tyntec

DEC Model for RCS – Data Engagement Charging

For GSMA A2P RCS Meeting
November 16th, 2018

Currently 4 Charging Models for RCS

Access Based/Hybrid

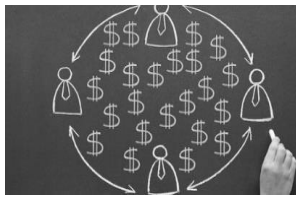
- Flat fee for unlimited messages to the base
- Access to base + charge per unique user

Per Event

Replicating existing SMS model

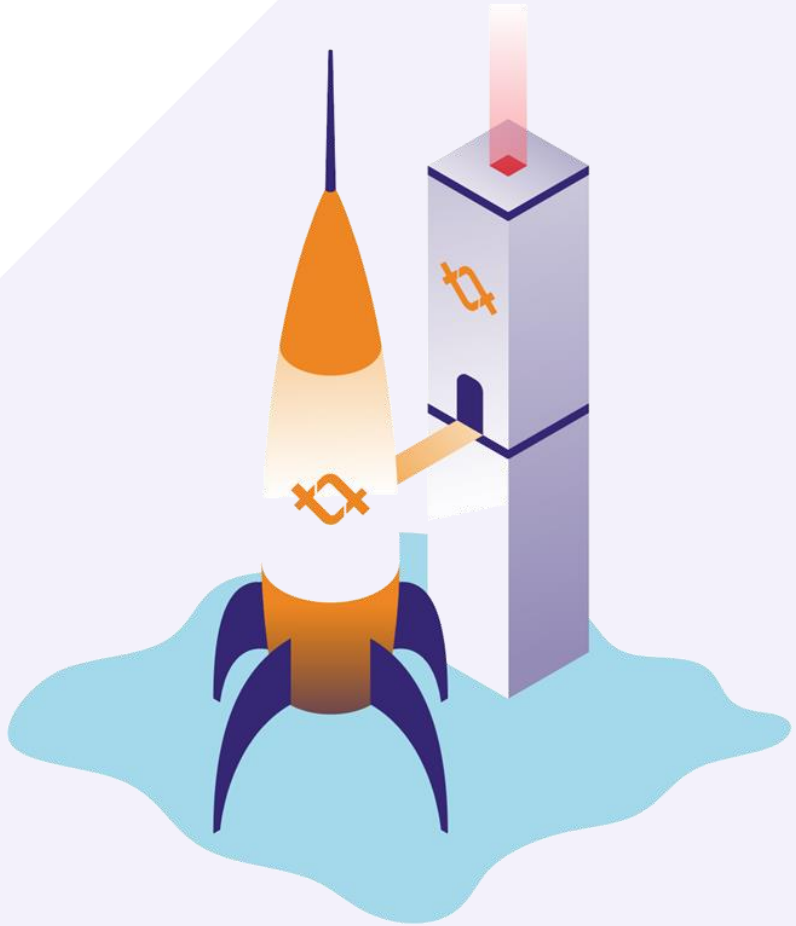
Session Based

- Time based (5m, 1d, 1w, etc.) or series of messages (i.e. 10 messages = 1 session)
- Discount scheme?



Revenue Share

Outside the scope of interconnect; likely to be fulfilled through commercial arrangements



Event Based Model – Agreements and recap from workshop discussions

Rate card vs “payload”
Event = message going to or from the brand/bot

- **Option 1:** Payload = 20mb
  OR
- **Option 2:** Rate card
- **Daily limit** in place to limit bill shock for brands
- **Assumption:** Data model; both parties pay, unless brand specifically agrees to pay for all data

Action: Trials and proof of concepts to test event based model

Option 1: Payload		
Message type	**Metric/limit**	**Pricing**
Per message	**<20mb**	**£x.xx**
Daily cap per conversation (brand does not pay for additional messages over this limit) = 12 messages		

Option 2: Rate card		
Message type	**Metric/limit**	**Pricing**
Plain Text Message – (spec limit 8kb) No rich content i.e. QR code	**8kb**	**£x.xx**
Rich content i.e. Static image, video, carousel, rich card, audio	**<20mb**	**£x.xx**
Location – x	**Per content tag**	**£x.xx**
Delivery report	**Zero rated**	**£x.xx**
Display report (read receipt)	**Per content tag**	**£x.xx**
Daily cap per conversation (brand does not pay for additional messages over this limit) = 12 messages		

