



Maged Negm
Head of Product Marketing

Cequens

Event Sponsor :





ONE YEAR ON

Setting the stage for
RCS Business Messaging
in the **MEA** Region

Maged Negm - Head, Products Marketing



OUR VISION

We're here to **BRIDGE**
Communication Gaps
in a Communication
Driven World.



CEQUENS IN NUMBERS

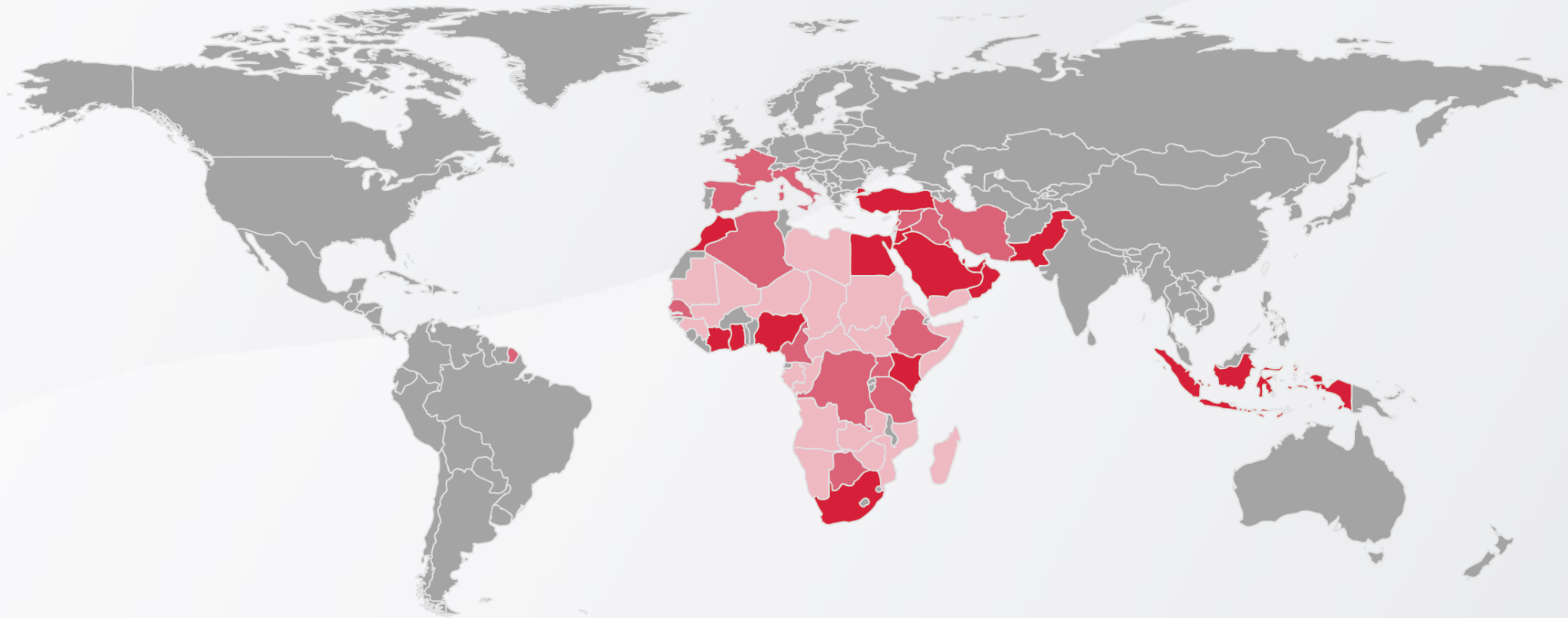
Empowering Business, Transforming Lives



CEQUENS REACH

MEA Focus and Global Reach

The products and solutions developed by Cequens address the MEA regions' biggest communications challenges, including scalability, reliability, cost efficiency, channel variety, and measuring Return on Marketing Investments (ROMI).



