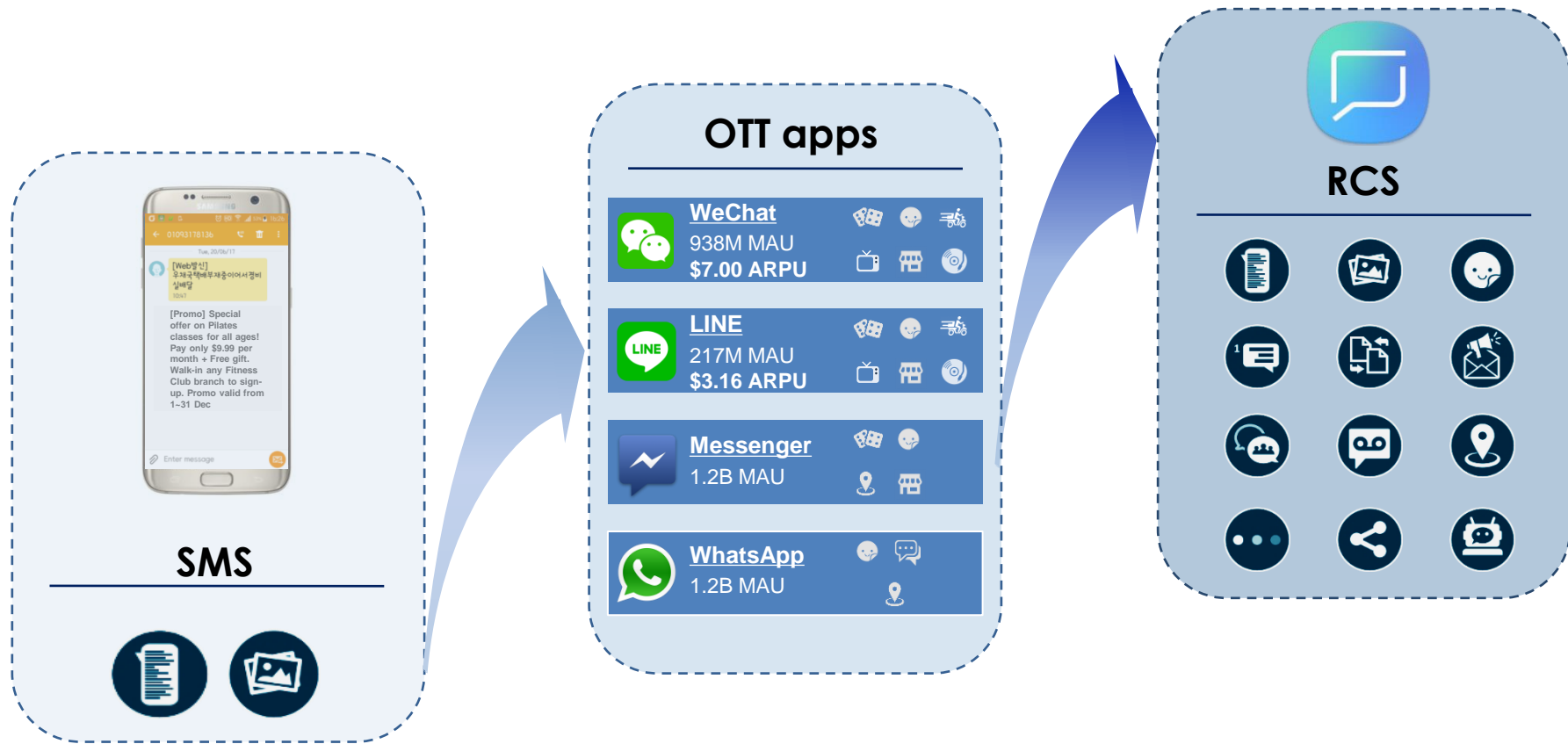
1 Lifestyle platform

2 Achieving scale via devices

3 Discoverability

4 MNO-centric model

5 Consistency

Lifestyle platform: Creating an immersive messaging experience with advanced features

SMS

OTT apps

WeChat
938M MAU
$7.00 ARPU

LINE
217M MAU
$3.16 ARPU

Messenger
1.2B MAU

WhatsApp
1.2B MAU

RCS

Devices: The key to achieving global scale for RCS and MaaP

Samsung market

1 **Leveraging global devices:** With over 300M devices sold annually, Samsung leverages its global footprint to ensure worldwide RCS reach

2 **Providing a native app:** New and legacy devices will have the Samsung RCS client installed on the "hot seat" within the Home Screen
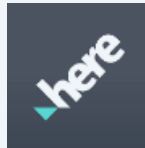
3 **Making content discoverable:** Samsung makes content relevant and easily discoverable, driving high engagement from users