Conversation Based Model – Agreements and recap from workshop discussions

Proposal to rename “session based” model to “conversation based” model

Working definition of “conversation based” model

- Conversation starts when the first message is sent whether A2P message or P2A
- Conversation ends when the consumer has been inactive for 60 mins
- Fair use: Over 30 messages per conversation = new conversation

Message type	Metric/limit	Pricing
Time based conversation	60m	£x.xx
# of Messages	30	£x.xx
Per xx MB	20mb?	£x.xx

Daily cap per conversation (brand does not pay for additional messages over this limit) = 12 messages

Access/Hybrid Active User Model Agreements and recap from workshop discussions

- Access charge up front for first message for each unique MSISDN for each bot in a 30 day period
- Access to active user + event, conversation or event + conversation
- Revert to event, conversation or event and conversation based model for additional messages
- Event + conversation = 1st message is event, subsequent messages are a conversation
- Tiered payload? 20mb payload limit applies here

Message type	Metric/limit	Pricing
Initial message	Per unique MSISDN, per bot, per 30 day period	£0.xx
	There after either	
Event based	As per previous	£0.xx
	OR	
Conversation based	As per previous	£0.xx
	OR	
event+conversatio n		£0.xx

Daily cap per conversation (brand does not pay for additional messages over this limit) = xx messages

Issues with These Proposed Models

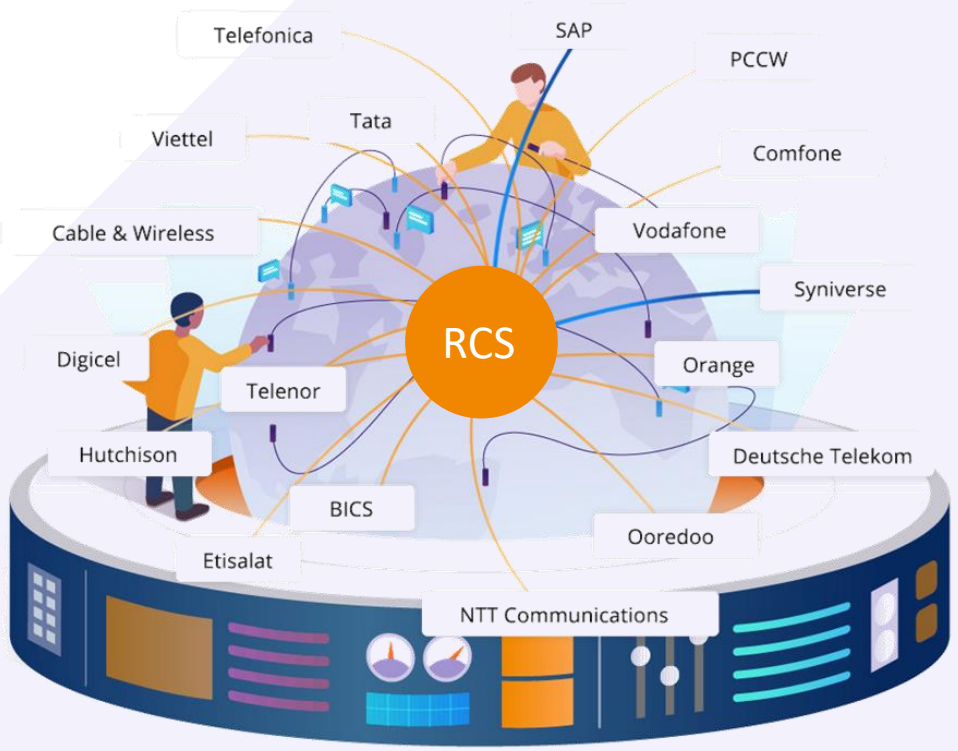
- RCS is a data service
- These models perpetuate the current issues with A2P pricing, i.e. a race to zero
- OEMs, Aggregators and Brands really have no say in how the Carriers can charge. They can suggest, but not demand
- Carriers are not being consulted nor are they being vocal about pricing
- Carrier will be pushed into remaining a “dumb pipe”

