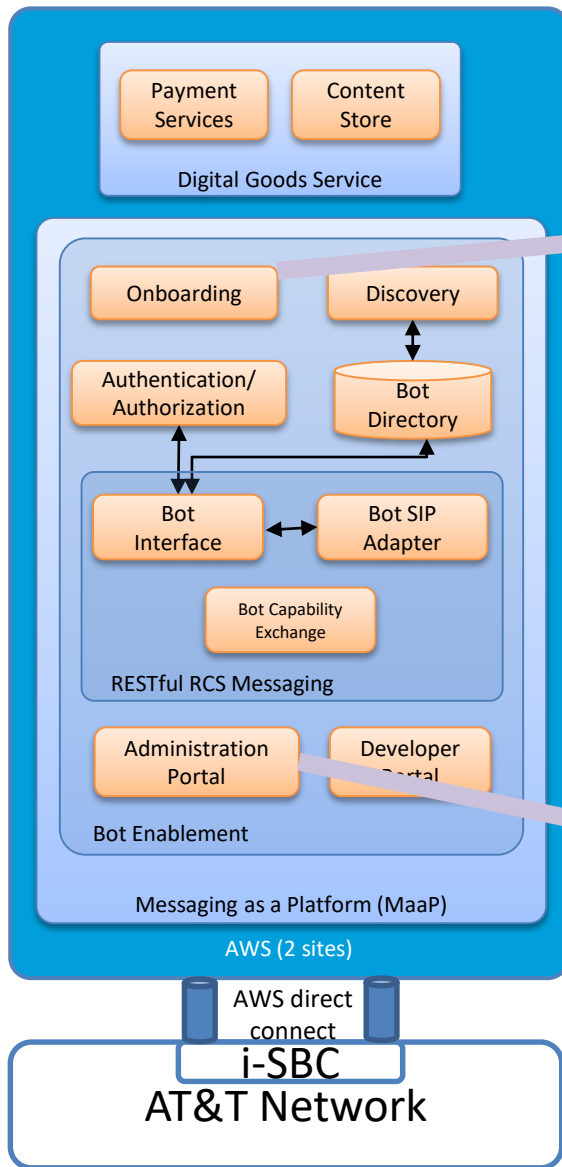# AT&T Messaging as a Platform (MaaP)

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Lead End-to-End Architect

- **Multi-Device Cloud Messaging (CM)**
- **Messaging as a Platform (MaaP)**

Dev Portal

- Bot registration
  - Name, description, keywords
  - OAuth credentials
  - CTN assignment & SIP URI
- Development Tools
  - BOT Simulator
  - "White listed" devices (in sandbox)
- Developer lifecycle bot management
  - Set Online/Offline Status
  - Create/Delete
- Bot Analytics/Reports
  - Developer's Bot Report View

Admin Portal

- User Account Administration
- Bot Administration
  - Bot state management (prod, sandbox, pending)
  - Bot Profile management
  - CTN Pool management
  - Set Online/Offline Status of Bots
  - Bot Directory management
- Platform Analytics/Reports
  - Platform/Bot related reports
    - Daily active users
    - Message Type, volumes, errors
    - Read latency, etc etc

MaaP platform diagram

- Digital Goods Service
  - Payment Services
  - Content Store
- Messaging as a Platform (MaaP)
  - Bot Enablement
    - Onboarding
    - Discovery
    - Authentication/Authorization
    - Bot Directory
    - RESTful RCS Messaging
      - Bot Interface
      - Bot SIP Adapter
      - Bot Capability Exchange
    - Administration Portal
    - Developer Portal
- AWS (2 sites)
- AWS direct connect
- i-SBC
- AT&T Network

- AT&T MaaP platform launched on March 13th "MaaP1.0" with a single AT&T specific Android device receiving OTA (S7active)

- Devices Launched: S7active, S7, S7edge, S9, S9+, Note9, A6 with more coming.

- 15 BOTs/A2P launched so far, 5 more pending, dozens in development.

- Notable learnings that are driving our roadmap

  1. Bot Quality: AT&T is drafting a 'App expectations' Quality document

  2. Discovery Tab is extremely popular, further work planned.

  3. User capabilities model is different for RCS CPM (NA MNOs)

- Key stats so far

  a) Discovery tab is popular, ¼ user base looks per day, A2P campaigns show Brands gain 30+% more new subscribers via Discovery Tab.

  b) Large A2P campaigns show a 72-97% read rate, with an average 'Deliver to Read' time of < 5hrs and click through rate that's double Email and SMS.

