



GSMA RCS BUSINESS MESSAGING
LAB #19

THURSDAY 15 NOVEMBER 2018

NEW JERSEY, UNITED STATES

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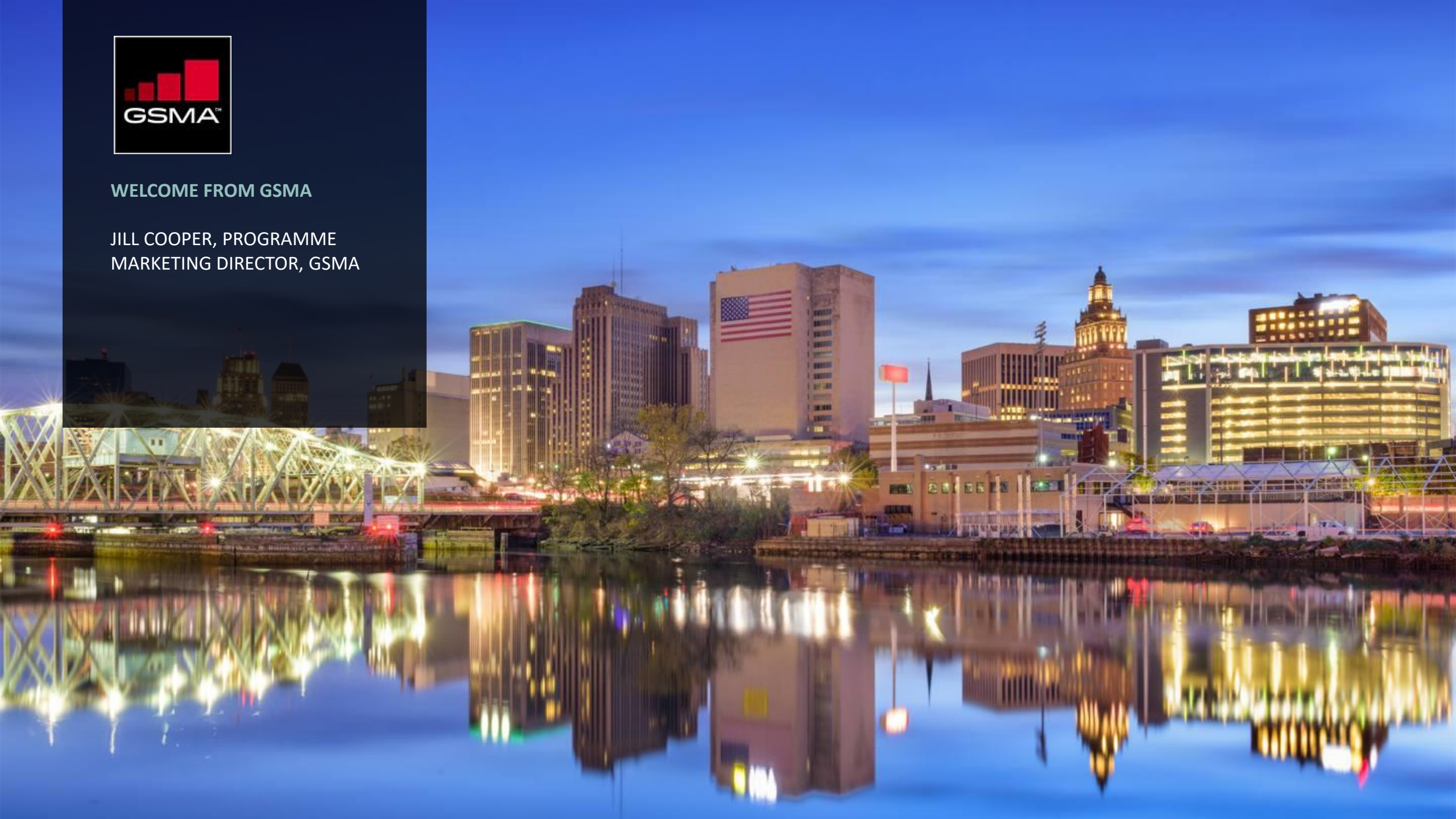
verizon^v





