SAMSUNG MAAP PLATFORM

ALONSO GUZMAN, PROJECT
MANAGER - SAMSUNG

SAMSUNG

Reinventing the messaging experience

RCS Business Messaging Awareness Lab
Rio 2018

Today's topics

1 Philosophy and approach to RCS

2 Roadmap and features

3 Actual Market Performance

Today's topics

Samsung's philosophy and approach to RCS

Elements of Samsung's approach
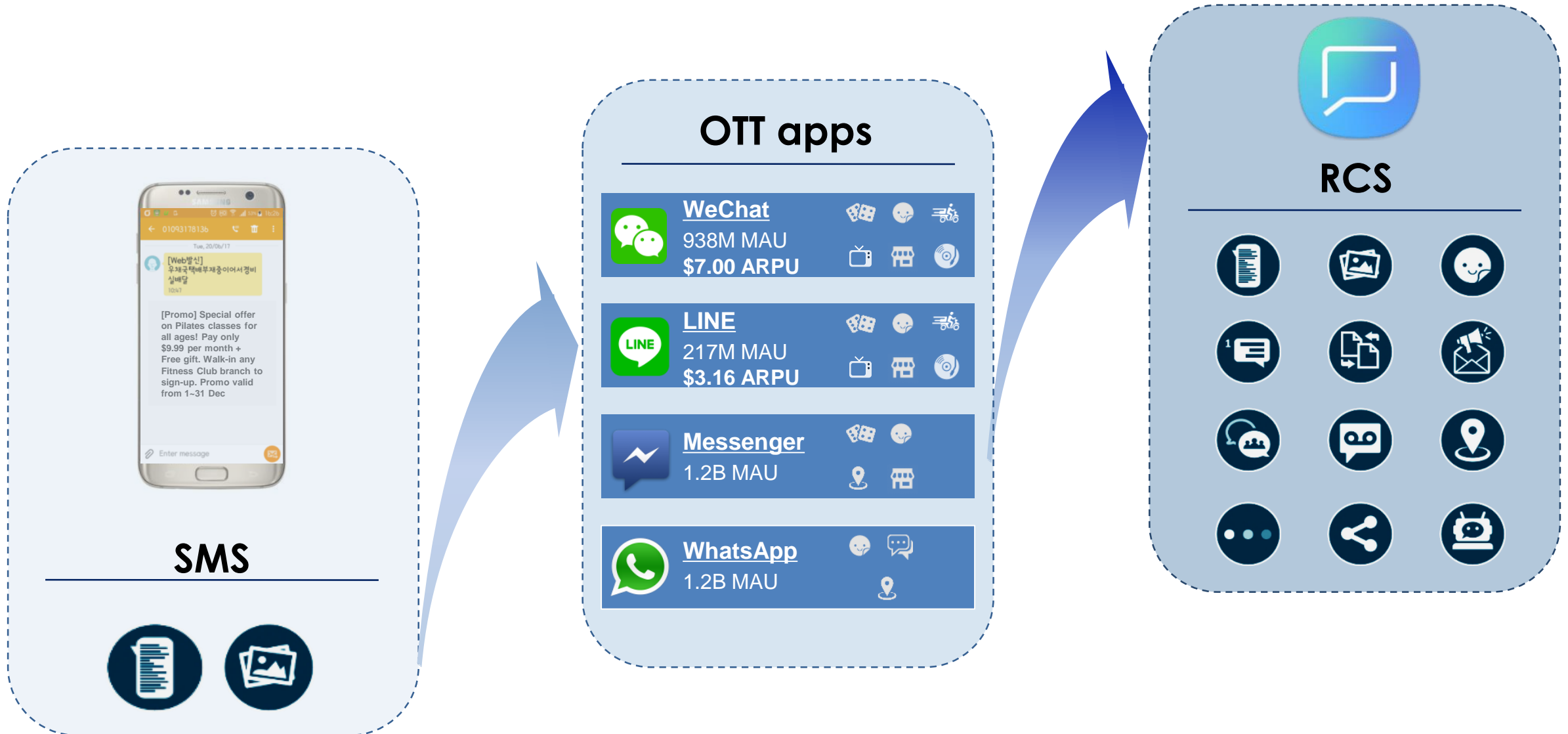
1	Lifestyle platform
2	Achieving scale via devices
3	Discoverability
4	MNO-centric model
5	Consistency

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
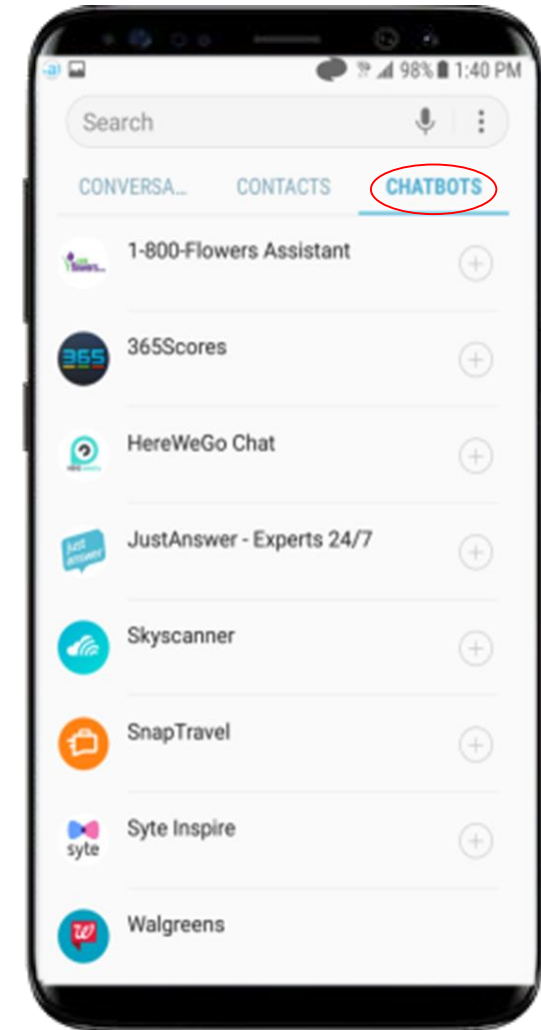
Current CPs (Live on MaaP)
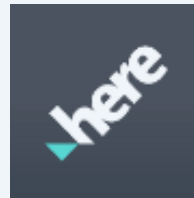
MNO-centric model: Having carriers in control of brand relationships

