

A blue-tinted collage background featuring various images: a modern skyscraper at night, a satellite dish, a person in a lab coat, a city street, and hands using a laptop.

Extending Reach Through a Unified RCS Business Messaging Marketplace

RCS Business Messaging Lab – New Jersey

November 15th, 2018

mavenir.com

Brands see potential in RBM

- High consumer appetite for messaging
- Low usage rates & penetration of marketing apps
- Marketer interest in conversational commerce



For Marketers, RCS:

- Is a seamless transition from SMS
- Lessens the need to develop and support an App
- Allows natural language, real-time communication between brand and consumer
- Enables highly-targeted and relevant advertising much richer than the SMS experience
- Can manage transactions, product shipment or customer service
- Provides much deeper insight (read/delivery receipts, transactions, etc.)

[Rich Communication Services: A Look at Next-Gen SMS and Its Implications for Marketers and Consumers](#)

Possible constraints to achieving success

Burdensome Process

- Account sign up
- Dealing with registry
- Vetting
- Approval/review

Carrier Fragmentation

- SMS only MNOs
- Different MaaP specs on each MNO

Managing Different UX Technologies

- UP1.0, 2.0, 2.2
- SMS/MMS fallback
- Omni-channel UX

Slow Innovation of New Services

- New capabilities only available in select MNO

Unleashing the Potential of RCS Business Messaging

Unified market place for brands, aggregators and developers

One-stop-shop to
access the
ecosystem

Open

Streamlined
business
processes



Multi-carrier
reach in a region



Tools to manage
the user
experience



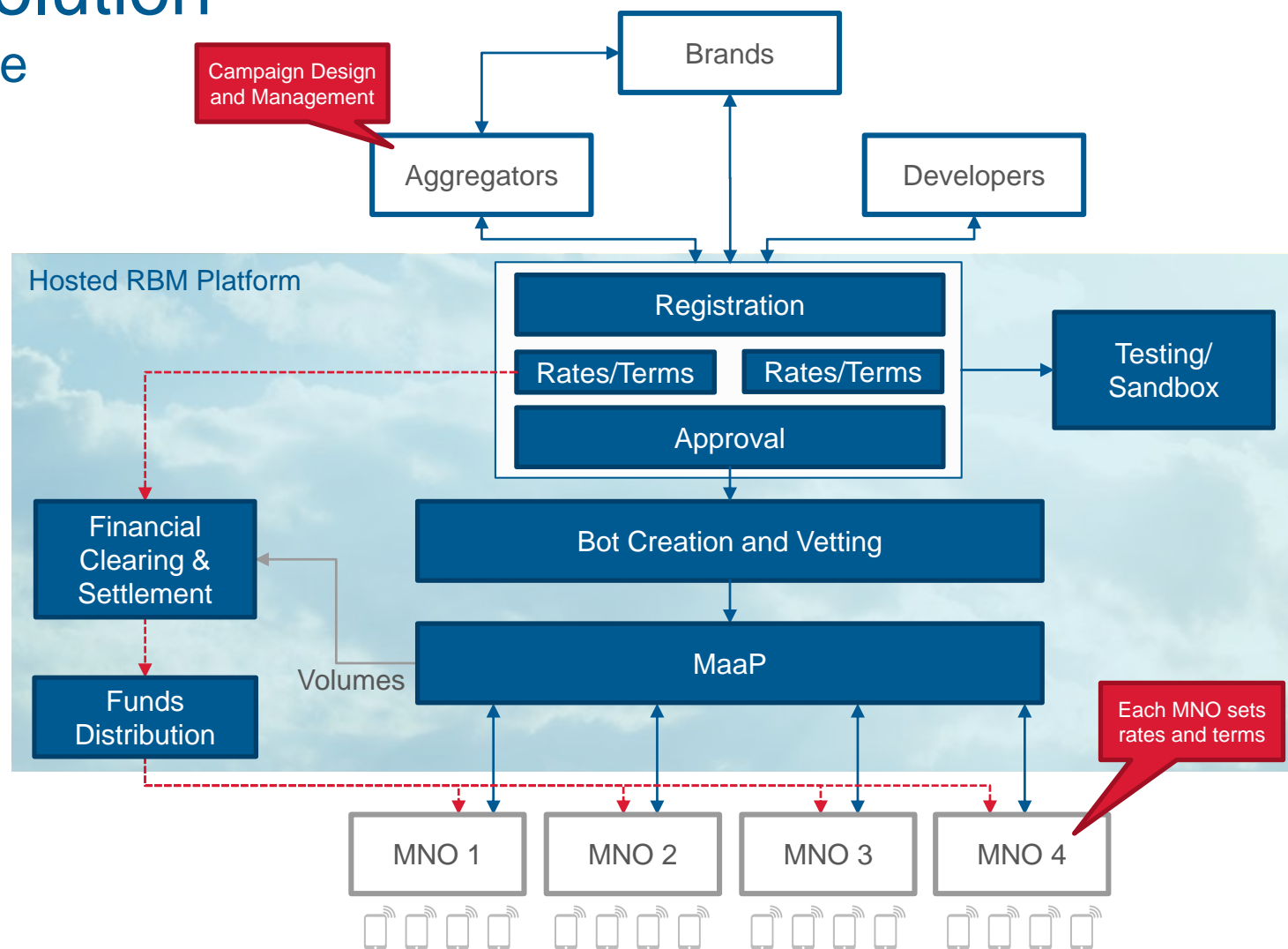
Hub of
Innovation



The Mavenir–Syniverse Solution

RCS Business Messaging as a Service

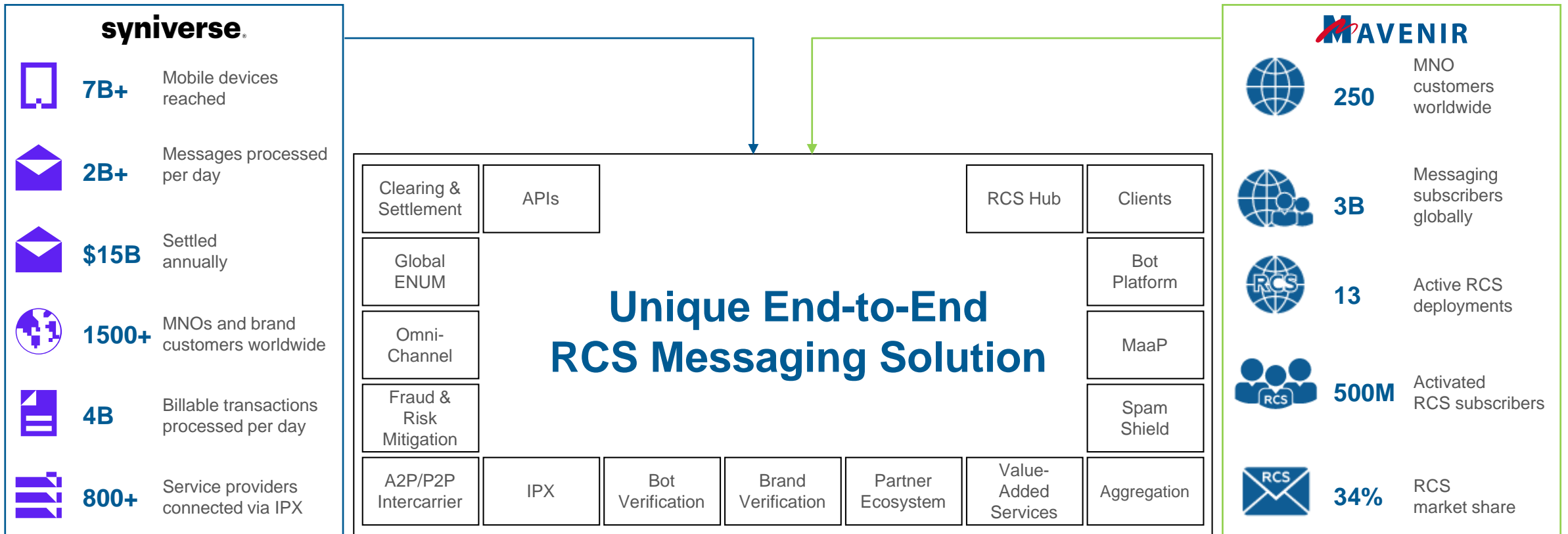
- **Single store front**
- **Streamlined business processes**
 - Account management
 - Bot creating & onboarding
 - Vetting / approvals
 - Rates / terms
- **Carrier RCS channel enablement**
 - Flexible connectivity to carrier
 - Host P2P
- **UX management**
 - SMS, UP 1.0, UP 2.0
 - Testing/sandbox
- **Financial clearing & settlement**
- **Place to innovate**