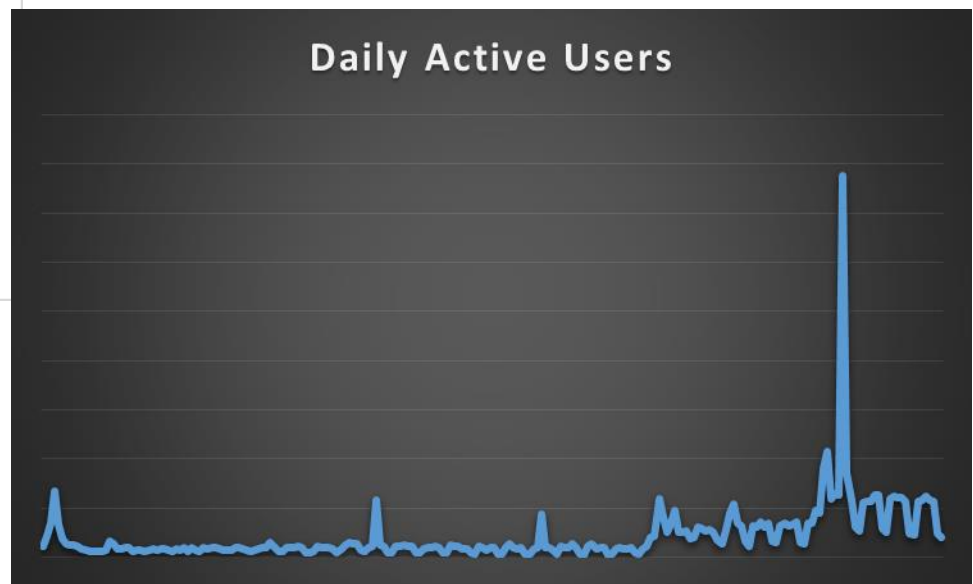- MaaP 2.0 in deployment and MaaP 3.0 in planning-development.

Skyscanner
JustAnswer
CNN
Syte Shop the World
1-800-Flowers Assistant
365Scores
HereWeGo Chat
SnapTravel
Walgreens
Express
Quartz
All Modern
Kroger
SeatGeek
SwiftGift
AccuWeather
Microsoft Zo
FRVR Games

Message Volumes per Day

2nd handset launch

Initial handset launch
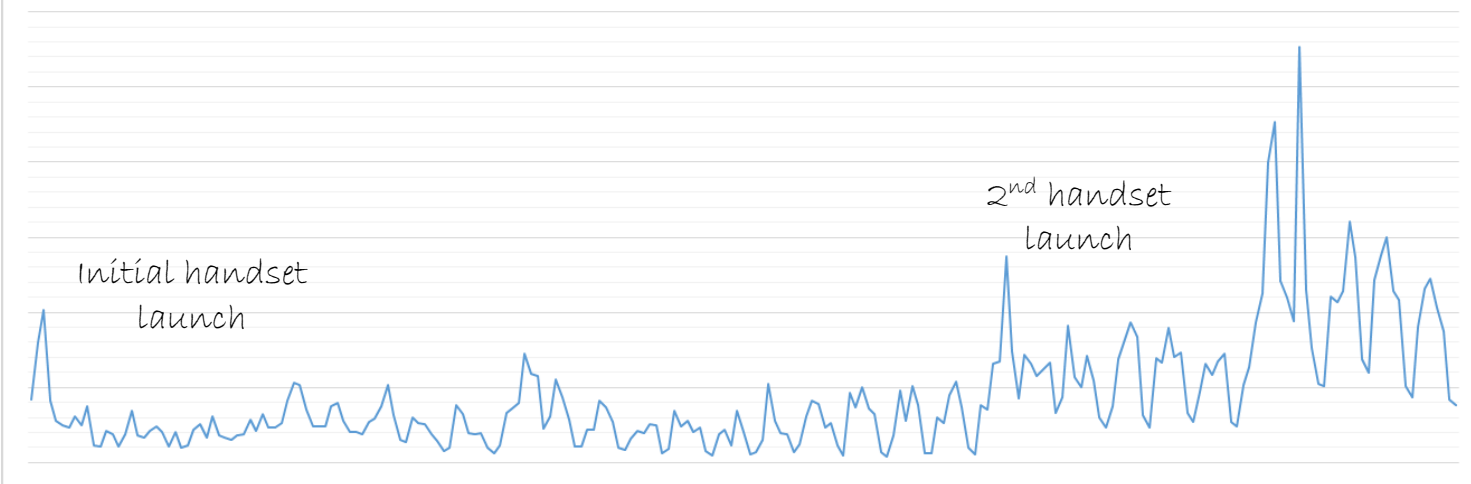
Messaging <u>Volume</u> is largely driven by P2A traffic, i.e. people

