



Surinder Singh Anand
CTO & VP Product Management

Kirusa

Event Sponsor :



TRANSFORMING TELECOM SERVICES WITH RCS

A unique opportunity for carriers

SURINDER ANAND, CTO & VP – PRODUCT MANAGEMENT

RBM Awareness Lab – MWC 2019

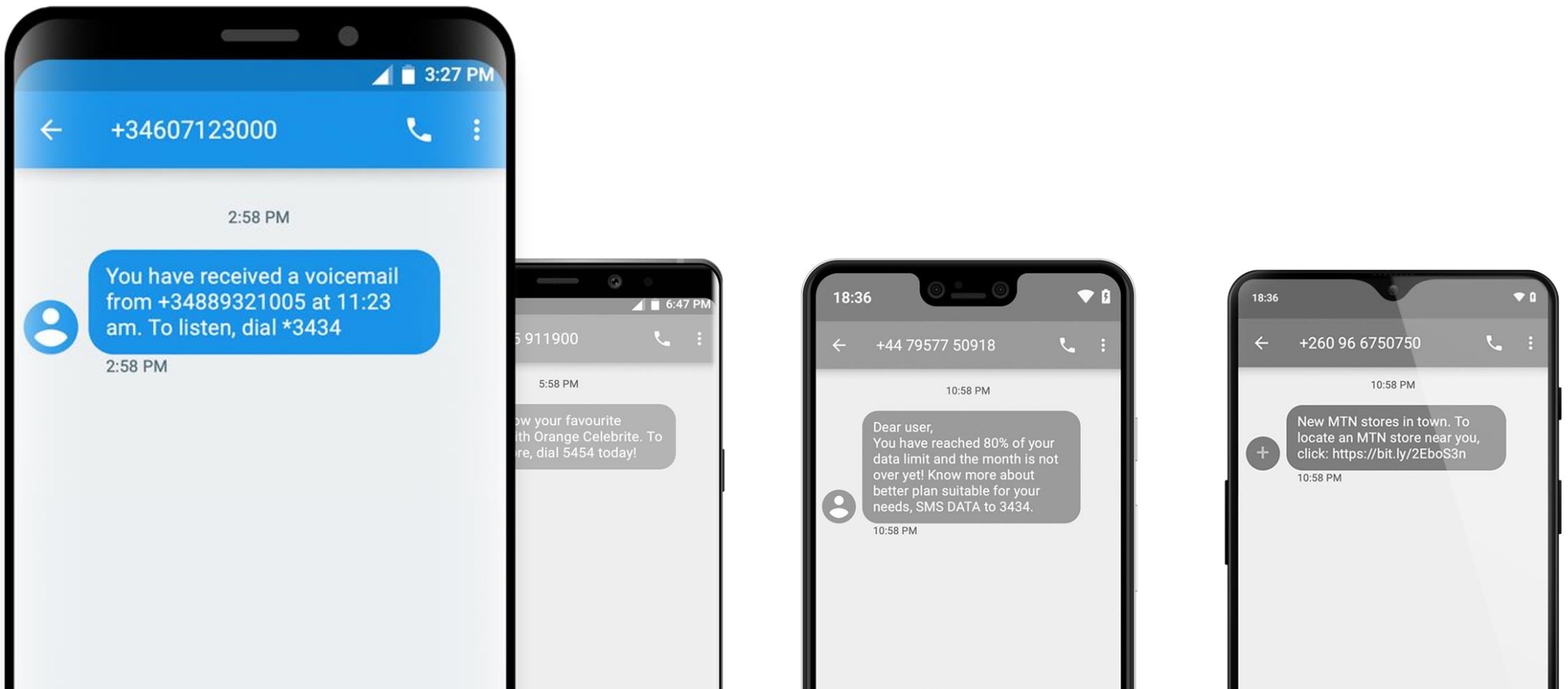
hello

We're Kirusa, a global leader in communication solutions over data networks for consumers and enterprises.

