



REINVENTING THE  
MESSAGING EXPERIENCE

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# Reinventing the messaging experience

RCS Business Messaging Awareness Lab  
London 2018

# Today's topics

- 1 Philosophy and approach to RCS
- 2 Roadmap and features
- 3 Actual Market Performance

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**1** Philosophy and approach to RCS

**2** Roadmap and features

**3** MaaP performance

# Samsung's philosophy and approach to RCS

## Elements of Samsung's approach

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1  Lifestyle platform

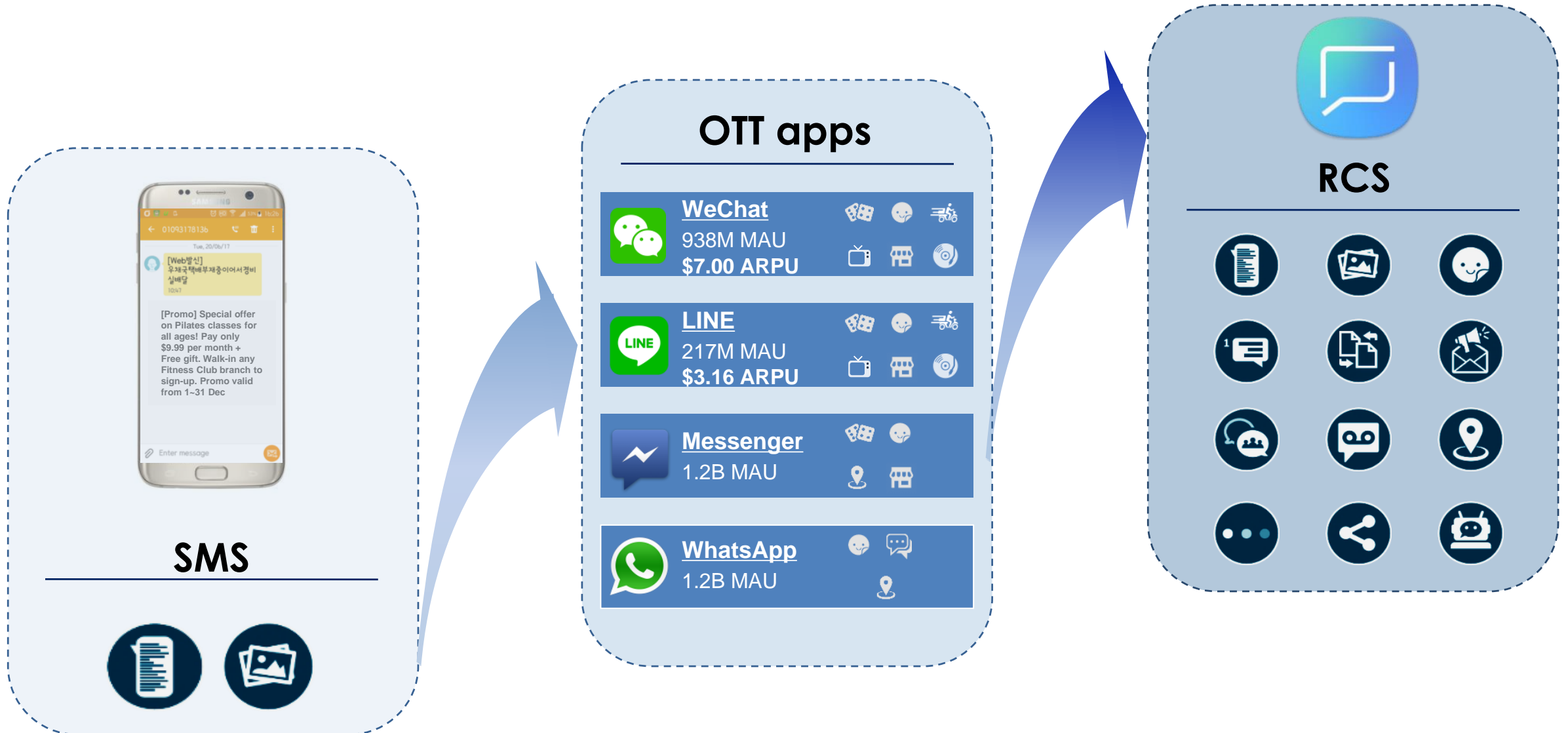
2  Achieving scale via devices

3  Discoverability

4  MNO-centric model


5  Consistency

# Lifestyle platform: Creating an immersive messaging experience with advanced features



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



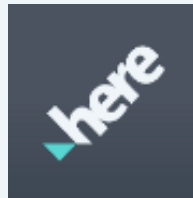
- 1 Leveraging global devices:** With over 300M devices sold annually, Samsung leverages its global footprint to ensure worldwide RCS reach
- 2 Providing a native app:** New and legacy devices will have the Samsung RCS client installed on the “hot seat” within the Home Screen 