Daily Active Users

USER SESSIONS

Session peaks are driven by A2P
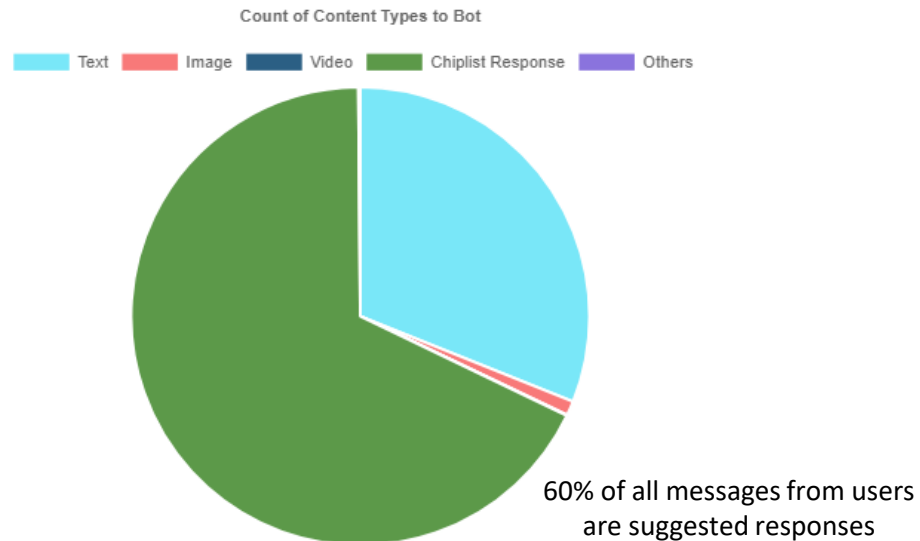
Active User peaks occur for P2A and A2P events

Count of Content Types to Bot
Legend: Text, Image, Video, Chiplist Response, Others

60% of all messages from users are suggested responses

Count of Content Types from Bot
Legend: Text, Image, Video, ChatBot Rich Message, Others