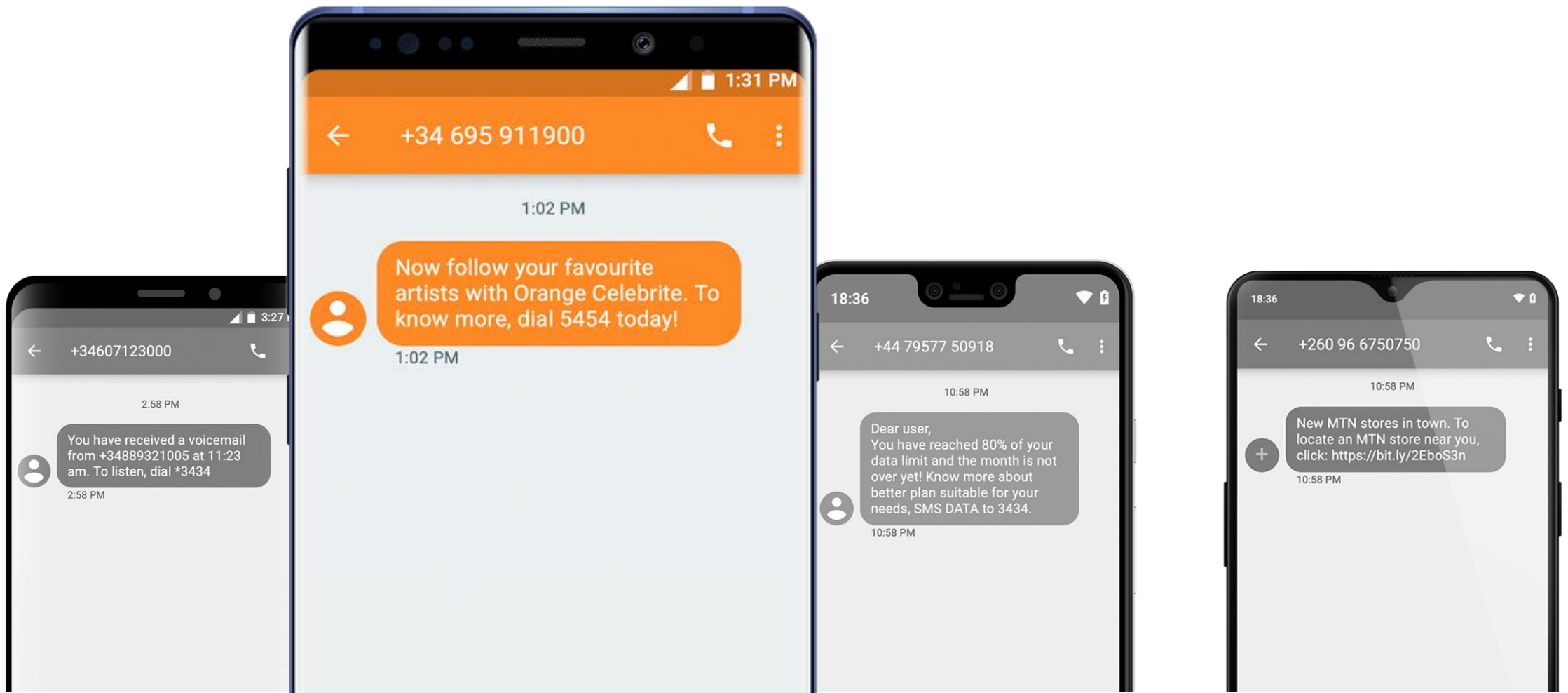
2.5B
events
per month

50
Carrier
partners

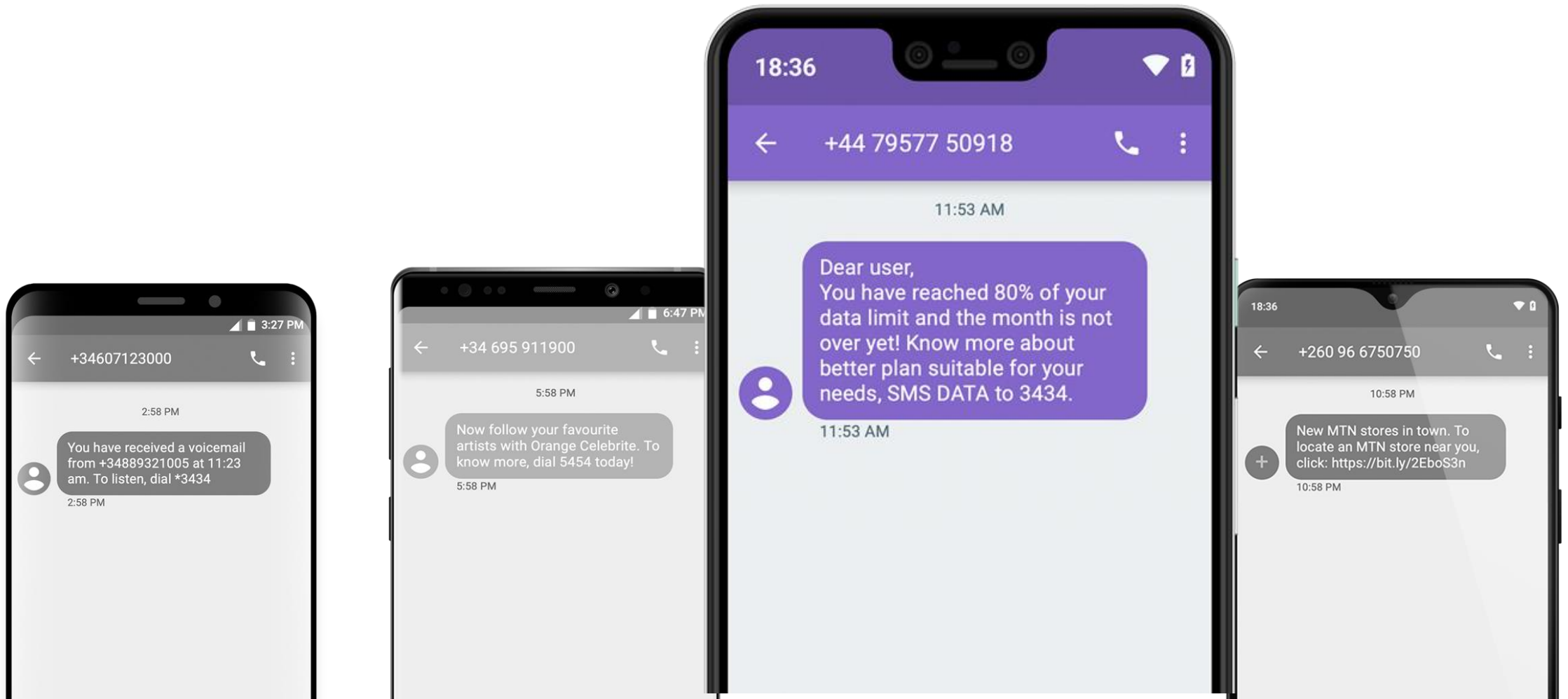
70
patents



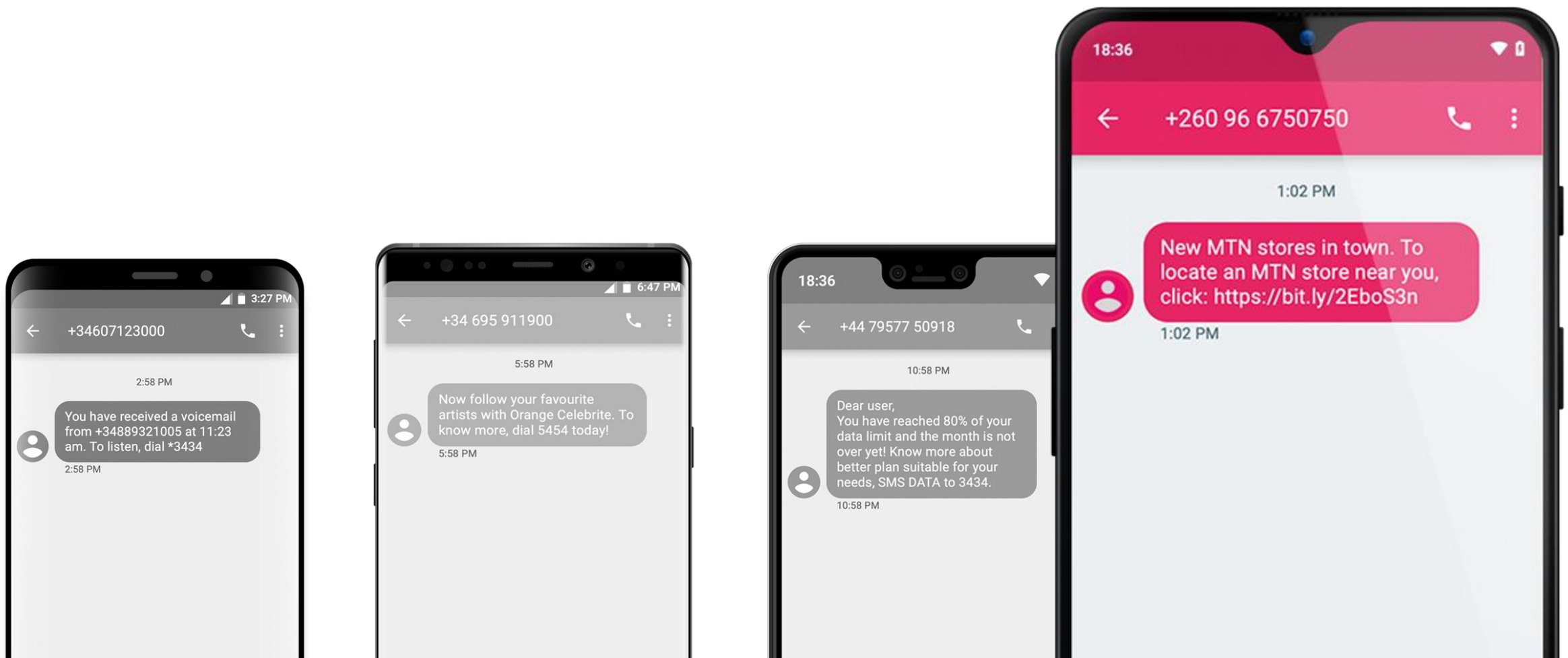
SMS Based Telco-Subscriber Engagements



SMS Based Telco-Subscriber Engagements



SMS Based Telco-Subscriber Engagements



SMS Based Telco-Subscriber Engagements



..the singular app strategy is struggling to scale

- High user acquisition costs
- Low user penetration



..RCS can dramatically turn this around

- Low user acquisition costs
- High penetration in a quick time-period

..telcos playing the role of early adopters, leading the way for other enterprises to follow.

- Bots made friendlier to consumers
- Success stories to drive consumer demand
- Use-cases to inspire enterprises



