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Business Development:
Messaging

Google

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Developer Relations Engineer

Google

RCS Business Messaging
Updates from Google

Alexandre Allemand
Sean Falconer

February 2019

RCS momentum is accelerating

Android Messages

200M+ users (3x growth in past year)

All A2P 2.0 capable

12 releases per year

Jibe Cloud

Live with 32 carriers in 24 countries

On Google infrastructure (highly scalable and geo-redundant)

Jibe Hub

Live in North America and Europe
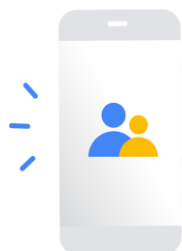
41 live interconnects

RBM

260+ channel partners

Live in North America with 60+ publicly- launched brand campaigns in US, Canada and Mexico
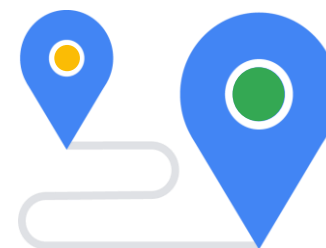
Coming to EMEA and APAC (2019)

Google   RCS | Android Messages | Jibe

Examples of agents we will be showing at the booth

Get things done

Telco bots
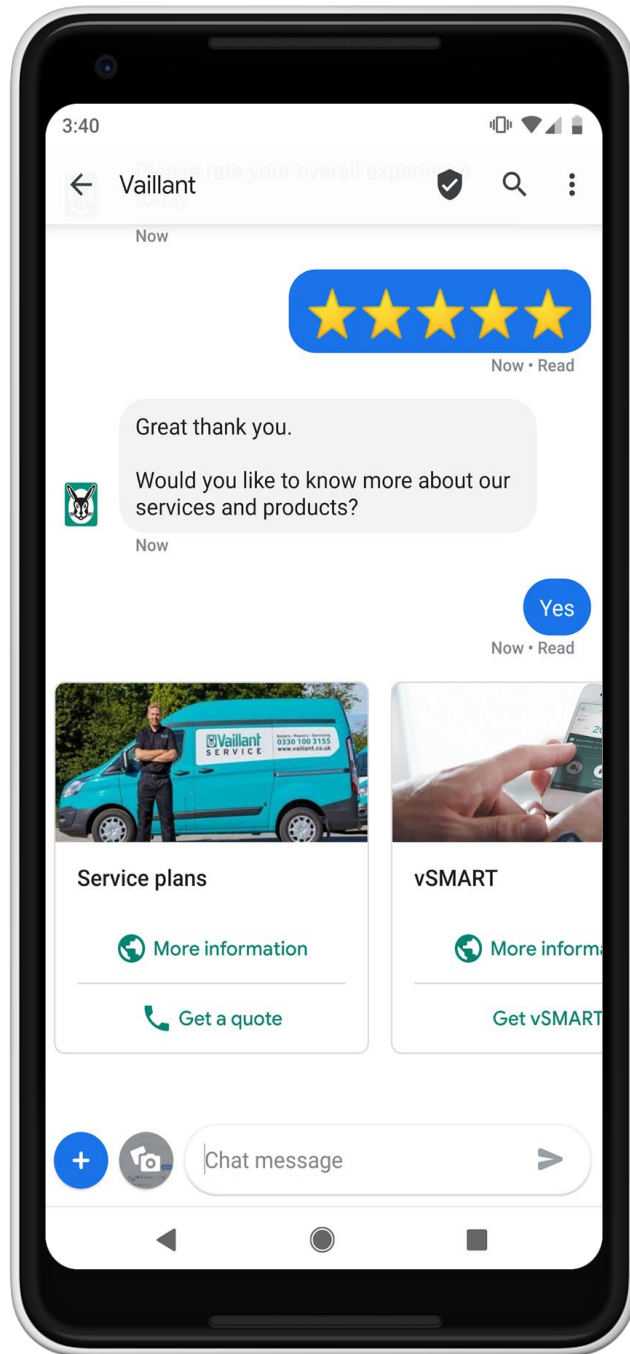
Travel, Shopping,
Food, Leisure
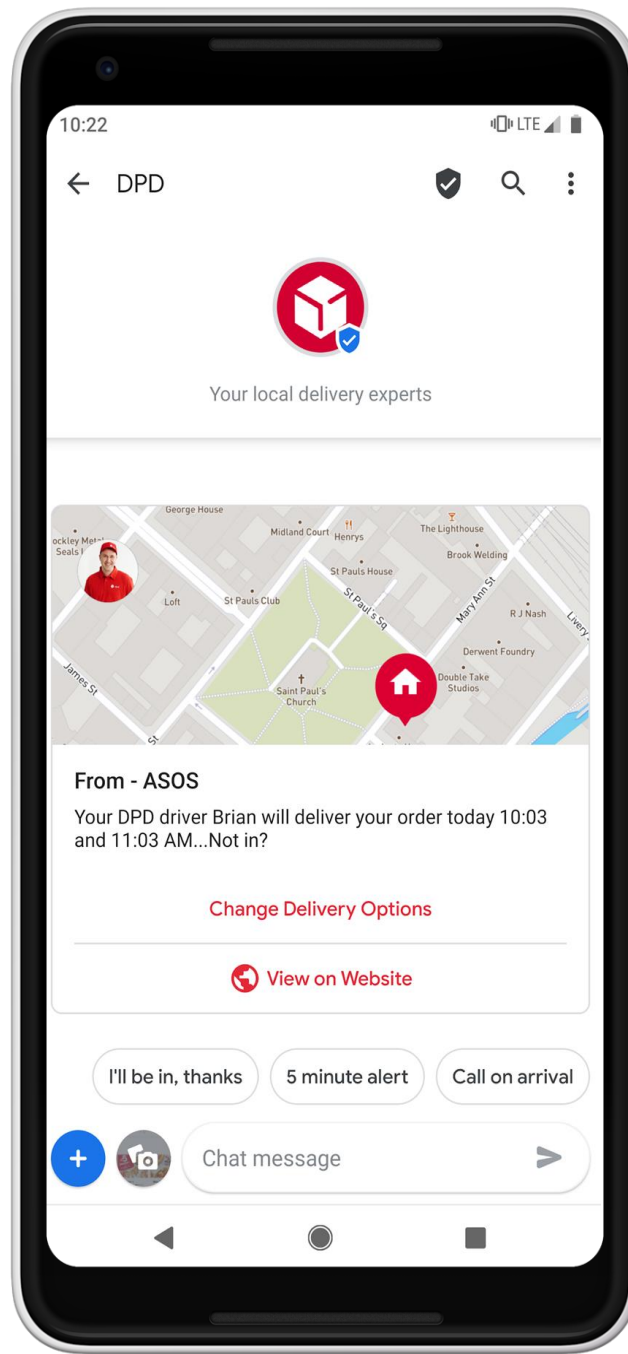
1. **Get Things Done**