WELCOME FROM GSMA

JILL COOPER, PROGRAMME
MARKETING DIRECTOR, GSMA





AGENDA

1/3

Time	Presentation	Speakers
10:00	Registration – Tea & Coffee Served	
10:30	Welcome from GSMA	<i>Jill Cooper, GSMA</i>
10:40	RCS - Global Position	<i>Catherine Maguir, GSMA</i> <i>Henry Calvert, GSMA</i>
11:00	Verizon Keynote	<i>Aparna Khurjekar, Verizon</i>
11:25	Metcalfe's Law & RCS – How Do We Reach the Tipping Point?	<i>John Duffy, 3Cinteractive</i>
11:40	Enhancing the Life of the Consumer	<i>Dr Petja Heimbach, Deutsche Telekom</i>
11:50	Verizon Business Messaging and Key Learnings	<i>Sethumadhav Bendi & Kumar Sanjeev, Verizon</i>
12:05	RCS MaaP A2P or P2A? – lessons learned (so far) ...	<i>Neil McGrath, AT&T</i>
12:20	Reinventing the Messaging Experience	<i>Henry Komsky, Samsung</i>
12:35	Why RCS will become the marketing engagement accelerator	<i>Nick Lane, Mobilesquared</i>



AGENDA

2/3

12:50	Lunch	
13:45	RCS The Time is Now: Panel Discussion with Operators & Brands	Moderated by <i>Catherine Maguire</i> , GSMA <i>Jason Kaufmann</i> , AT&T <i>John Duffy</i> , 3Cinteractive <i>Keith Lampron</i> , Verizon <i>Dr Petja Heimbach</i> , Deutsche Telecom
14:05	Six Pointers on Building an Effective Rich Messaging Program	<i>Rob Lawson</i> , Google
14:25	How Citibank launched the world's first RBM banking experience	Moderator: <i>Jill Cooper</i> , GSMA <i>Rianna Schanno</i> , Citibank <i>Amreet Thiara</i> , Citibank
14:45	Extending Reach Through a Unified RCS Business Messaging Marketplace	<i>Teresa Walter</i> , Syniverse <i>Carlos Aragon</i> , Mavenir
15:05	Data Engagement Charging	<i>Eddie De Curtis</i> , Tyntec



AGENDA

3/3

15:15	Coffee Break	
15:45	The 5 Minute Chatbot	<i>Ron Nessim, Summit Tech</i>
16:00	Building for Demand: How the popularity of business texting has set the stage for RCS	<i>James Lopic, Zipwhip</i>
16:15	Subway's RCS Success will change Mobile for Restaurant Brands	<i>David Galant, Mobivity</i>
16:35	Brands' Reactions, Examples and Key Learnings	<i>Chad Meyer, mGage</i>
16:50	Thank you and Close	<i>Henry Calvert, GSMA</i>
17:00	Drinks Reception	