- 3 Making content discoverable:** 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)



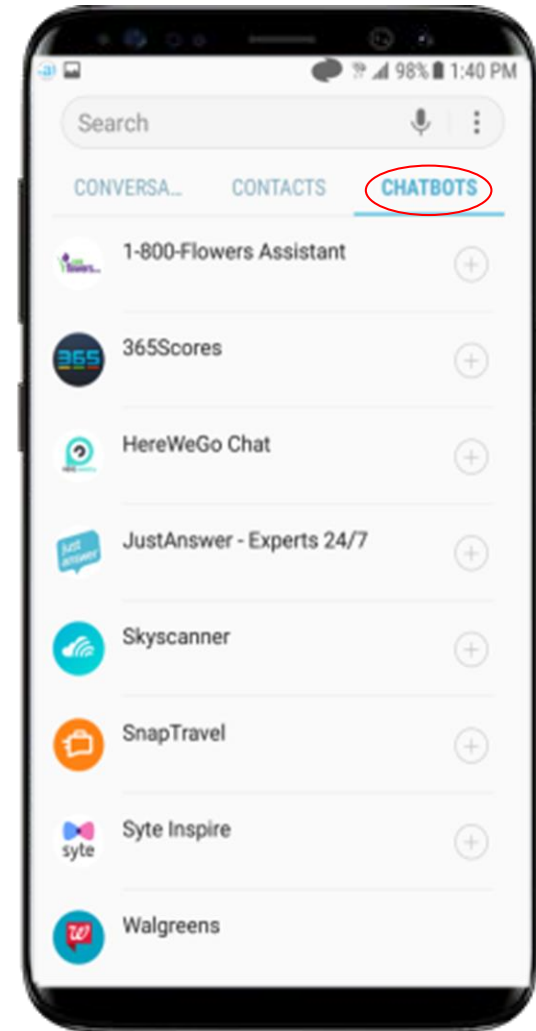
EXPRESS



ALL+  
MODERN



QUARTZ





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



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**

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# Samsung continues to grow its footprint in the RCS space

## Acquisitions in RCS & MaaP



## MaaP investments and collaborations



SAMSUNG SDS



TecAce

## RCS & MaaP achievements in the US

- 1<sup>st</sup> RCS commercial launch with AT&T and T-Mobile, **2015**
- 1<sup>st</sup> OMA-based message store support with AT&T, **2016**
- 1<sup>st</sup> Multi-device RCS messaging support with T-Mobile, **2017**
- 1<sup>st</sup> OEM to provide device native RCS support for Sprint, **2017**
- 1<sup>st</sup> OEM to provide device RCS support for Verizon, **2018**
- 1<sup>st</sup> UP 2.0-compliant MaaP commercial launch (server and device) in the world with AT&T, **2018**

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# 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 3<sup>rd</sup>-party partners