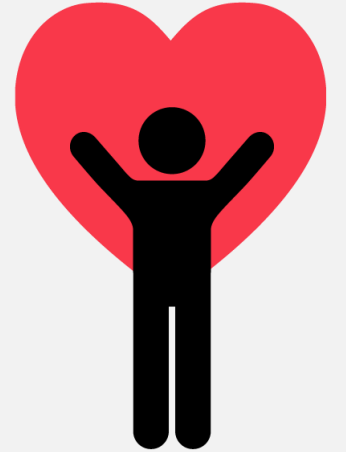


Célébrité

a transformation story

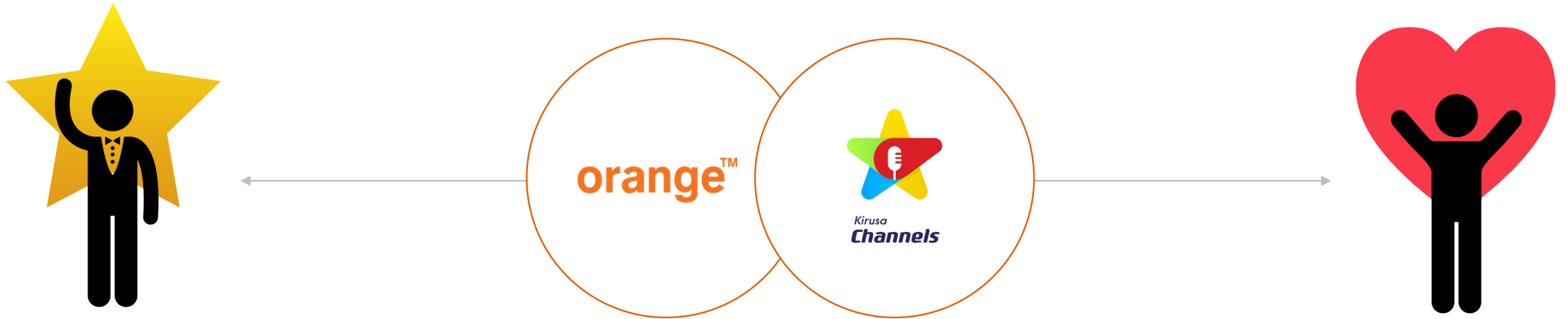


Celebs



Fans

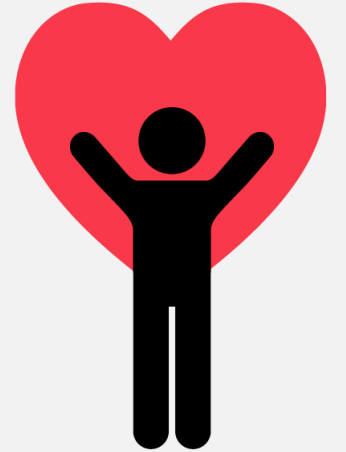
Infotainment platform for emerging markets
offering exclusive celebrity-fan engagement



Kirusa Channels come with exclusive 350+ African celebrity tie-ups.
Post deployment with Orange, the service is rolled out as **Orange Celebrite**



Fans use IVR, SMS or opt-in via responses to OBDs to follow a celebrity



Celebrities post a voice message by dialing into a short code, or by using the Kirusa Channels App