Banking Use Case

Redefining The Customer Experience



Crédit Agricole
Bank



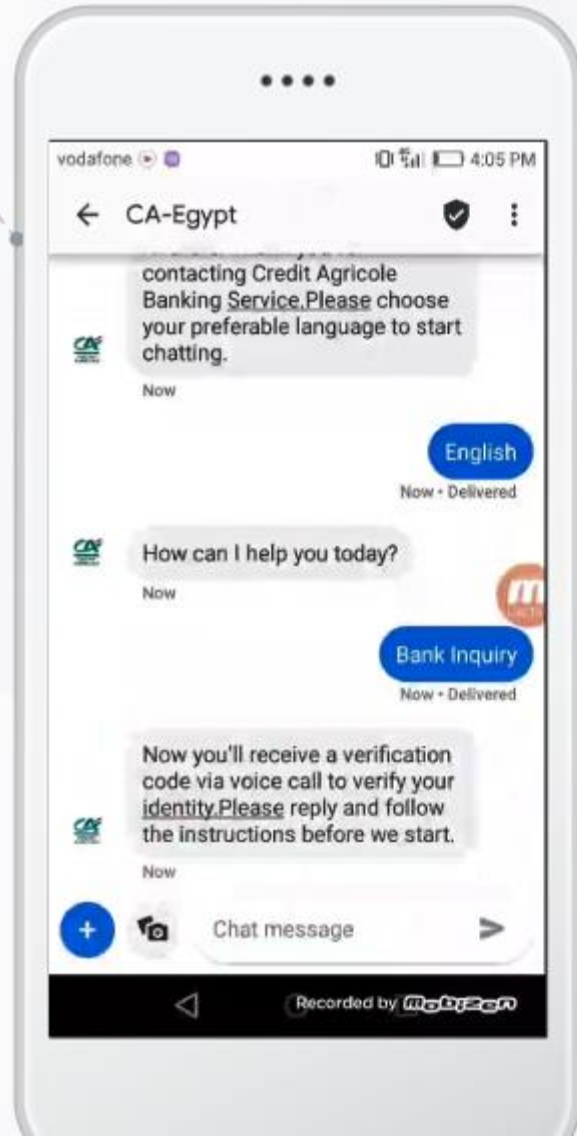
80 Branches



2,371 Employees



Serving more than
330,000 Customers
in Egypt*



RIDE-HAILING Use Case

Redefining The Customer Experience



Careem
(The #1 ride-hailing in MENA)
Operating in 90 cities



13 Countries



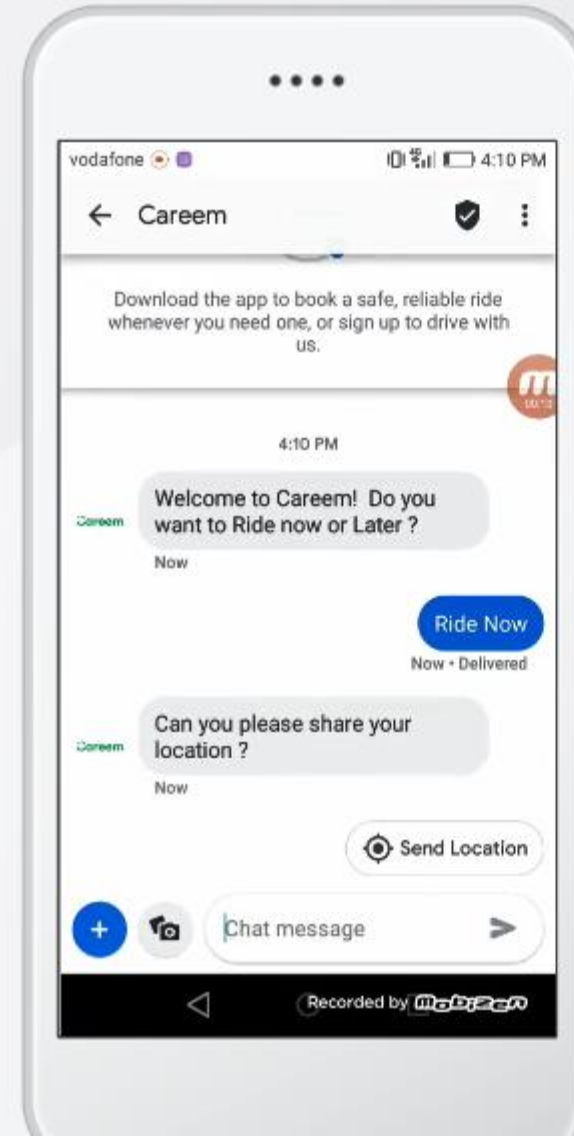
500+ Captains



2000 Employees



15 Million Users



GSMA 2018 – AMMAN, JORDAN

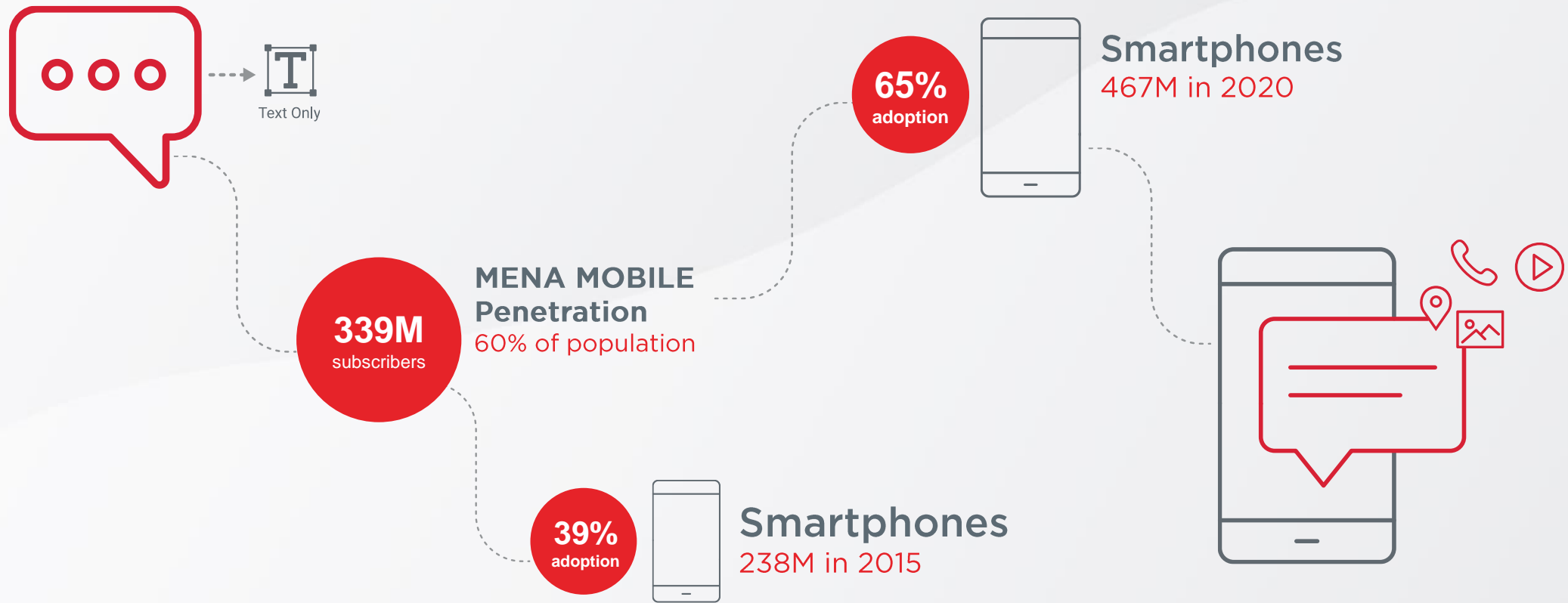
Sponsorship of GSMA Amman, Jordan 2018



A promotional graphic for a meeting. It features the CEQUENS logo in red at the top right. The text reads: "Future Networks Meeting: GSMA RCS Business Messaging Awareness Labs Thursday 10 May 2018 Amman, Jordan". The background is a dark purple geometric pattern with a city skyline silhouette at the bottom. On the right side, there is a photograph of a man in a dark jacket looking at his smartphone.

THE EVOLUTION OF MESSAGING

From SMS for communication to messaging experience for engagement



RCS ECOSYSTEM

Closer Look on MEA Region



MNO's

AGGREGATORS

ENTERPRISES

RCS ECOSYSTEM

MNO's Prospective



MNO's

AGGREGATORS

ENTERPRISES

RCS ECOSYSTEM

MNO's Prospective



MNO's

CHALLENGES

- A2P worth the investment!
- Local Regulation
- To HUB or Not To HUB

OPPORTUNITIES

- Increasing A2P revenues
- Increase customer stickiness to telco communication channels
- Analytics of B2B communication

RCS ECOSYSTEM

Closer Look on MEA Region

CHALLENGES



A2P on the investment!