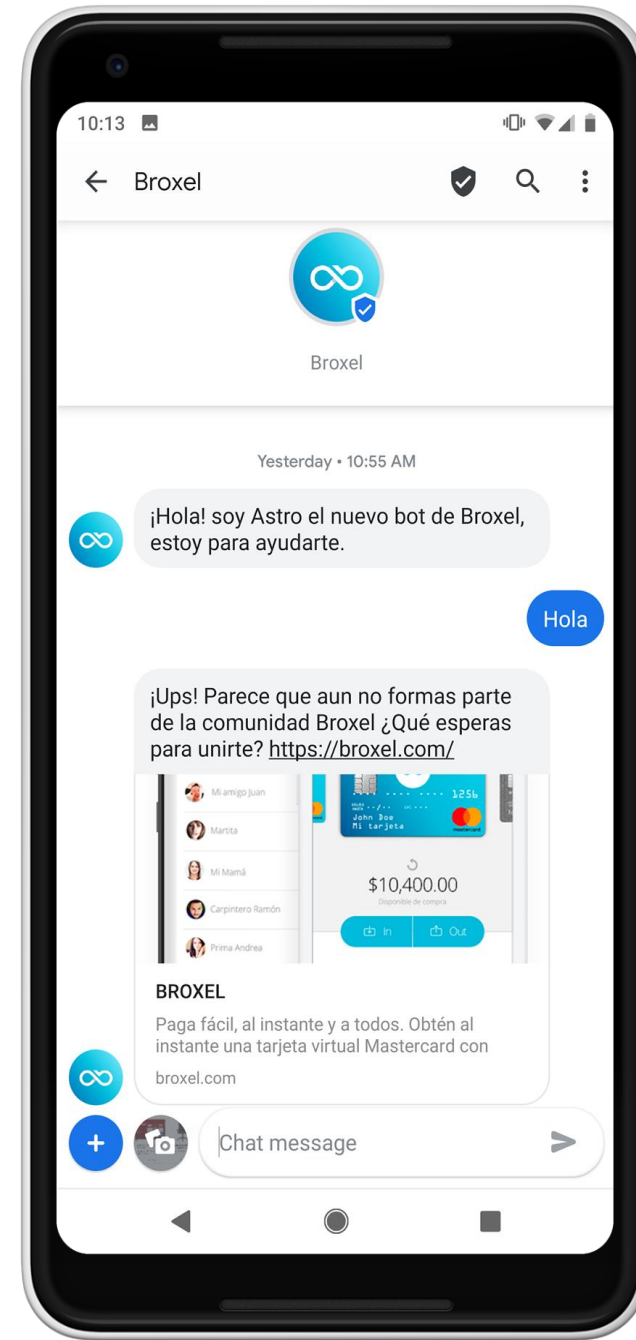Provide login or password help

Confirm payment

Show order status

Vaillant   **DPD**   **Broxel**
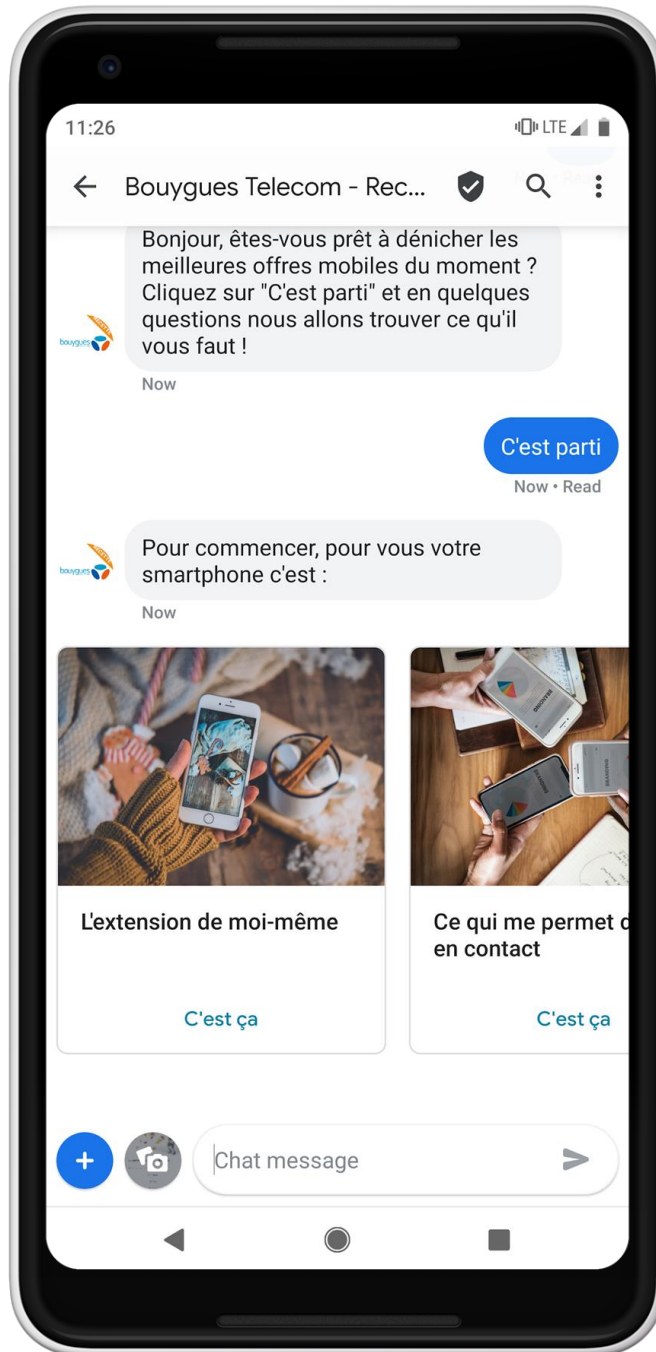
2. **Telco bots**