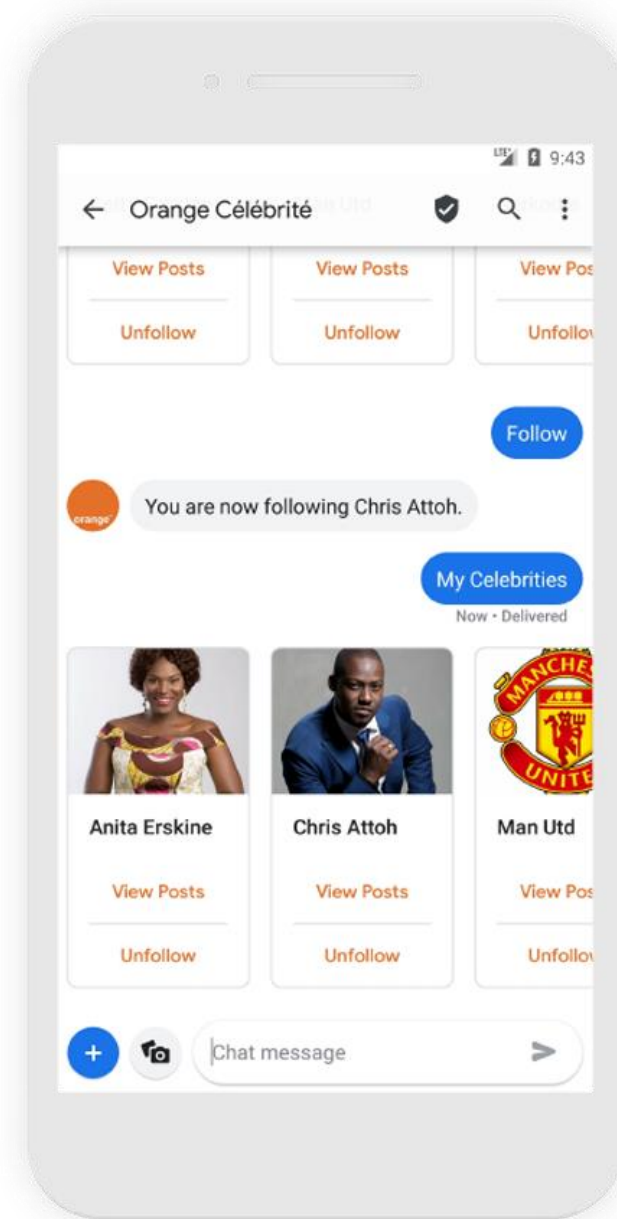
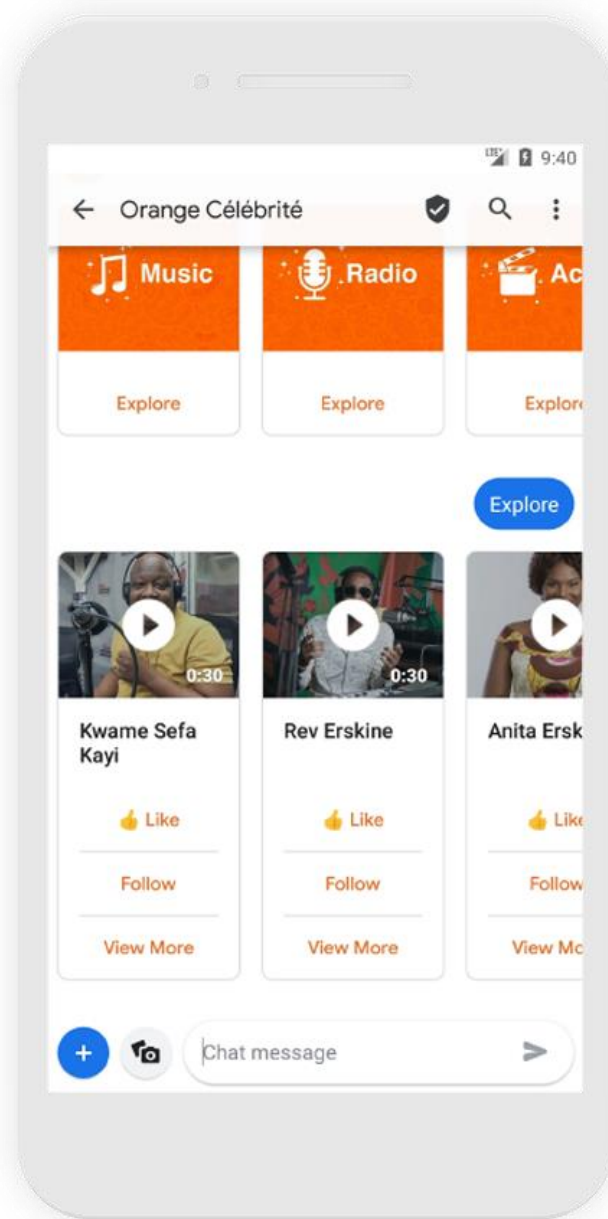
