



GSMA RCS BUSINESS MESSAGING
LAB #17

WEDNESDAY 24TH OCTOBER 2018

LONDON, UNITED KINGDOM

SPONSORED BY



JILL COOPER – PROGRAMME
MARKETING DIRECTOR – GSMA





RCS GLOBAL ADOPTION

RCS NETWORKS

62

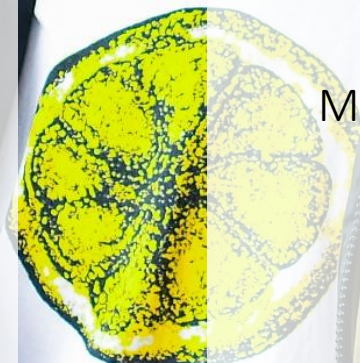
Launched RCS networks



RCS SUBSCRIBERS

174m

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

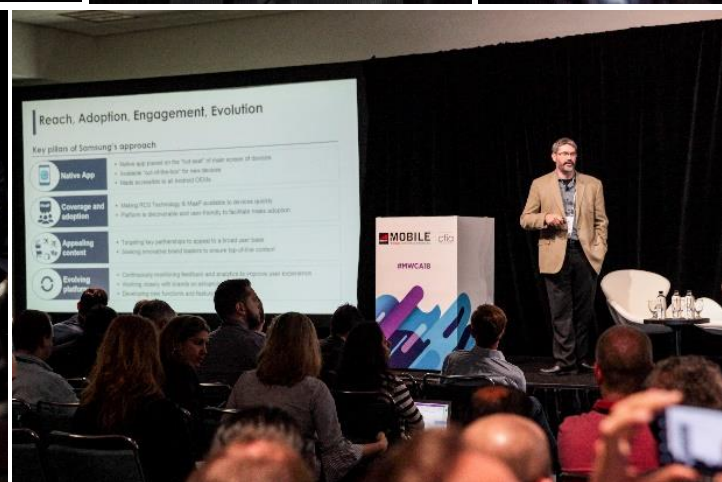
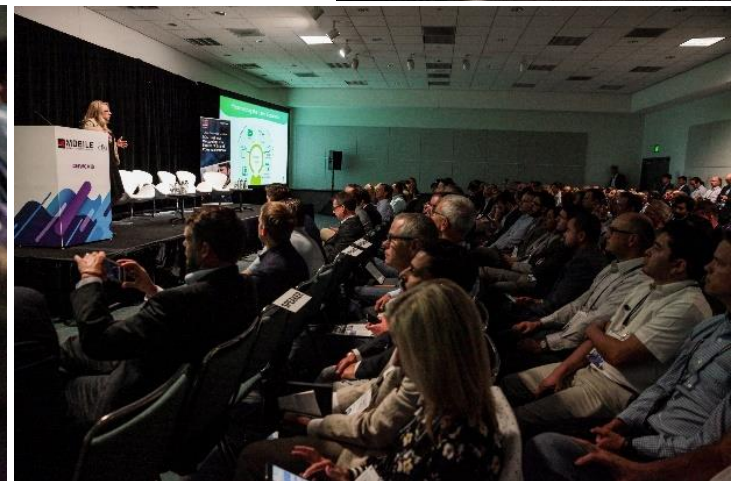
11 September 2018

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.

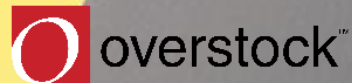
“Until now, operators could not offer businesses ways to deliver these rich engagements with consumers without both the consumers and businesses having to juggle numerous apps or navigate a fragmented market of social chat applications,” said Bill Hurley, Chief Marketing Officer, Syniverse. “Together 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-



RCS BUSINESS MESSAGING
CAMPAIGNS – LIVE

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

act:onaid



Booking.com

EXPRESS

redbox

Walgreens



CANCER
RESEARCH
UK



FAI

FONDO
AMBIENTE
ITALIANO



citibank



SUBWAY



ChiTransitBot



unicef

SUBWAY

SUBWAY

SUBWAY

SUBWAY

SUBWAY

OPEN

BUILD YOUR BETTER
BREAKFAST



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



LABS - WORKING TOGETHER

OPERATORS



AGGREGATORS/
MARKETING
CO'S



TECHNOLOGY
PROVIDERS





UPCOMING RCS BUSINESS MESSAGING LABS

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

Moscow | 31 Oct

New Jersey | 15 Nov

*Buenos Aires | 5 Dec

Florida | 24 Jan

*Barcelona | 24 Feb



Future Networks Meeting:
RCS Business Messaging Awareness Lab
Wednesday 31 October 2018
Moscow, Russia



Future Networks Meeting:
RCS Business Messaging Innovators Lab
Thursday 15 November 2018
New Jersey, United States



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



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



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

Introductions





AGENDA

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10:30-10:40	Welcome from GSMA	<i>Jill Cooper, GSMA</i>
10:40-10:50	Welcome from Commify	<i>Geoff Love, CEO, Commify</i>
10:50-11:10	RCS – Global Position + Q&A	<i>Gavin Thomas, GSMA</i>
11:10-11:15	Boston Pizza Demo Video	<i>Jill Cooper, GSMA</i>
11:15-11:25	Thinking of the Customer	<i>Dr Petja Heimbach, Deutsche Telekom</i>
11:25-11:40	RCS traffic & income forecasts	<i>Gavin Patterson, Mobilesquared</i>
11:40-12:10	Migrating your Messaging Strategy onto RCS	<i>David Attenborough, Esendex</i>
12:10-12:15	Express – Use of RCS in Retail - Video	<i>Jill Cooper, GSMA</i>
12:15-12:30	RCS The Time Is Now Fireside Chat – GSMA and Vodafone	<i>Oscar Gallego, Vodafone Jill Cooper, GSMA</i>
12:30-12:50	Reinventing the Messaging Experience	<i>Brent Newsome, Samsung</i>



AGENDA

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12:50-13:30 **Lunch**

13:30-13:50 **RCS Business Messaging - A Rich New Channel for Brands** *Hugo Somersham-Jones, Google*

13:50-13:55 **Paris Saint-Germain Demo Video** *Jill Cooper, GSMA*

13:55-14:15 **Vodafone RCS Messaging: A Commercial Reality** *Liz McCord, Vodafone*

14:15-14:35 **RCS Brand Showcase: Virgin Trains** *John Sullivan, Virgin Trains*

14:35-14:55 **Using RCS to build a better communications strategy** *Peter Mossman, ITV plc.*

14:55-15:10 **RCS – The Big Picture & How 3C is enabling Brands to deliver RCS** *Ramy Riad, 3Cinteractive*



AGENDA

3/3

15:10-15:40 **Coffee Break**

15:40-15:55 **Orange & RCS**

Ian Germer, Orange

15:55-16:10 **The 5 Minute Chat-bot**

Doug Makishima, Summit Tech

16:10-16:30 **Panel Discussion**

Moderator: Catherine Maguire, GSMA

- *Ben Cole - Telefonica Digital*
- *Ian Germer - Orange*
- *John Sullivan - Virgin Trains*
- *Liz McCord - Vodafone*
- *Peter Mossman - ITV plc.*
- *Dr Petja Heimbach - DT*

16:30-16:45 **How to make RCS the Platform of Choice for Brands**

Henry Calvert, GSMA

16:45-17:00 **Closing Presentation**

Henry Calvert, GSMA

17:00-18:15 **Drinks Reception**

18:30-21:00 **Dinner – Pont de La Tour (36D Shad Thames, London SE1 2YE)**