A functional and easy solution that enables the mass market

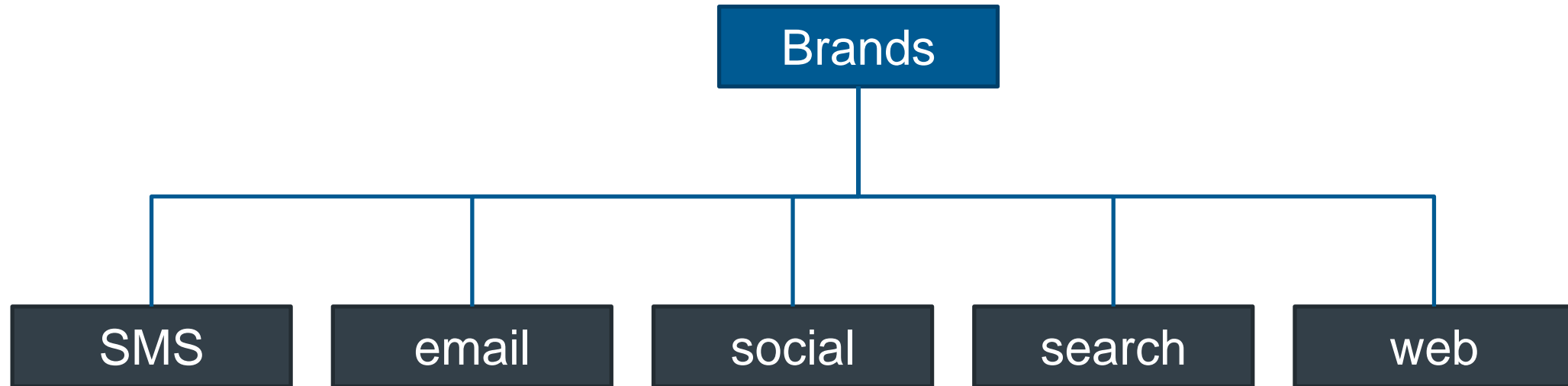
The Syniverse–Mavenir Partnership

Syniverse and Mavenir have joined forces to offer an end-to-end unique cloud-based fully-managed RCS solution for operators to deliver both RCS P2P and A2P



THANK YOU

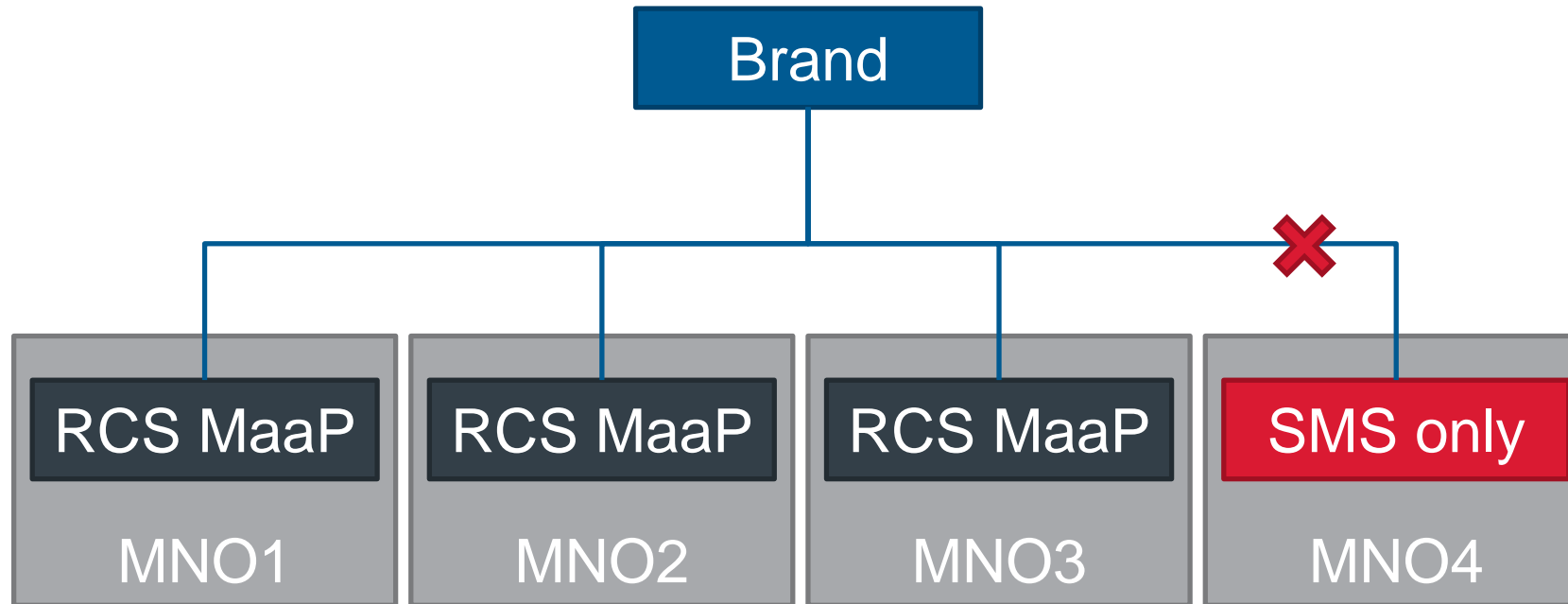
Brands are dealing with channel fragmentation...