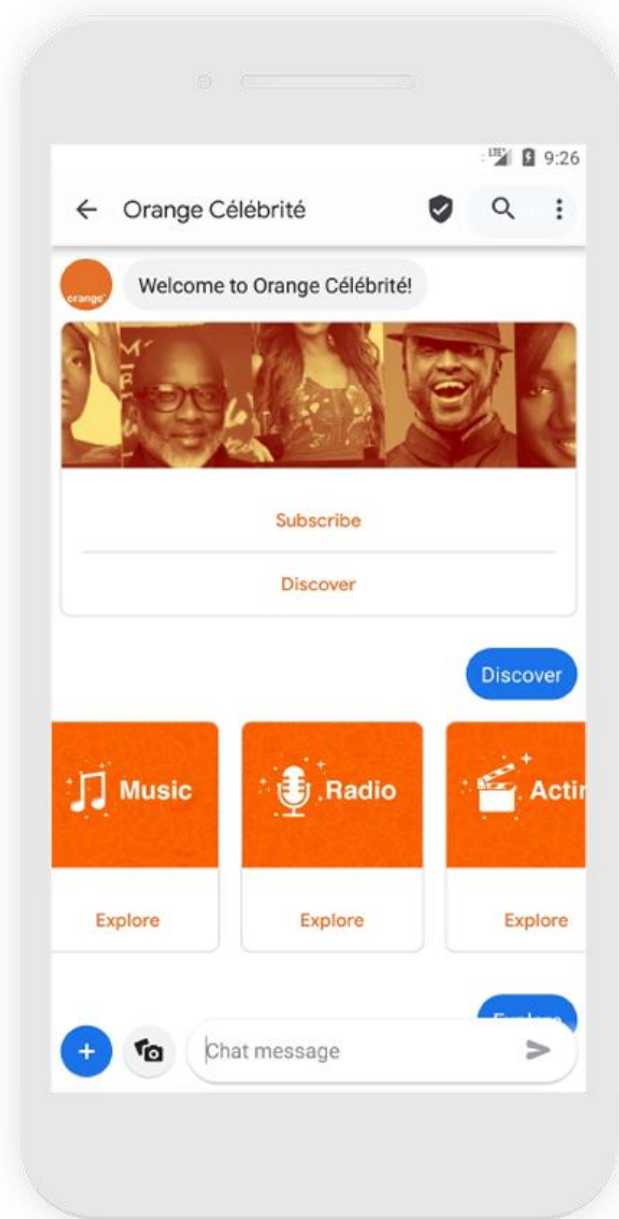