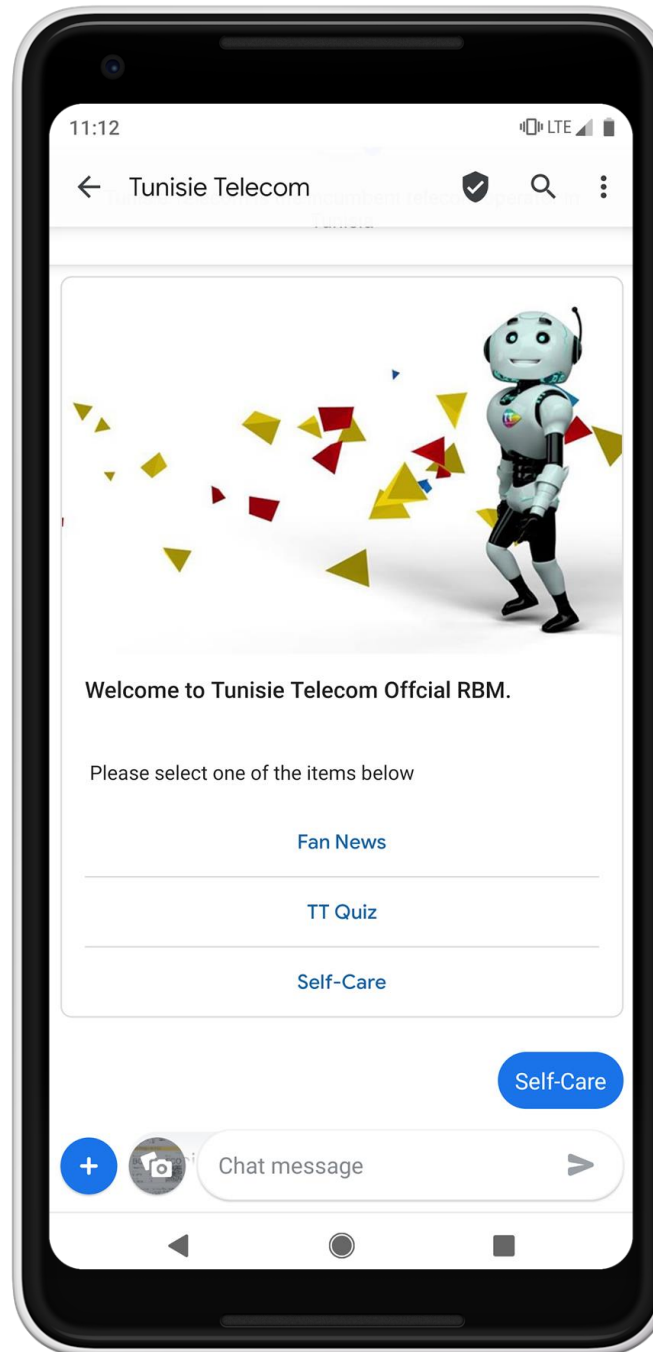
📞 Recharge Assistant
(Phones, Plans, and Offers)

🗣️ Troubleshooting advisor
(Customer Support & Self-service)

🕐 Customer concierge
(Billing & Account services):