Discoverability: Ensuring that users have access to relevant, engaging content
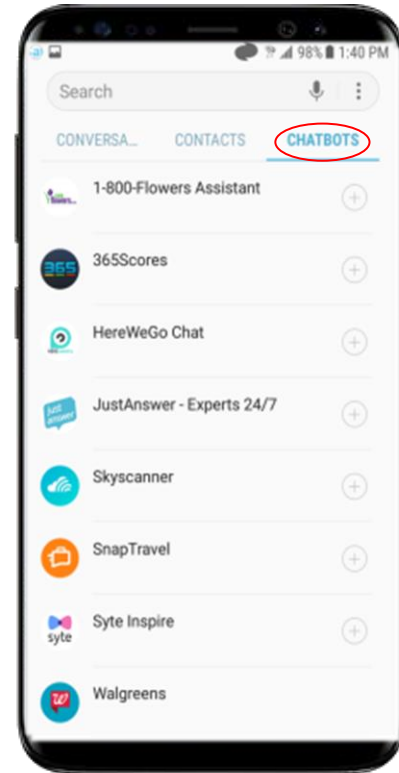
Current CPs (Live on MaaP)

MNO-centric model: Having carriers in control of brand relationships

MNO

A2P

MNOs maintain relationship (new or existing) with brands and aggregators

MNOs set RCS message pricing with brands and aggregators

Samsung leverages relationship with global brands if requested by MNO partners

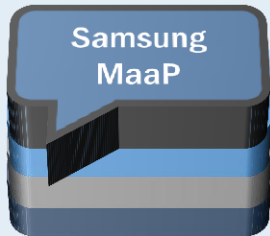# Consistency: Taking steps to ensure that users have a consistent, interoperable experience across carriers

Samsung's RCS AS

- Received GSMA's "Accreditation Ready" designation for UP 1.0
- UP 2.0 (2H 2018)

Samsung's RCS Client

- Received GSMA's "Accreditation" designation for UP 1.0
- UP 2.0 (2H 2018)

Samsung MaaP platform

- Interoperable with any OEM that has a standards-based client
- On-track to receive UP 2.0 accreditation in 2H 2018

Consistent messaging

- RCS success depends on a **widespread, consistent experience** for all users

- Standardization of RCS and MaaP, based on GSMA guidelines, ensures **interoperability across MNOs and clients**

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Samsung continues to grow its footprint in the RCS space

Acquisitions in RCS & MaaP

newpace
RCS application server and Hub

fluenty
AI solutions for bot-builder platform

MaaP investments and collaborations

amazon webservices™

salesforce

zendesk

MailChimp

SAMSUNG

SAMSUNG SDS

TecAce

RCS & MaaP achievements in the US

- 1st RCS commercial launch with AT&T and T-Mobile, **2015**

- 1st OMA-based message store support with AT&T, **2016**

- 1st Multi-device RCS messaging support with T-Mobile, **2017**

- 1st OEM to provide device native RCS support for Sprint, **2017**

- 1st OEM to provide device RCS support for Verizon, **2018**

- 1st UP 2.0-compliant MaaP commercial launch (sever and device) in the world with AT&T, **2018**

Developer portal features & roadmap

Features

- **Enhanced developer portal**:

  - GUI-based builder tool to develop Chatbot by non-coders. AI engine is built-in to builder.

  - Support for Enterprise Partner account type (Admin + Developer Hierarchy) along with Individual developer accounts.