40% of all messages from Bots are Rich Cards

User To Bot Message size
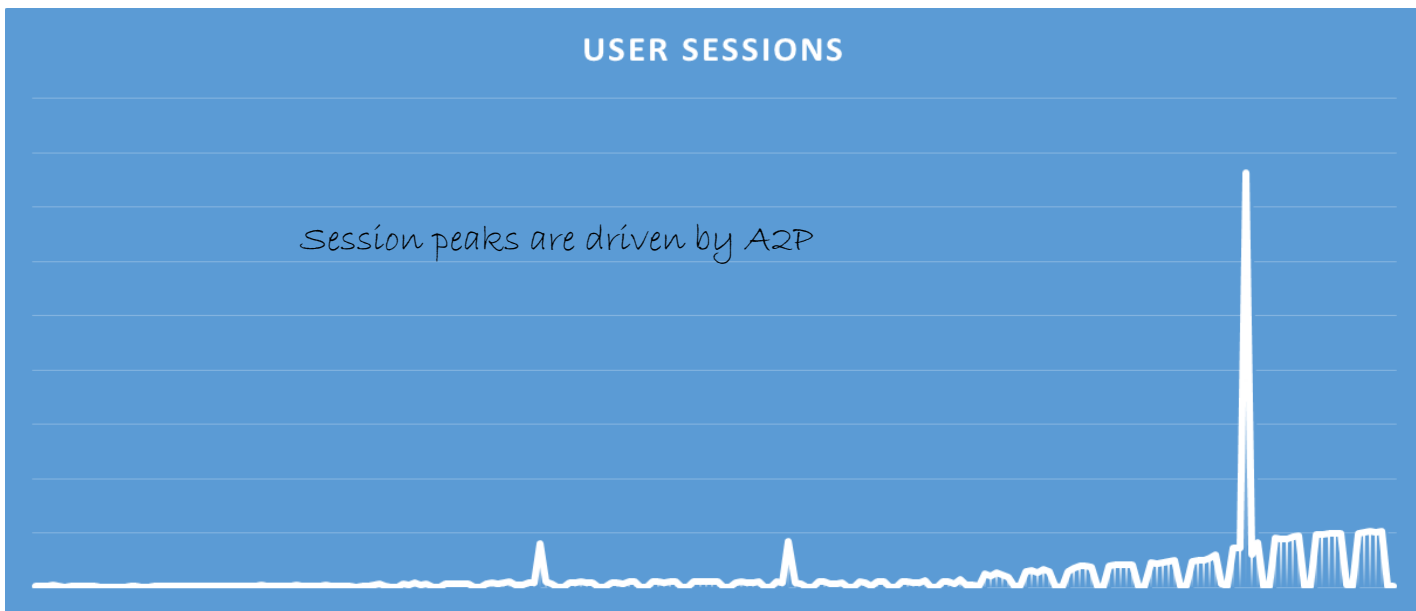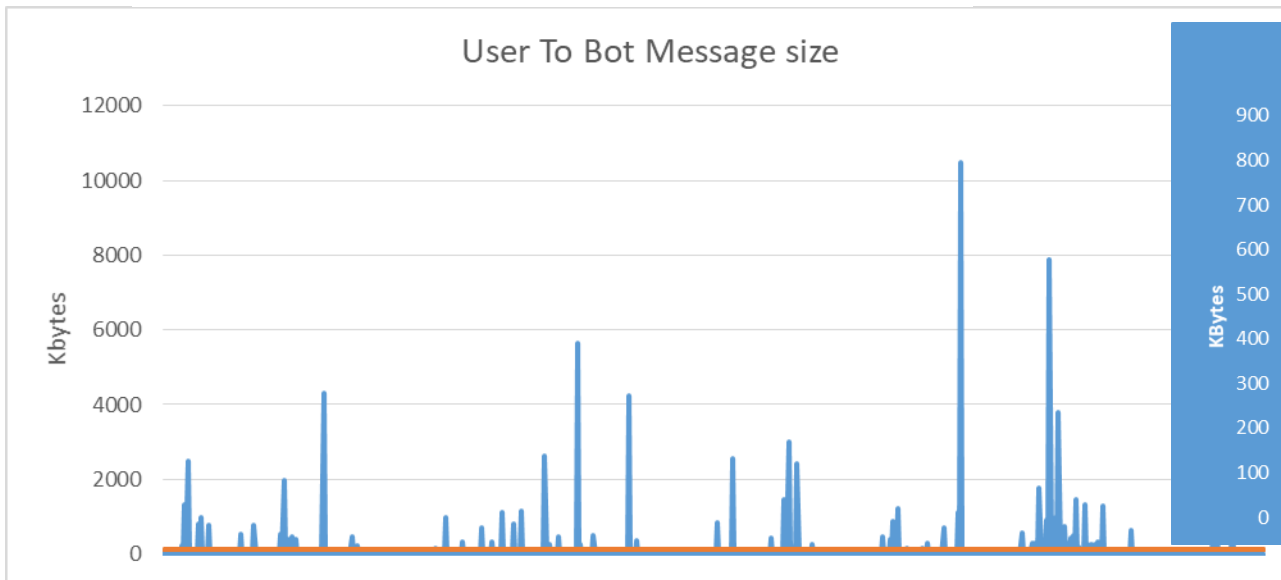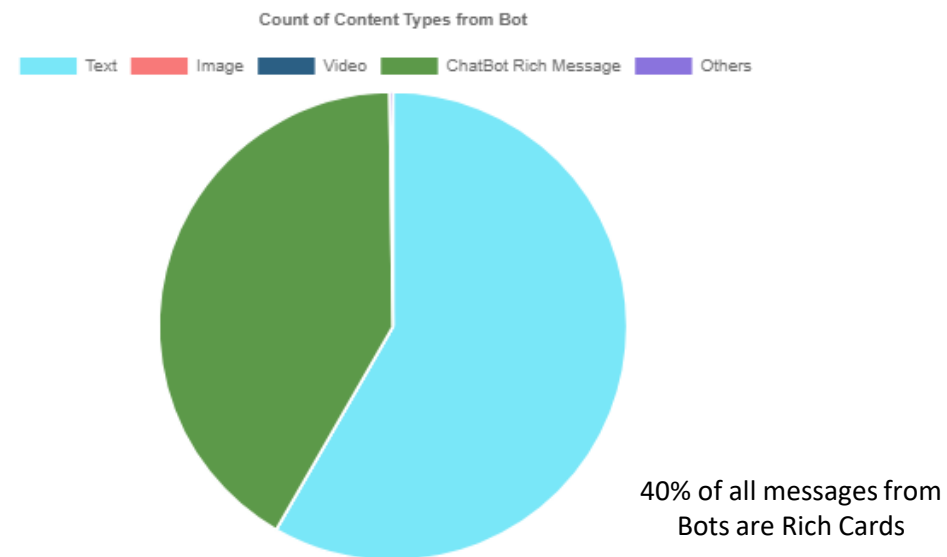
98.7% of all Traffic from users is less than 1KB