regulation

HUB

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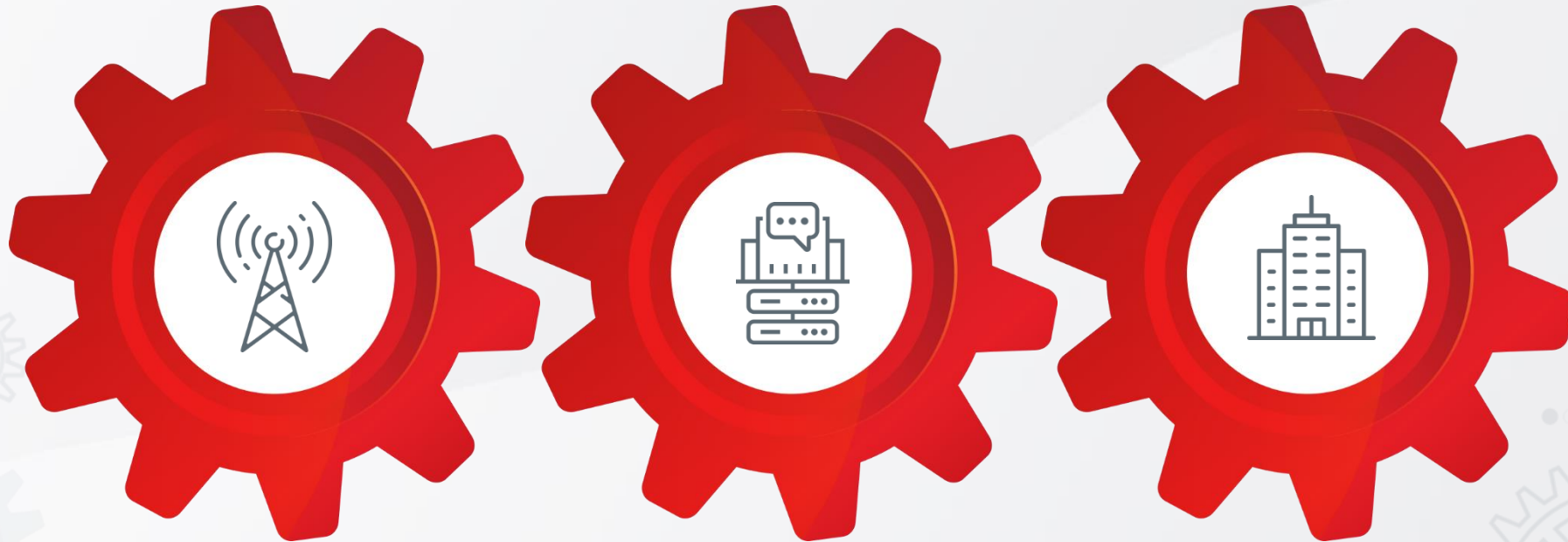
MNO's

AGGREGATORS

ENTERPRISES

RCS ECOSYSTEM

Aggregator's Prospective



MNO's

AGGREGATORS

ENTERPRISES

RCS ECOSYSTEM

Aggregator's Prospective



AGGREGATORS

CHALLENGES

- Consultant role for the MNOs
- Countries partial rollout
- Region partial rollout

OPPORTUNITIES

- Increasing A2P messaging margins
- New area of partnerships with operators with optional exclusivity
- Main differentiator for Enterprise customers

RCS ECOSYSTEM

Closer Look on MEA Region



AGGREGATORS

CHALLENGES

- Consultant role for the MNOs
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- Region partial rollout



ENTERPRISES

OPPORTUNITIES

- Increasing A2P messaging
- New area of partnership with operators with optional exclusivity
- Main differentiator for Enterprise customers