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

GSMA Accreditation

✓ RCS AS received GSMA's "Accreditation Ready" designation for UP 1.0

✓ RCS client received GSMA's "Accreditation" designation for UP 1.0, UP 2.x ready.

Collaboration with Google

✓ Samsung and Google's messaging clients to work seamlessly with each other's RCS technology

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**

Today's topics

1 Philosophy and approach to RCS

2 Roadmap and features

3 Actual Market Performance

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 web services™   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**

Today's topics

1 Philosophy and approach to RCS

2 Roadmap and features

3 Actual Market Performance

AT&T MaaP launch in US

Initial launch features *(March 2018)*

Device
- Launched with AT&T on one device
- Expanding to new and legacy Samsung devices starting late August 2018

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

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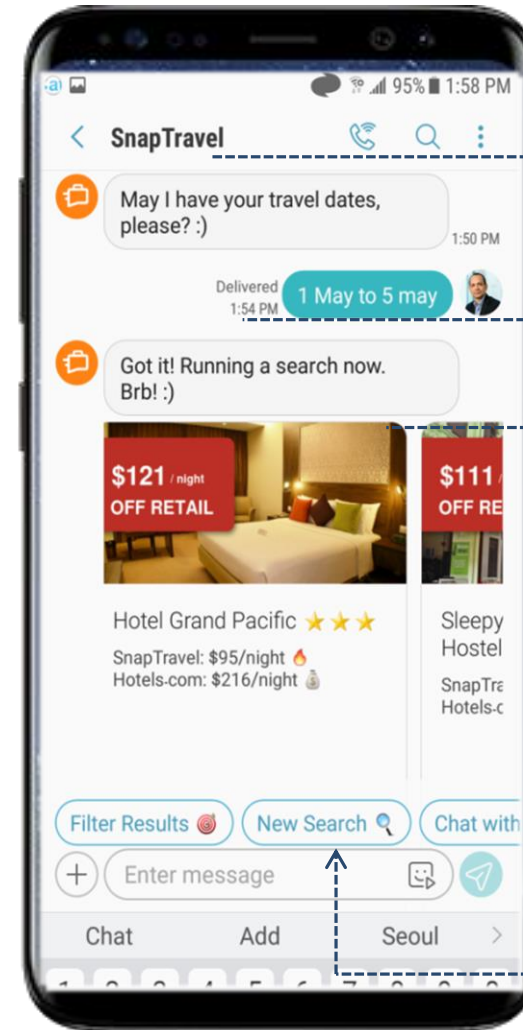- Search & download (including paid stickers)
- GIFs via 3rd-party partners

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

Brand name and verification for fraud prevention

Delivery/ read receipts with time stamps

Rich media, including:

Rich cards / scrollable carrousels

Location-sharing

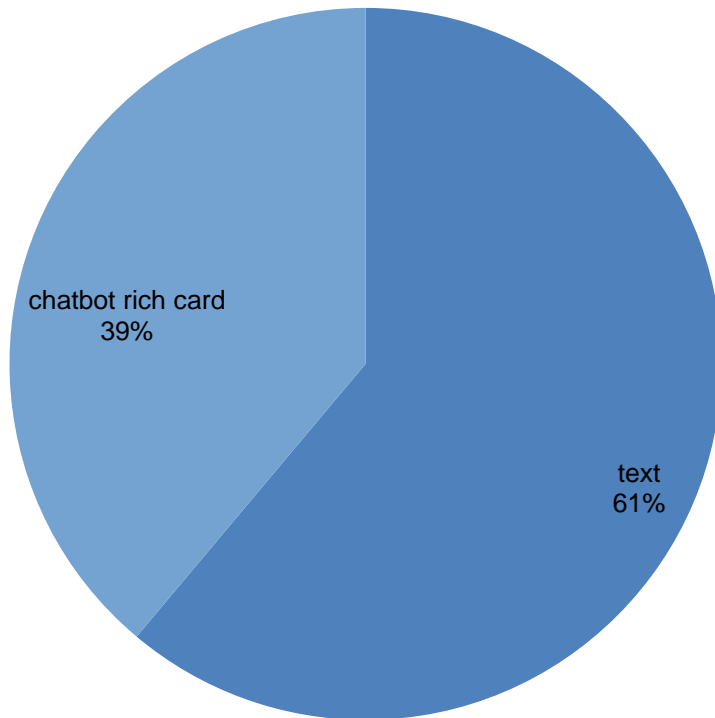Video and large-file transfer

Content-sharing

Audio messaging

Suggested replies and actions that facilitate interactions