MESSAGE SIZE FROM BOT TO USER
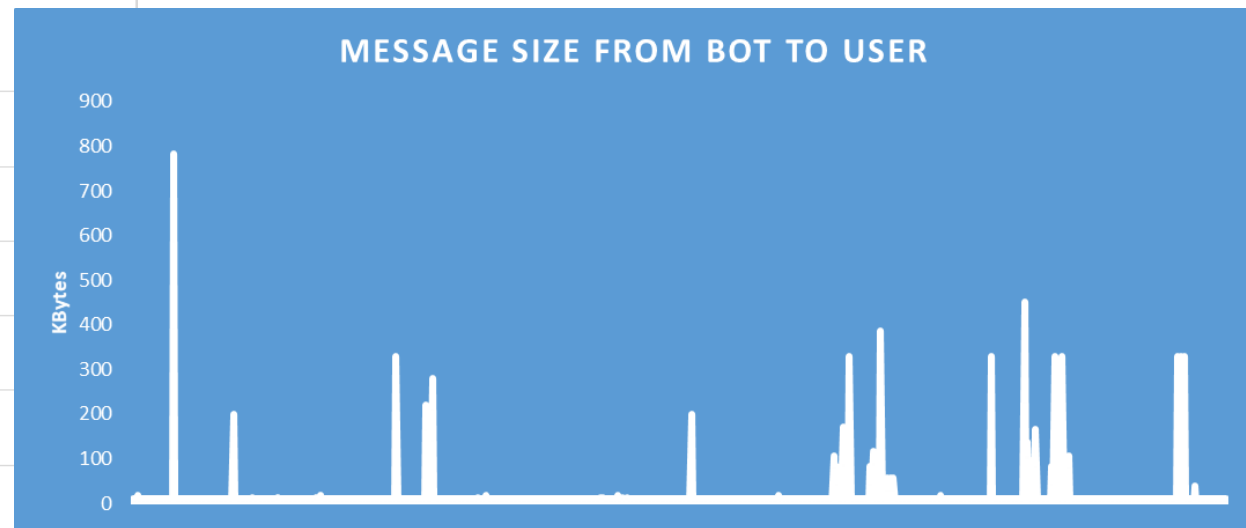
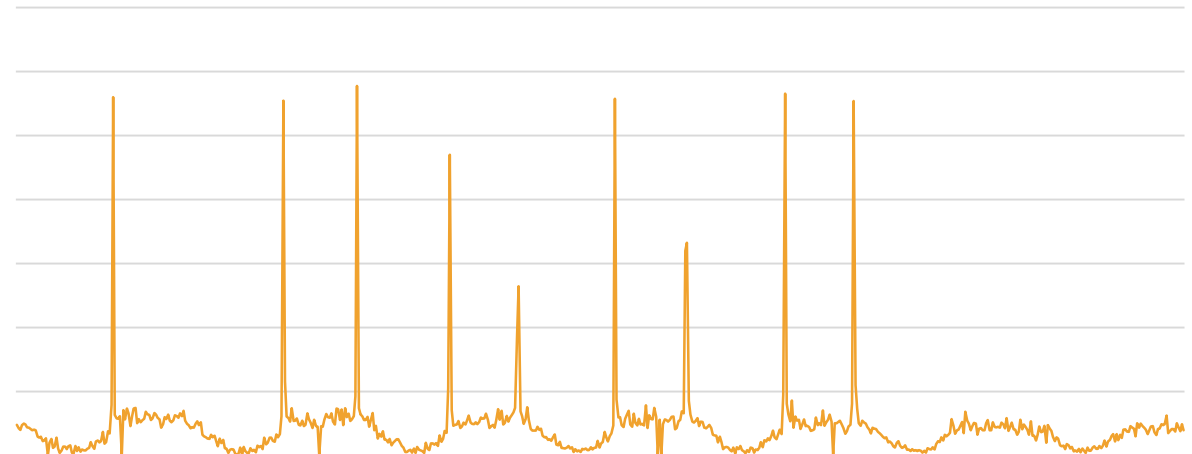Average Message size = 10KB
12% of all Bot traffic is greater than 1KB