Bouygues Telecom

Tunisie Telecom
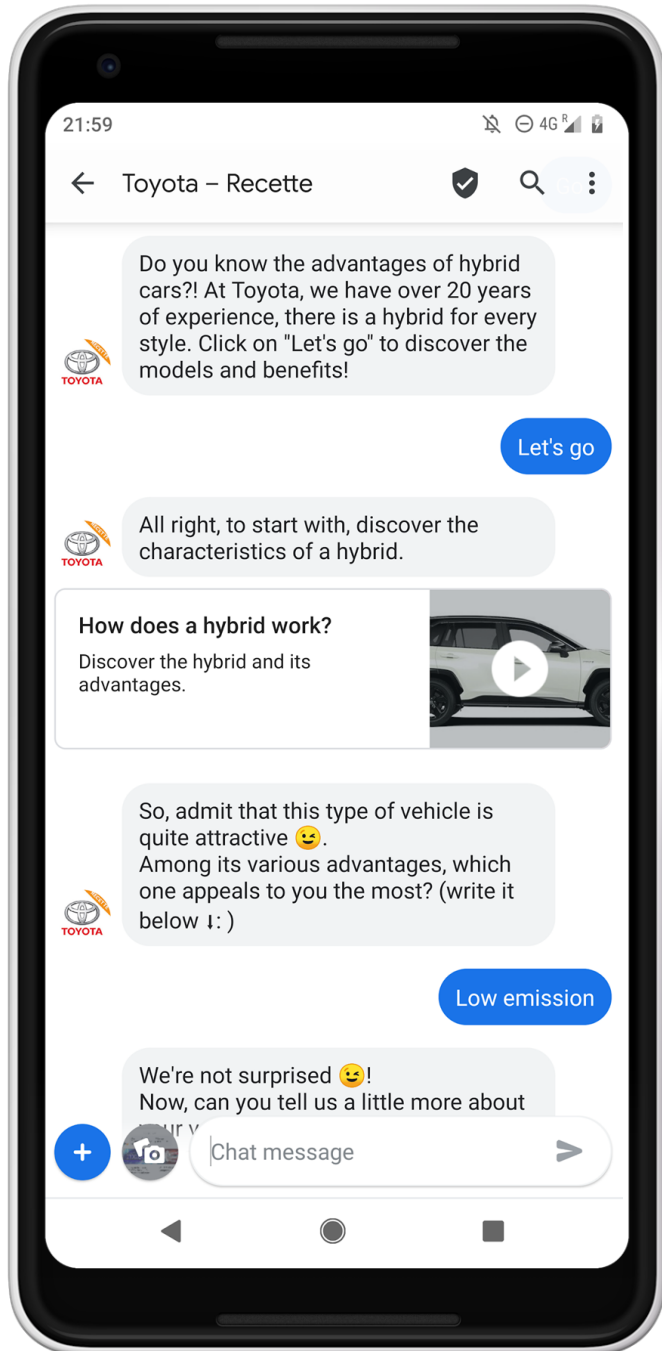
3. **Travel, shopping, food and leisure**