RCS GLOBAL ADOPTION

RCS NETWORKS

64

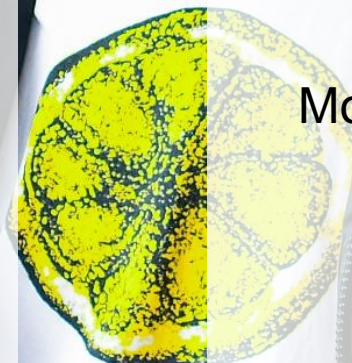
Launched RCS networks



RCS SUBSCRIBERS

194m

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

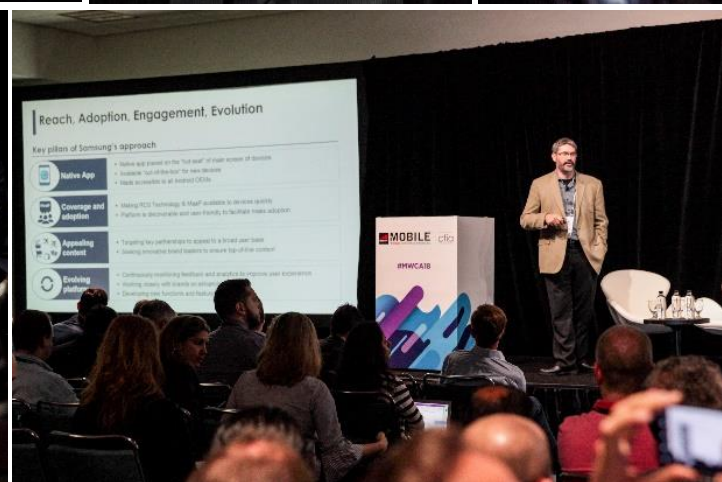
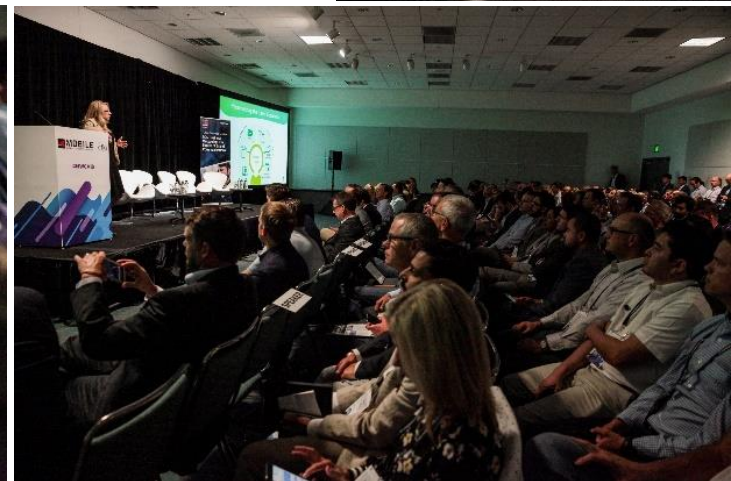
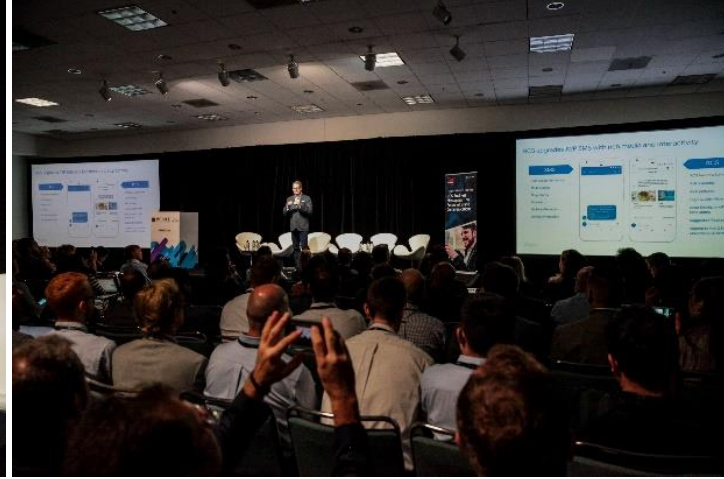
11 September 2018

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-



SUBWAY

SUBWAY

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SUBWAY

OPEN

BUILD YOUR BETTER
BREAKFAST



RCS BUSINESS MESSAGING
CAMPAIGNS – LIVE

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

act:onaid

elements
massage®

overstock™

WOTV

ADP

FarmJournal
MOBILE



Virgin
trains

Booking.com

EXPRESS

redbox®

Walgreens



CANCER
RESEARCH
UK



FAI

FONDO
AMBIENTE
ITALIANO



zerorez®
the right way to clean

citibank



SUBWAY®



ChiTransitBot

★ macy's



unicef

RCS LABS SUPPORT GROWTH

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

- 17 Labs
- 1,500 attendees
- Determining requirements
- Evolving GSMA standards



OPERATORS



TECHNOLOGY PROVIDERS



LABS - WORKING TOGETHER

AGGREGATORS
/MARKETING
CO'S



BRANDS





UPCOMING RCS BUSINESS MESSAGING LABS

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

- *Buenos Aires | 5 Dec
- Florida | 24 Jan
- *Barcelona | 24 Feb



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

The banner features the GSMA logo in the top left corner. The background is a dark purple geometric pattern. On the right side, there is a photograph of three young men looking at a smartphone together. One of the men is wearing a white t-shirt with a large graphic of a sliced orange.



Future Networks Meeting:
RCS Business Messaging Thought Leaders Lab
Thursday 24 January 2019
Florida, United States

The banner features the GSMA logo in the top left corner and a stylized white logo in the top right corner. The background is a dark purple geometric pattern. On the right side, there is a photograph of a man sitting in a car, looking at a smartphone.



Future Networks Meeting:
RCS Business Messaging Innovators Lab
Sunday 24 February 2019
Barcelona, Spain

The banner features the GSMA logo in the top left corner. The background is a dark purple geometric pattern. On the right side, there is a photograph of a man smiling and looking at a smartphone.