Voice messages are instantly delivered to fans via SMS, with instructions to listen and engage.

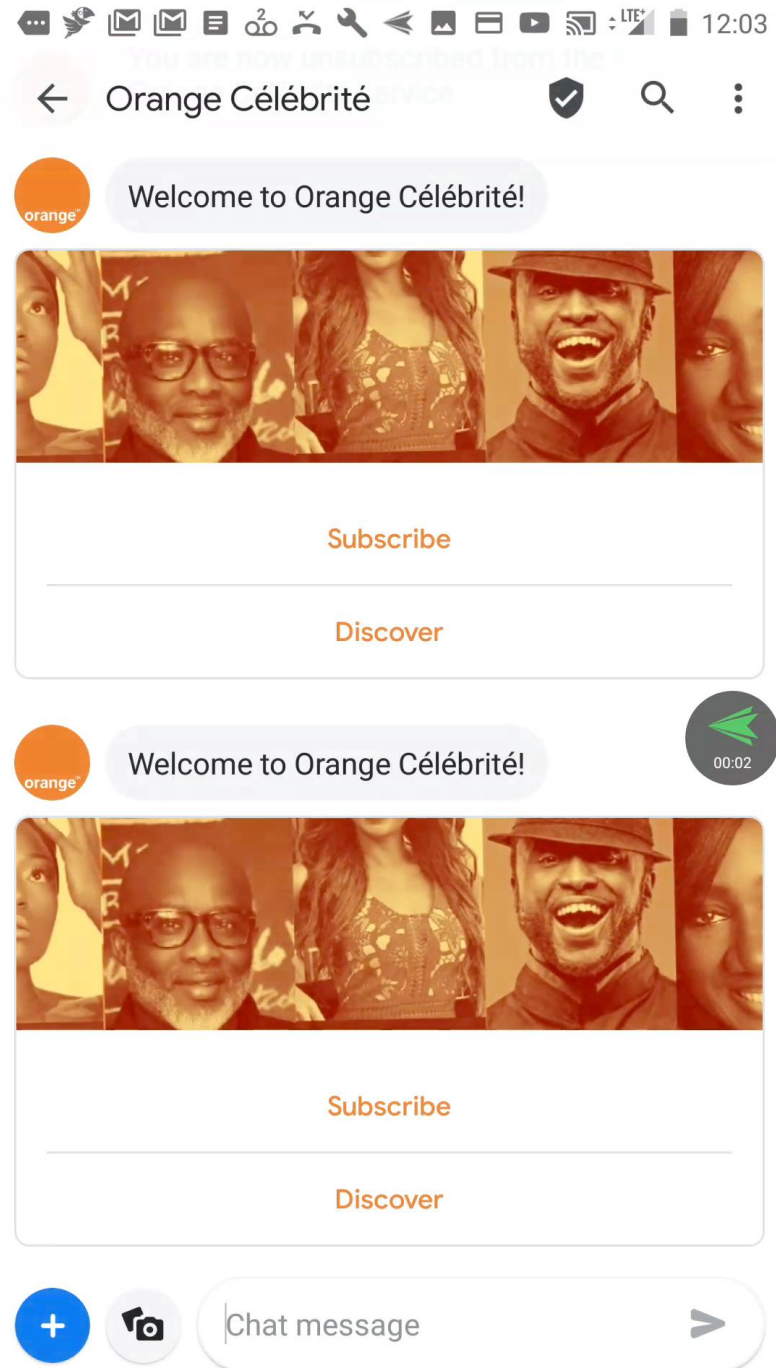