...because they are looking for eyeballs

Reach = Opportunity = Money

RCS promises another channel but...

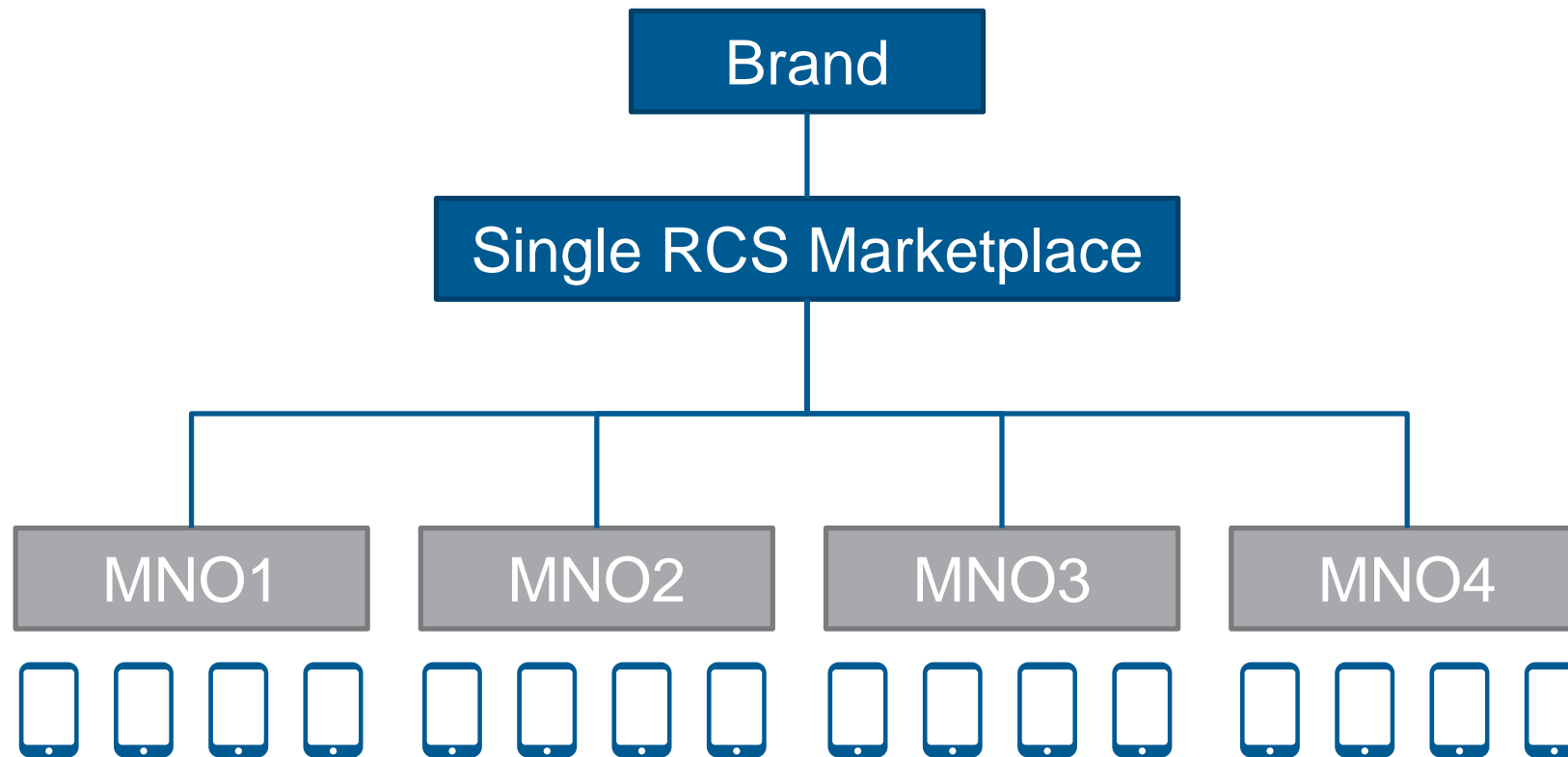


...RCS today is also fragmented

Different contracts, conditions, pricing...

Different Marketplaces

Brands value simplicity



A unified marketplace across a single geography with consistent pricing, and simplified contractual terms