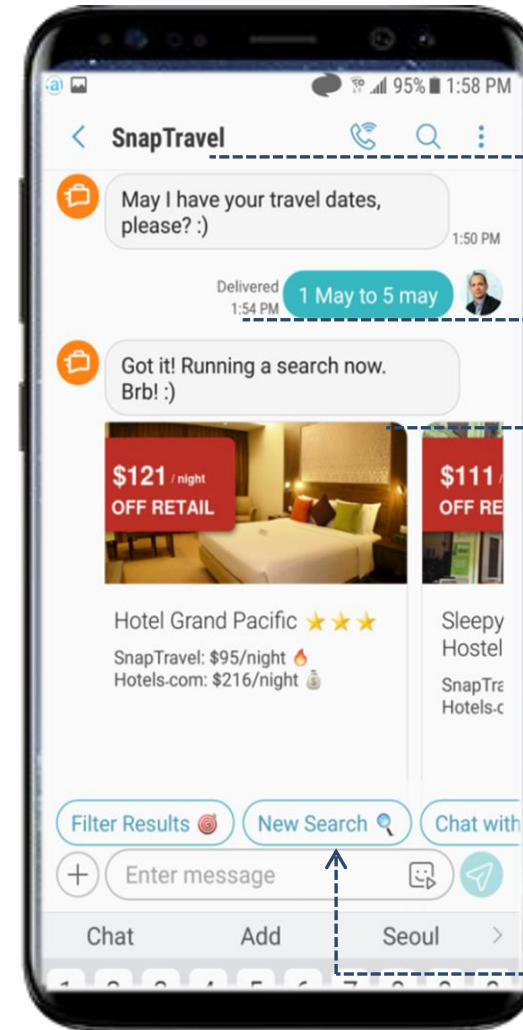
Bot platform

- 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 carousels



Location-sharing



Video and large-file transfer



Content-sharing



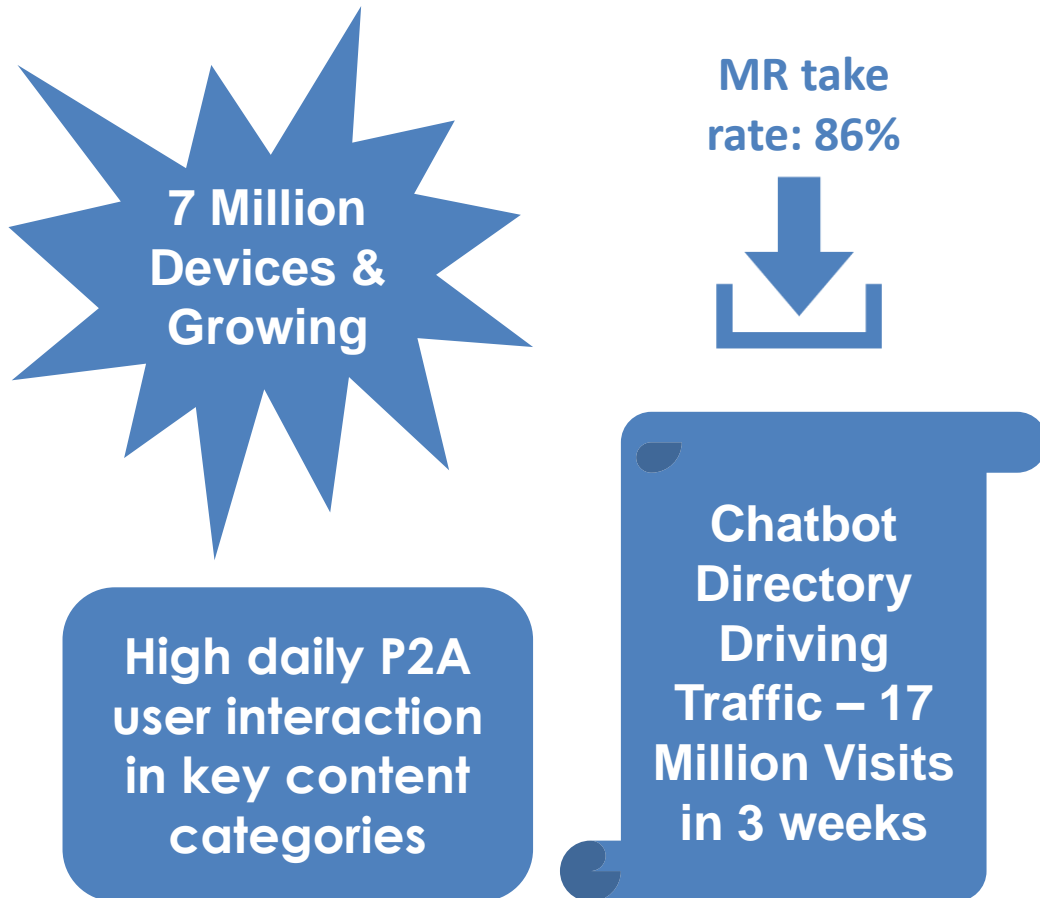
Audio messaging



Suggested replies and actions that facilitate interactions

# AT&T launch has yielded very positive user engagement results

## Usage stats (5 months/4 device models)



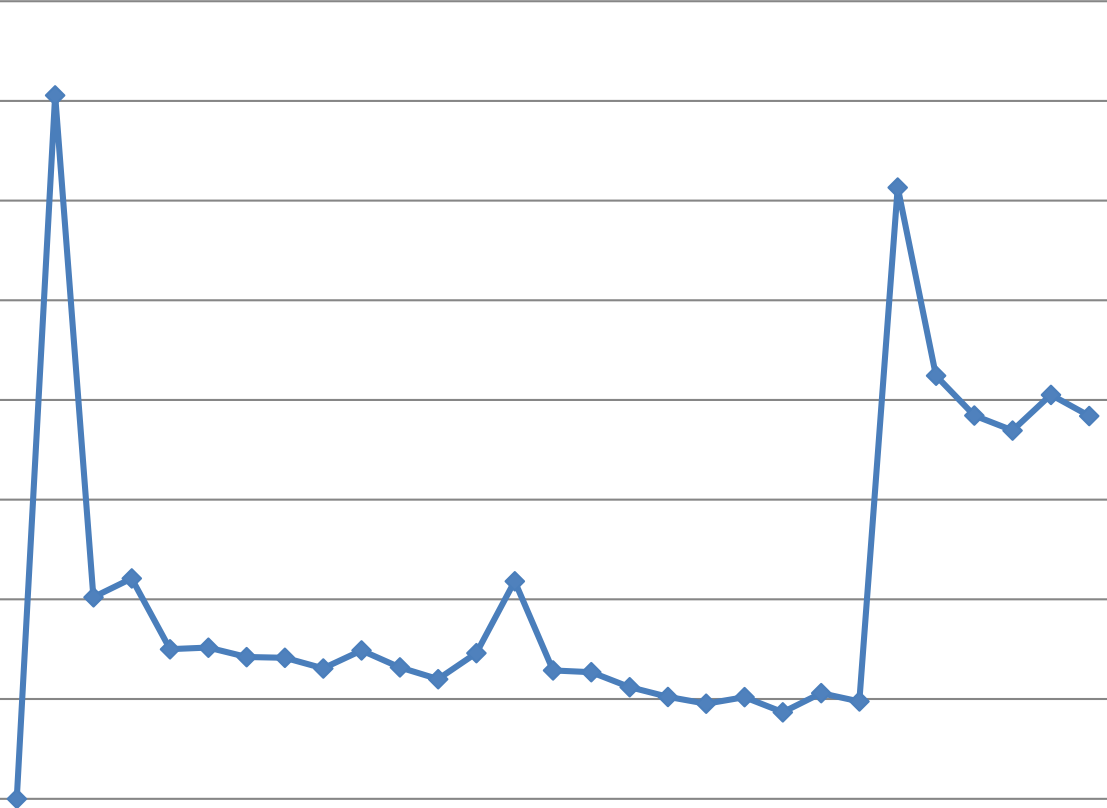
## New devices and A2P trial

- 1 Since Launch, MaaP services were launched on: **S7, S9, S9+, Note 9.**
- 2 Chatbot tab visits increase with every new device launch.
- 3 New user engagement increases **111%**; daily active users increase by **119%**
- 4 Daily Active Users increase
- 5 Clear **benefit** for A2P brand partners to publish content in **Chatbot directory**