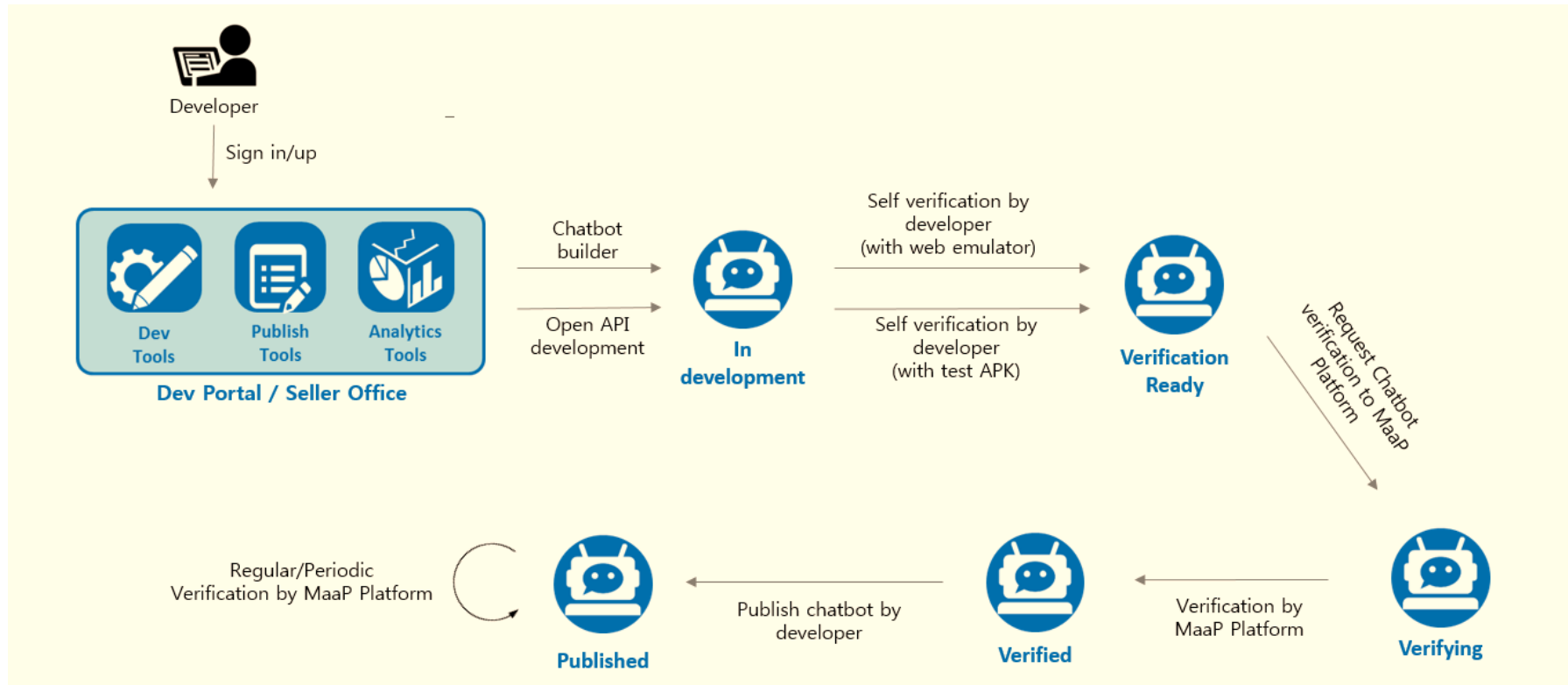 - Testing support through Web Emulator and downloadable Android app for real device testing.

- **Enhanced Marketplace Portal:**

  - To manage lifecycle of Chatbot in production.

  - Enhanced Analytics and Visualization.

- **Automated Chatbot validation system:** This verifies the Chatbot dialogue flow and content

Brand and Chatbot onboarding process

Process overview

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MaaP launch in US

Initial launch features *(March 2018)*

Device
- Launched with US carrier partner
- Originally on one device; expanded to new models in September

App
- RCS P2P messaging features
- UP 2.0 Rich Card support

Sticker store
- Six preloaded sticker sets
- Search & download (including paid stickers)
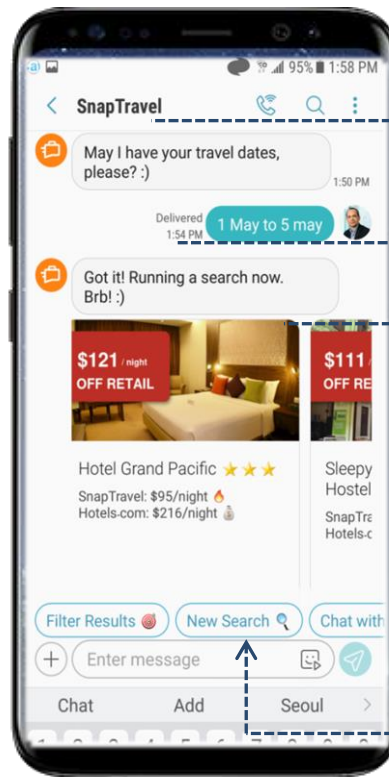- GIFs via 3rd-party partners

Bot platform
- Native Chatbots embedded in Directory
- GSMA-standard RESTful API for chatbot messaging

Bot portal
- Sandbox tools, visual analytics tools
- Prioritized throttling and MNO/brand analytics

Screenshot of Samsung MaaP Chatbot currently live in the US market

Brand name and verification for fraud prevention

Delivery/ read receipts with time stamps

Rich media, including:

Rich cards / scrollable carrousels

Location-sharing

Video and large-file transfer

Content-sharing

Audio messaging

Suggested replies and actions that facilitate interactions