RCS ECOSYSTEM

Enterprise's Prospective



ENTERPRISES

CHALLENGES

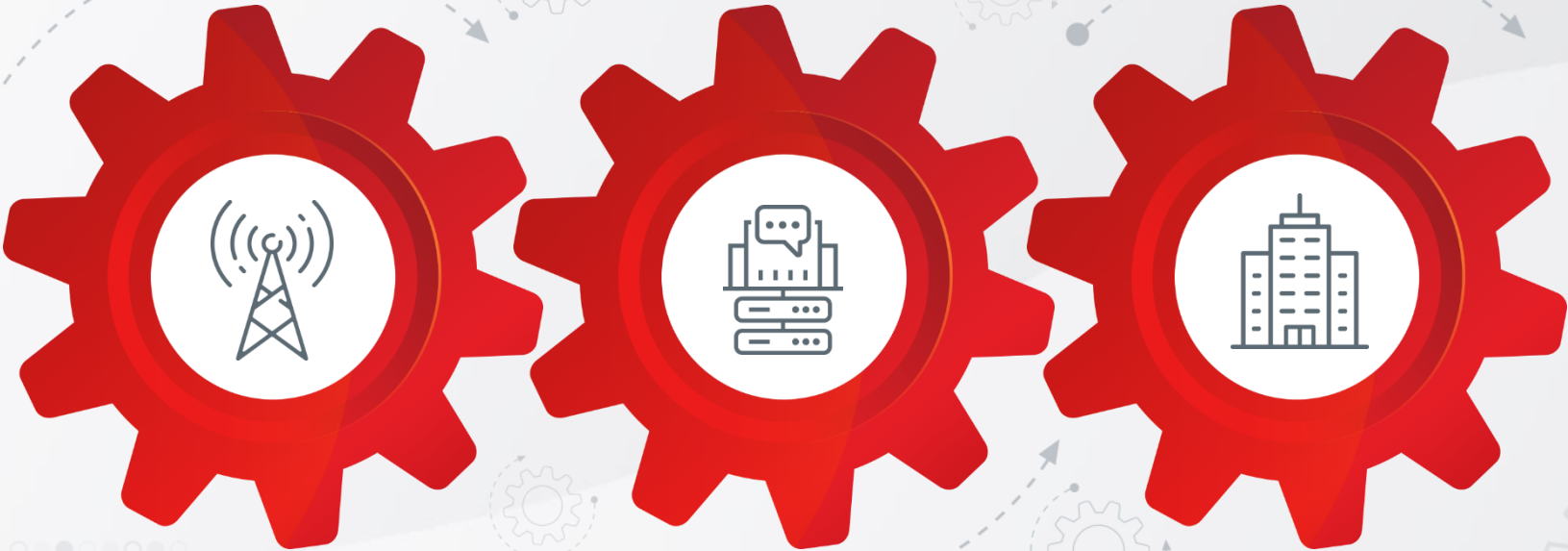
- While it will be easier in terms of regulations still needs to be addressed
- OTP Price Increase
- Justifying investment done on mobile app

OPPORTUNITIES

- Improved Customer Satisfaction
- Better brand image
- Exceptional ROI

RCS Business Messaging

Crossing The Chasm



MNO's

AGGREGATORS

ENTERPRISES

More education is needed still to eliminate all skepticism

Embracing the competitive edge of RCS to Enterprises

Focus more on the ROI not just the Cost

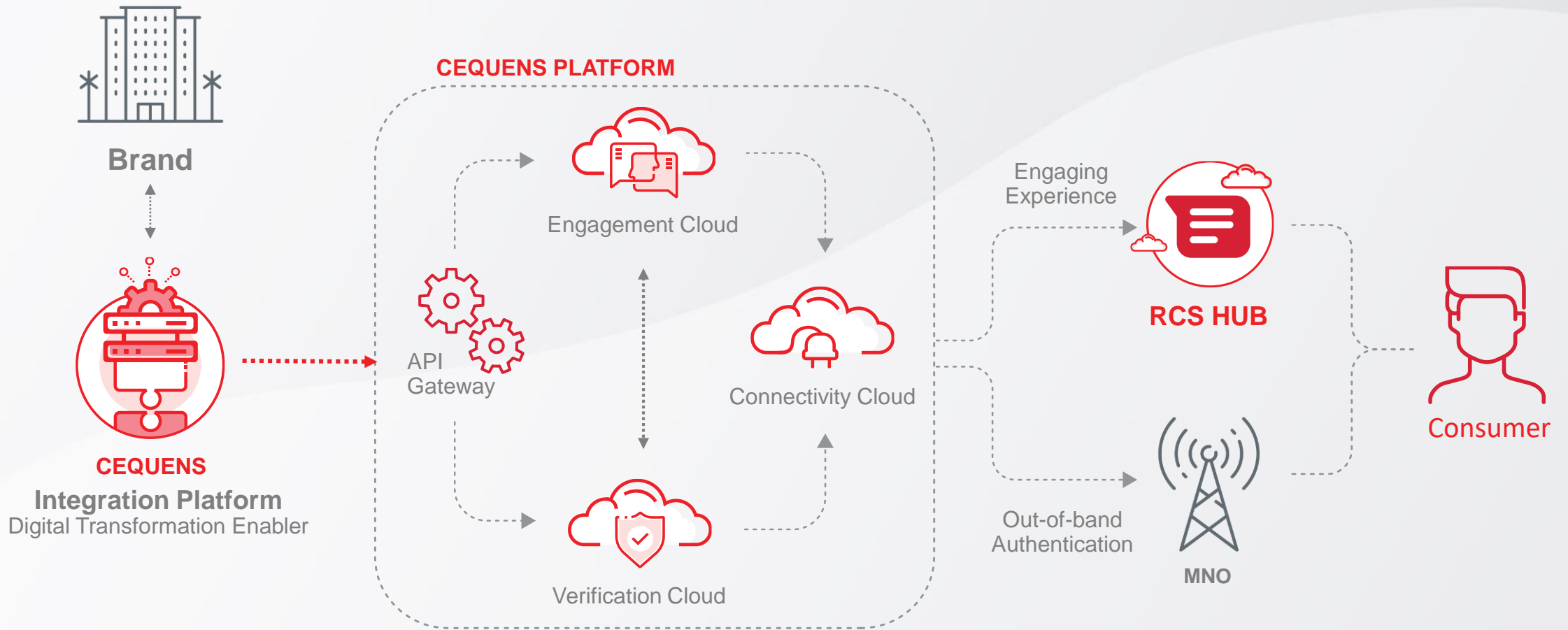
Believing that A2P SMS is going to die anyways so it's either RSC or ChatApps