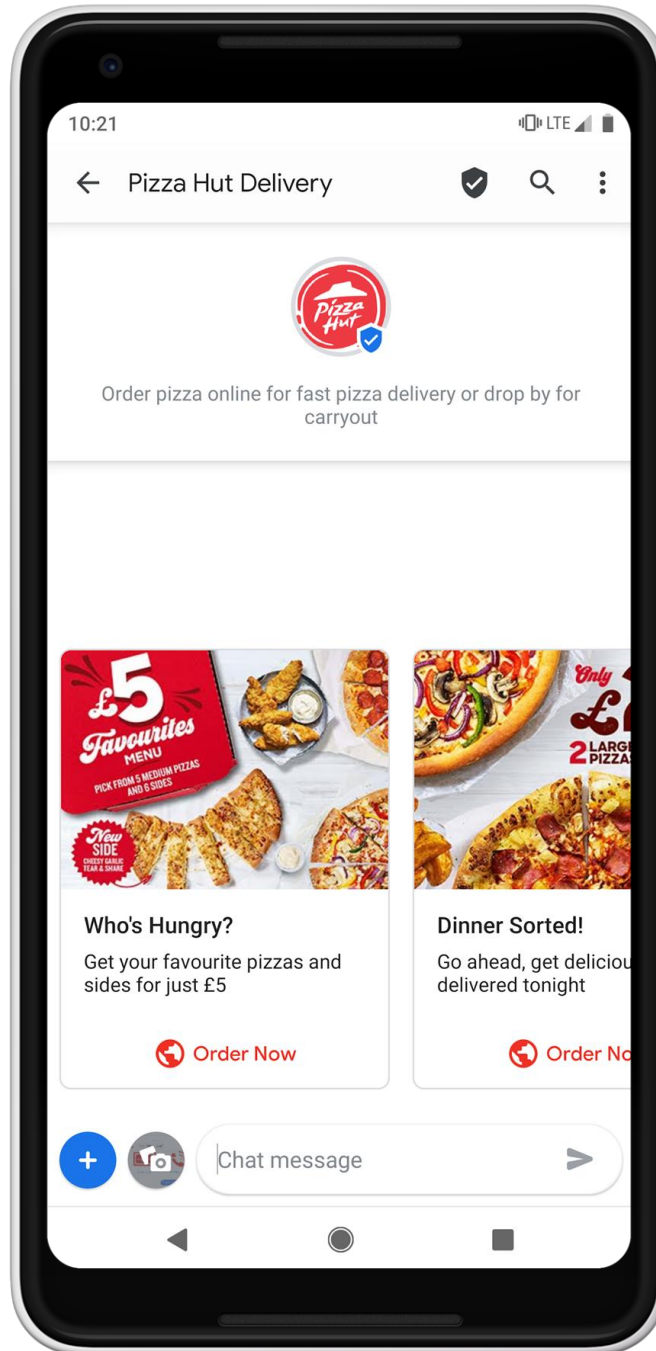
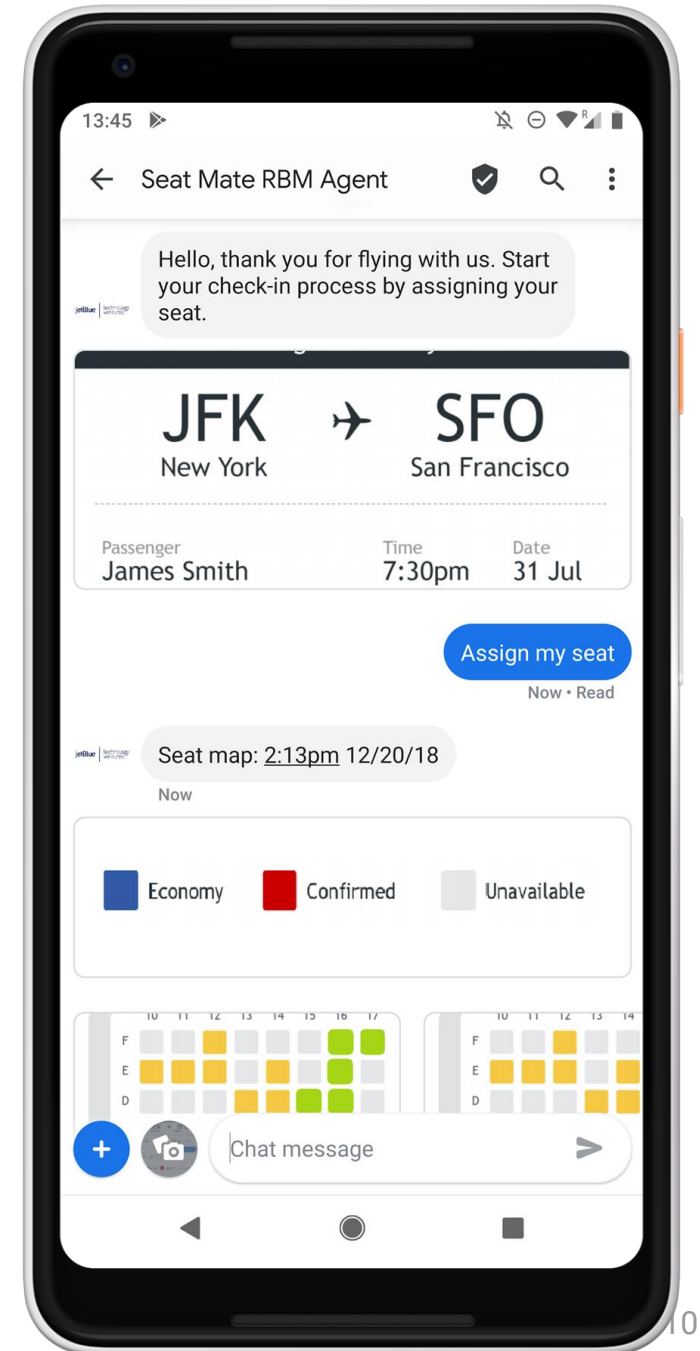$ Increase revenue