Bot to User UCE
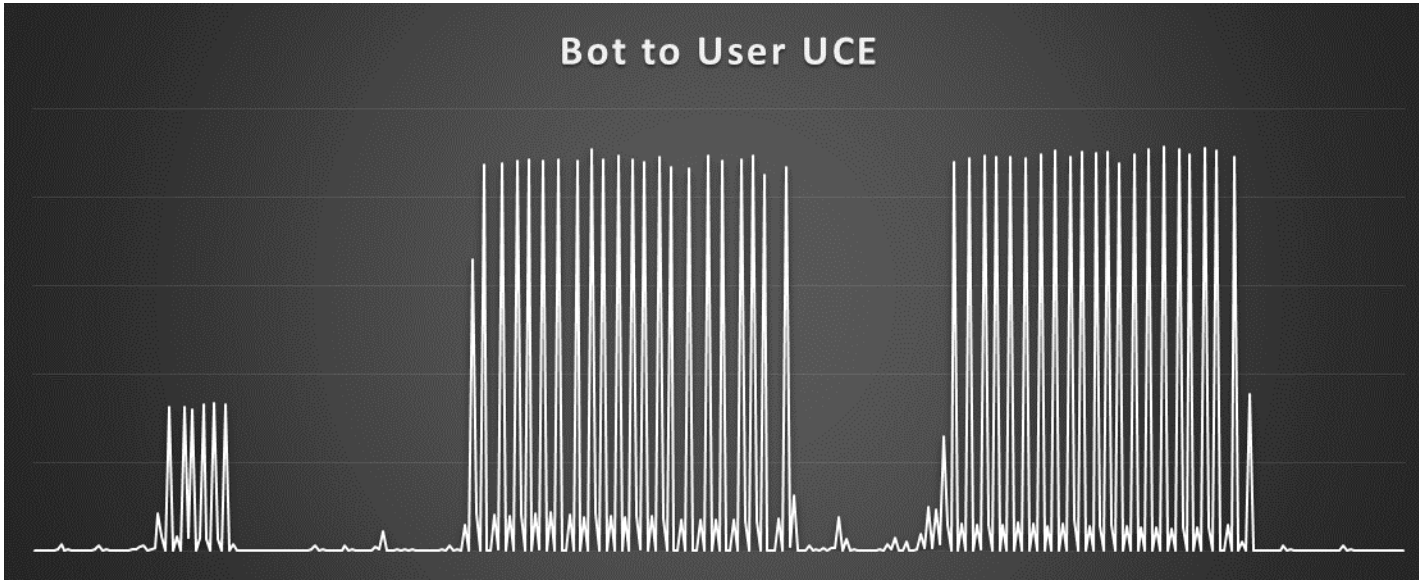
Developers and Aggregators need to regularly update their lists of which of subscribers are RCS capable.

User Handset UCE volume per day

User Handset Queries for Bot availability mirrors Messaging to and from each BOT, but has an interesting 'knock on' analytic…

1. Device rollout means new users and new users generally drive message volume, BUT volume is NOT consistent across all device models.

2. A2P is largest consumer of concurrent sessions (SMS campaigns moving to RCS).

3. Aggregators/Brands are *STILL* cautious about A2P

   - One idea is updating or changing the opt-in process to help meet TCPA rules.

4. Capability query volumes are growing, needs to be handled by MNO and Aggregator and flow simplified.

5. Discovery tab is popular, we are working on features new to make it even more so.

6. BOTs and A2Ps don't write themselves – education/marketing is necessary to keep standards high and users engaged.

7. Latent interest from brands with P2A Chatbots low. Many with existing P2A bots on other platforms (FB Messenger) not highly motivated to port to RCS yet.

8. Campaigns developed and designed specifically for RCS appear to do better than campaigns originally developed and designed for SMS.