# Engagement: Users

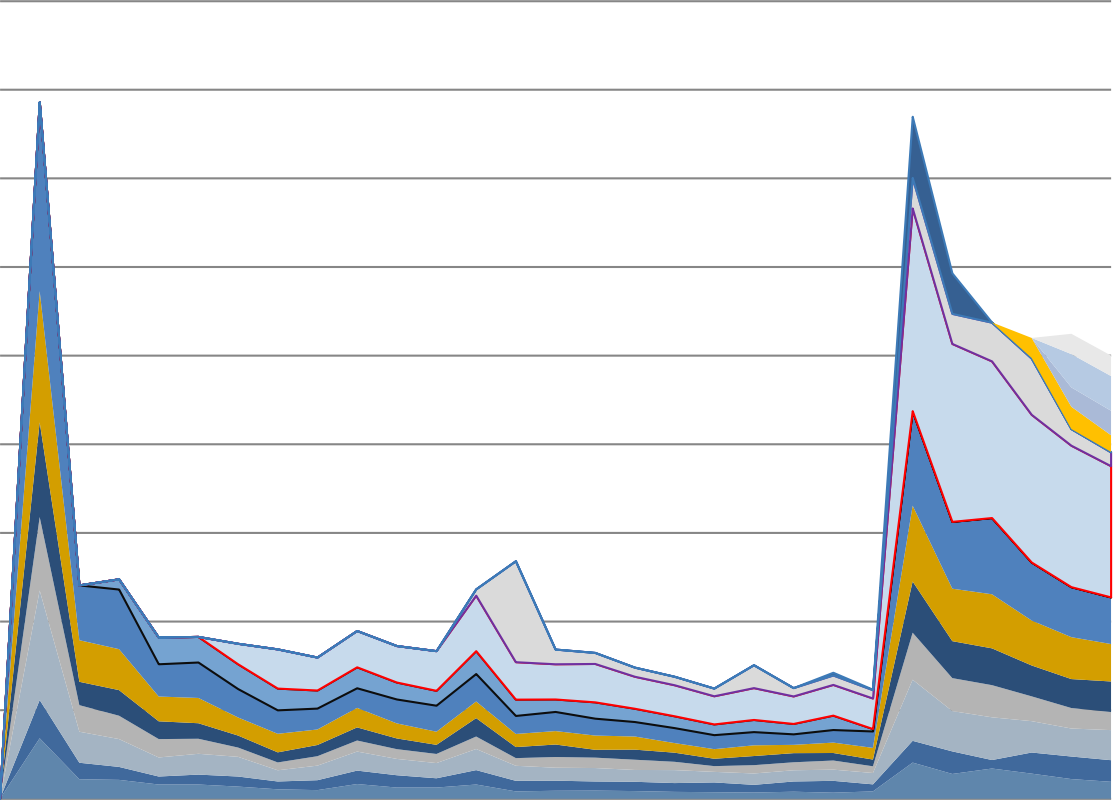
## Devices Drive Users

### Total New Users (by Week)



## Users Stay Engaged

### Daily Active Users (User Initiated Traffic, by week)



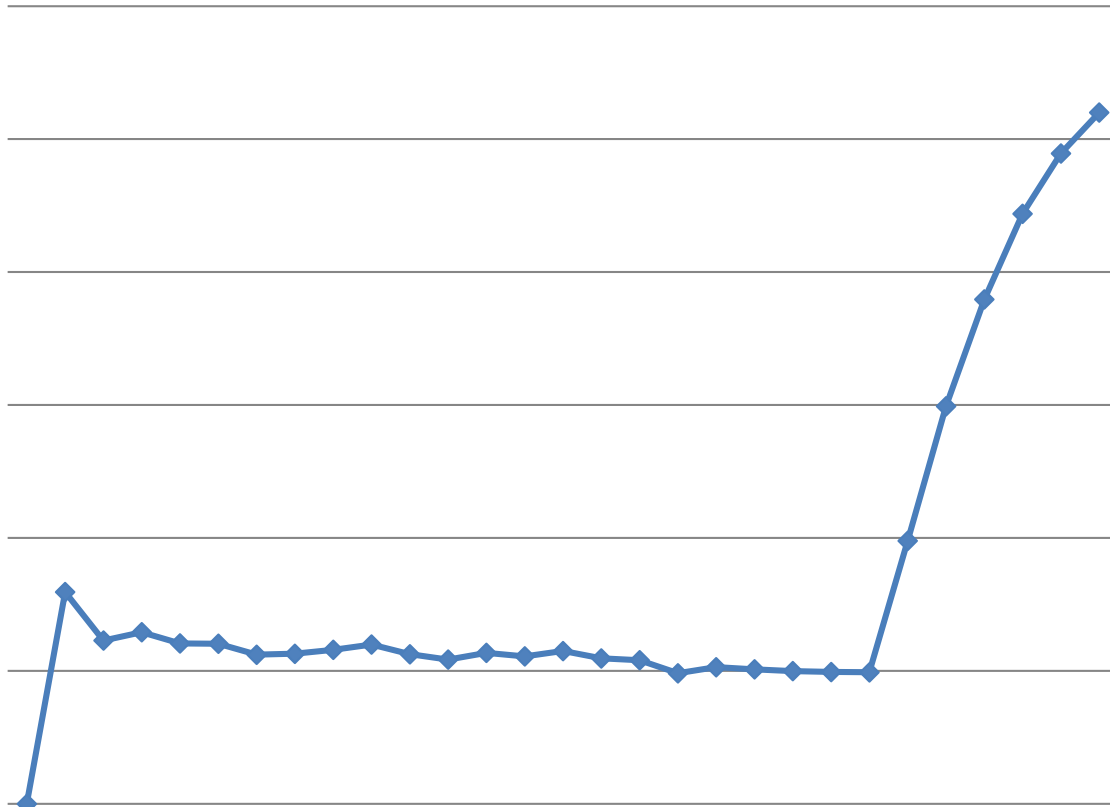