A Closer Look

New AA-66

New Charging Proposal DEC

- Puts the Carriers in charge
- Charges for data used
- It builds on the current A2P pricing model
- Extremely flexible
- Brands will know the cost based on the program
- Carriers remain in the value chain



DEC Model Provides Unmatched Flexibility

Examples

- Supports 2FA or “Quick Messages”
- BOT Sessions
- BOT Sessions with Rich Media
- Heavy Graphic/Rich Media Messages

Messages Size	Cost
1 – 99kb	$.001
100kb – 499kb	$.007
500kb – 999kb	$.01
1MB – 4.99MB	$.03
5MB – 9.9MB	$.05
10MB – 14.99MB	$.08
15MB – 19.99MB	$0.12
>20MB	$0.20
Ancillary Rev Share	XX%

* Wholesale rates fully negotiable between parties

Examples in Focus

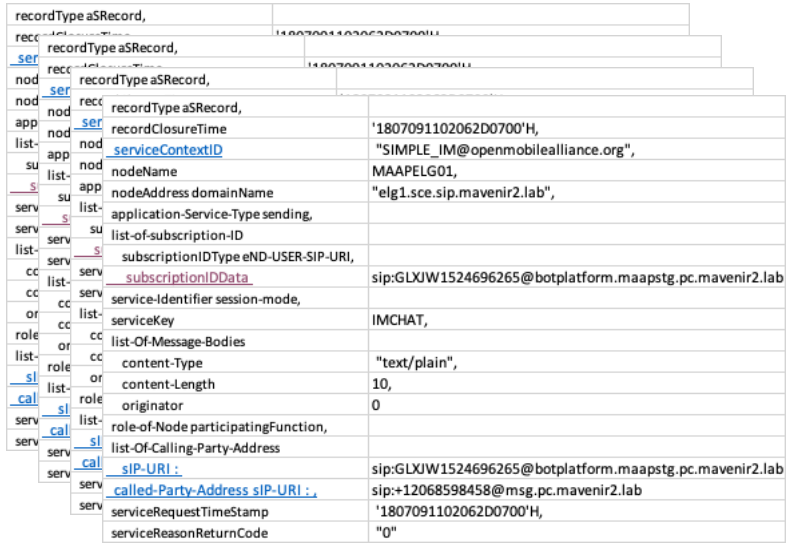
Messages Size	Cost
1 – 99kb	$.001

2FA/Quick Messages

recordType aSRecord,	
recordClosureTime	'1807091102062D0700'H,
serviceContextID	"SIMPLE_IM@openmobilealliance.org",
nodeName	MAAPELG01,
nodeAddress domainName	"elg1.sce.sip.mavenir2.lab",
application-Service-Type sending,	
list-of-subscription-ID	
subscriptionIDType eND-USER-SIP-URI,	
subscriptionIDData	sip:GLXJW1524696265@botplatform.maapstg.pc.mavenir2.lab
service-Identifier session-mode,	
serviceKey	IMCHAT,
list-Of-Message-Bodies	
content-Type	"text/plain",
content-Length	5,
originator	0
role-of-Node participatingFunction,	
list-Of-Calling-Party-Address	
sIP-URI :	sip:GLXJW1524696265@botplatform.maapstg.pc.mavenir2.lab
called-Party-Address sIP-URI : ,	sip:+12068598458@msg.pc.mavenir2.lab
serviceRequestTimeStamp	'1807091102062D0700'H,
serviceReasonReturnCode	"0"

Examples in Focus (continued)