Complementing their portfolio with digital & AI conversational experience

Believing in the unbeatable value of the Native app

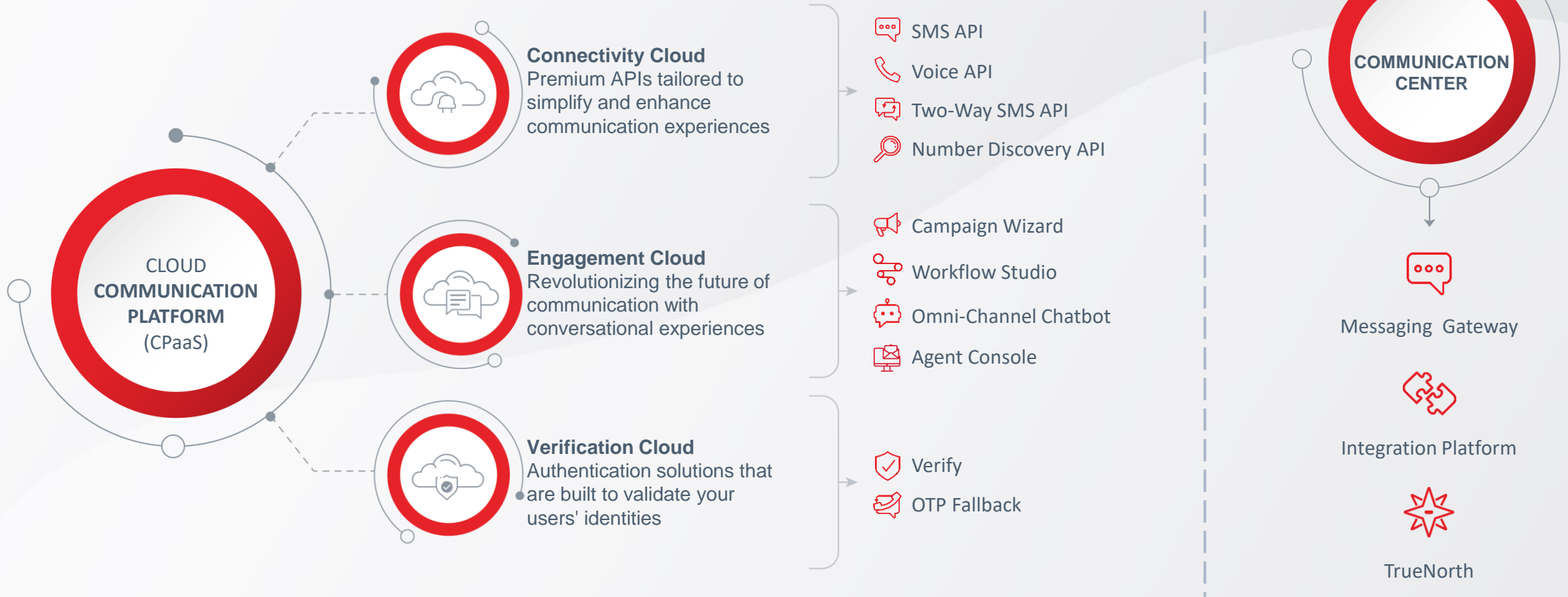
BRANDS' COMMUNICATION ECOSYSTEM

Where do we fit ?



CEQUENS PRODUCTS PORTFOLIO

CEQUENS Vision



EMPOWERING BUSINESS LIVES