# Engagement: Discovery & Usage

## Chatbot Directory Drives Bot Discovery

### Chatbot Directory Total Visits

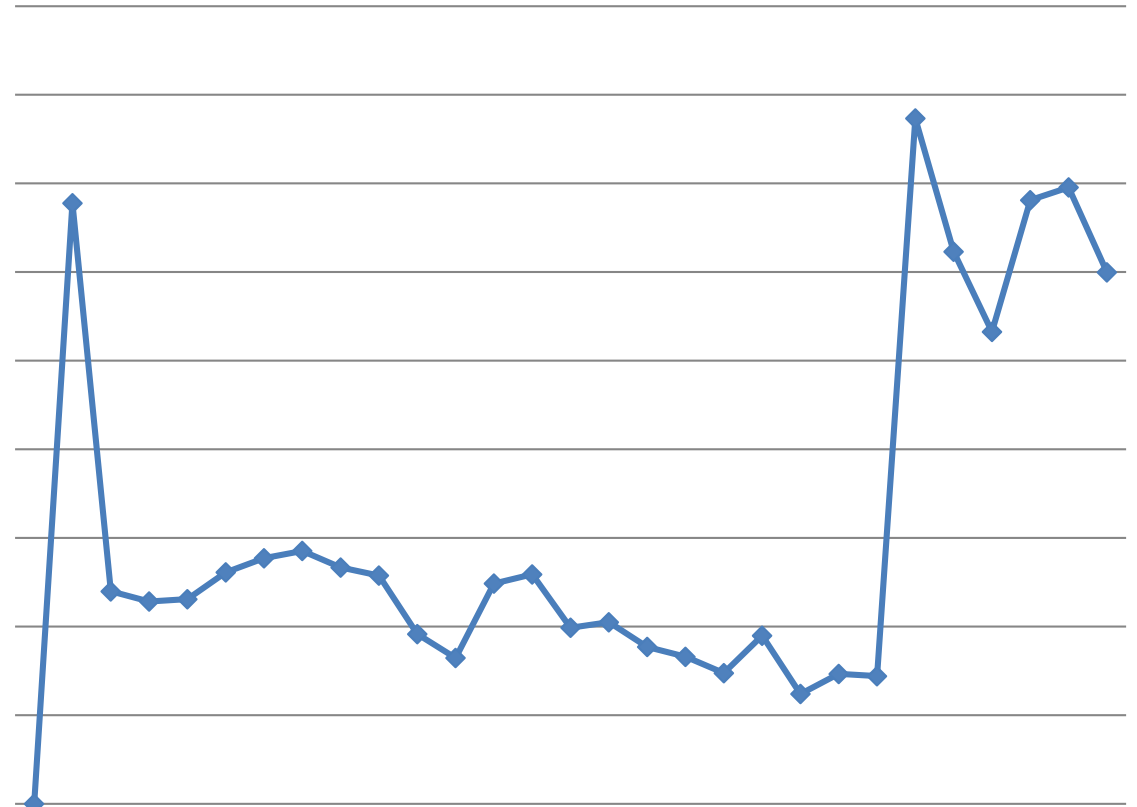
(by week)



## Usage Remains Constant

### Total Message Exchanges