Offer personalization based on user profile

Facilitate onsite conversion

Toyota **Pizza Hut Delivery** **SeatMate (Jet Blue)**
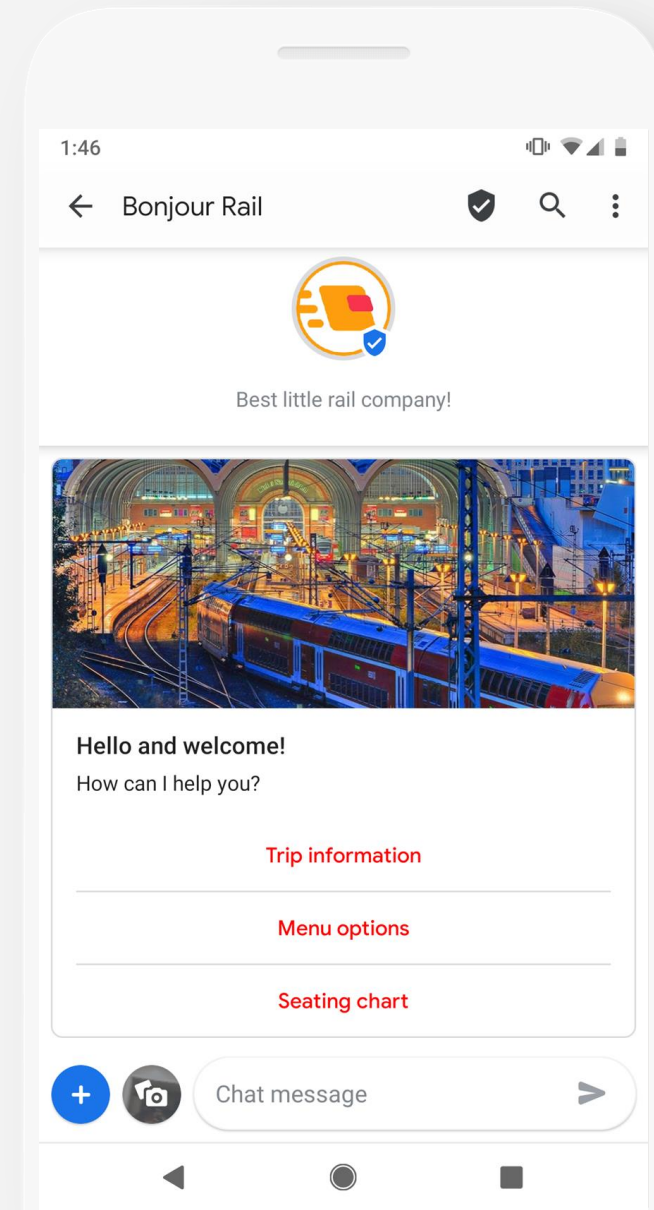
40+ brand agents demoing at our booth

Building an RBM agent

From design to demo in minutes

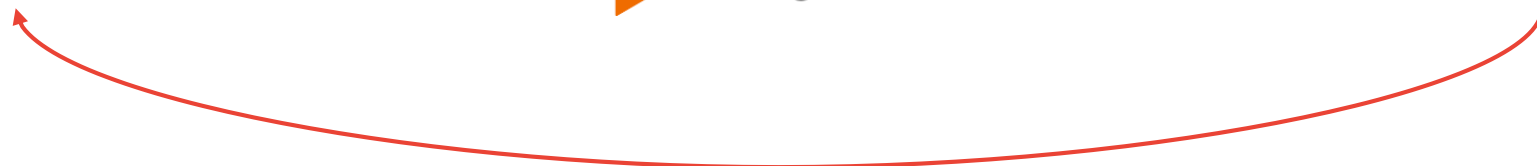Design ▶ Build ▶ Test

Botsociety   RBM Dev Console   Messages

Dialogflow

All without writing any code

Conceptual
Design

Conceptual Design

Next steps

Visit Innovation City

Come see live demos at the
GSMA Innovation City in Hall 4

Learn more

jibe.google.com

Thank you!

Be prepared for:

Guest cloud Samsung Release

Google and Samsung are collaborating to accelerate RCS

1 Google RBM and Samsung MaaP will work with both client apps

2 Samsung's new and existing flagship devices (Galaxy S8/S8+ onward) to be updated

3 Client apps will work with both RCS platforms

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