BOT Session

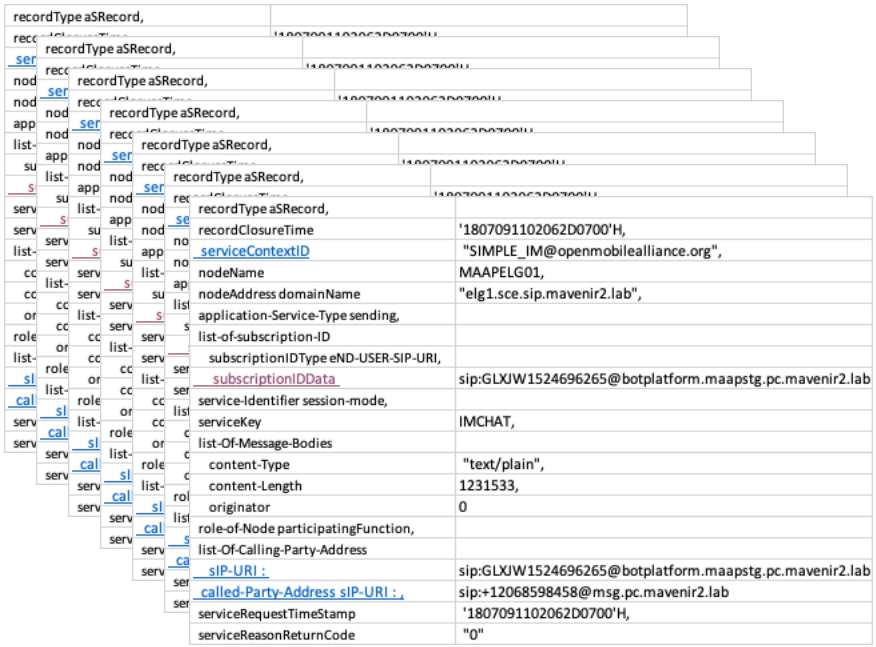


recordType aSRecord,	
recordClosureTime	'1807091102062D0700'H,
serviceContextID	"SIMPLE_IM@openmobilealliance.org",
nodeName	MAAPELG01,
nodeAddress domainName	"elg1.sce.sip.mavenir2.lab",
application-Service-Type sending,	
list-of-subscription-ID	
subscriptionIDType eND-USER-SIP-URI,	
subscriptionIDData	sip:GLXJW1524696265@botplatform.maapstg.pc.mavenir2.lab
service-Identifier session-mode,	
serviceKey	IMCHAT,
list-Of-Message-Bodies	
content-Type	"text/plain",
content-Length	10,
originator	0
role-of-Node participatingFunction,	
list-Of-Calling-Party-Address	
sIP-URI :	sip:GLXJW1524696265@botplatform.maapstg.pc.mavenir2.lab
called-Party-Address sIP-URI : ,	sip:+12068598458@msg.pc.mavenir2.lab
serviceRequestTimeStamp	'1807091102062D0700'H,
serviceReasonReturnCode	"0"

Messages Size	Cost
96kb – 120kb 12 messages <99kb x $.001	$.012
6 messages <1,020kb but >99kb x$.007	$.042
Total	**$.054**

Examples in Focus (continued)

BOT Session with Rich Media



recordType aSRecord,	
recordClosureTime	'1807091102062D0700'H,
serviceContextID	"SIMPLE_IM@openmobilealliance.org",
nodeName	MAAPELG01,
nodeAddress domainName	"elg1.sce.sip.mavenir2.lab",
application-Service-Type sending,	
list-of-subscription-ID	
subscriptionIDType eND-USER-SIP-URI,	
subscriptionIDData	sip:GLXJW1524696265@botplatform.maapstg.pc.mavenir2.lab
service-Identifier session-mode,	
serviceKey	IMCHAT,
list-Of-Message-Bodies	
content-Type	"text/plain",
content-Length	1231533,
originator	0
role-of-Node participatingFunction,	
list-Of-Calling-Party-Address	
sIP-URI :	sip:GLXJW1524696265@botplatform.maapstg.pc.mavenir2.lab
called-Party-Address sIP-URI : ,	sip:+12068598458@msg.pc.mavenir2.lab
serviceRequestTimeStamp	'1807091102062D0700'H,
serviceReasonReturnCode	"0"

Messages Size	Cost
96kb – 1MB 10 messages <99kb x $.001	$.010
6 messages <2,020kb but >99kb x $.007	$.042
1 carousel >1MB but <4.99MB x $.03	$.030
Total	**$.082**

Examples in Focus (continued)

Heavy Graphic/Rich Media

Messages Size	Cost
> 1MB 1 message 4MB x $.03	$.03
3 messages 6MB x $.05	$.15
1 message 11MB x $.08	$.08
2 messages 13MB x $.12	$.24
Total	**$.50**

Q&A

Next Step

Get started.

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Thank you

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