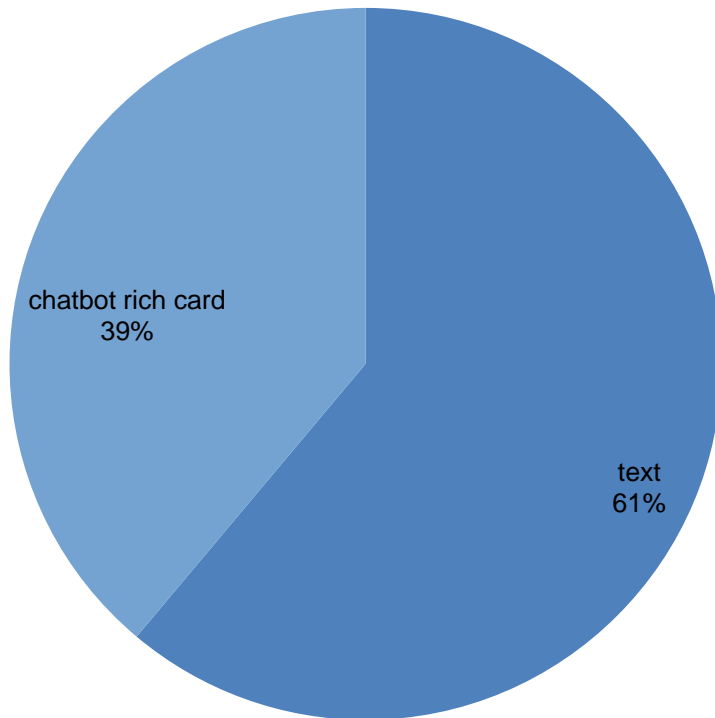
(In & Outbound, by week)



# Rich Cards are Rich in Value

Bots are mostly text-based

## Messages Sent from Bots



Users engage with “Suggested Response Cards”

## Messages Types from Users