A multi-channel approach to handling various aspects of a single service, was limiting.

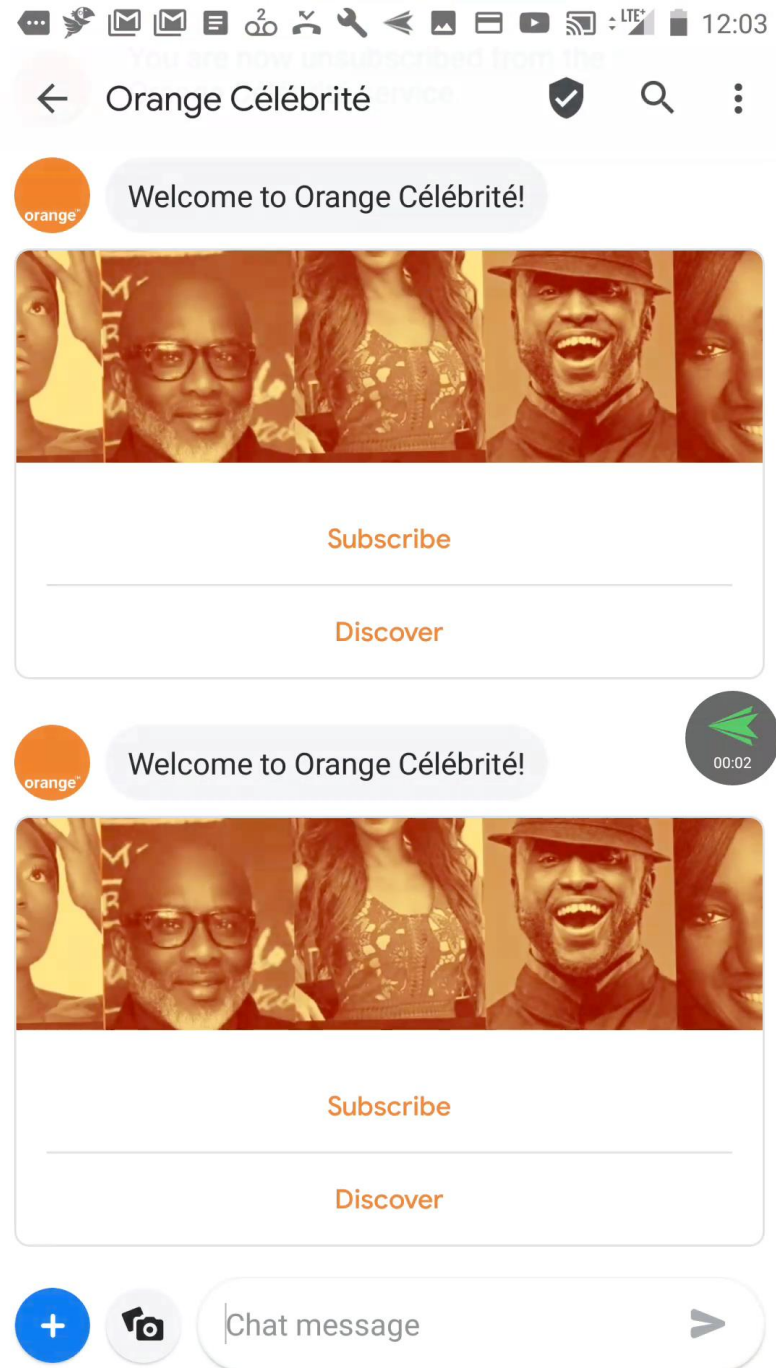
rCS-ing orange™ célébrité



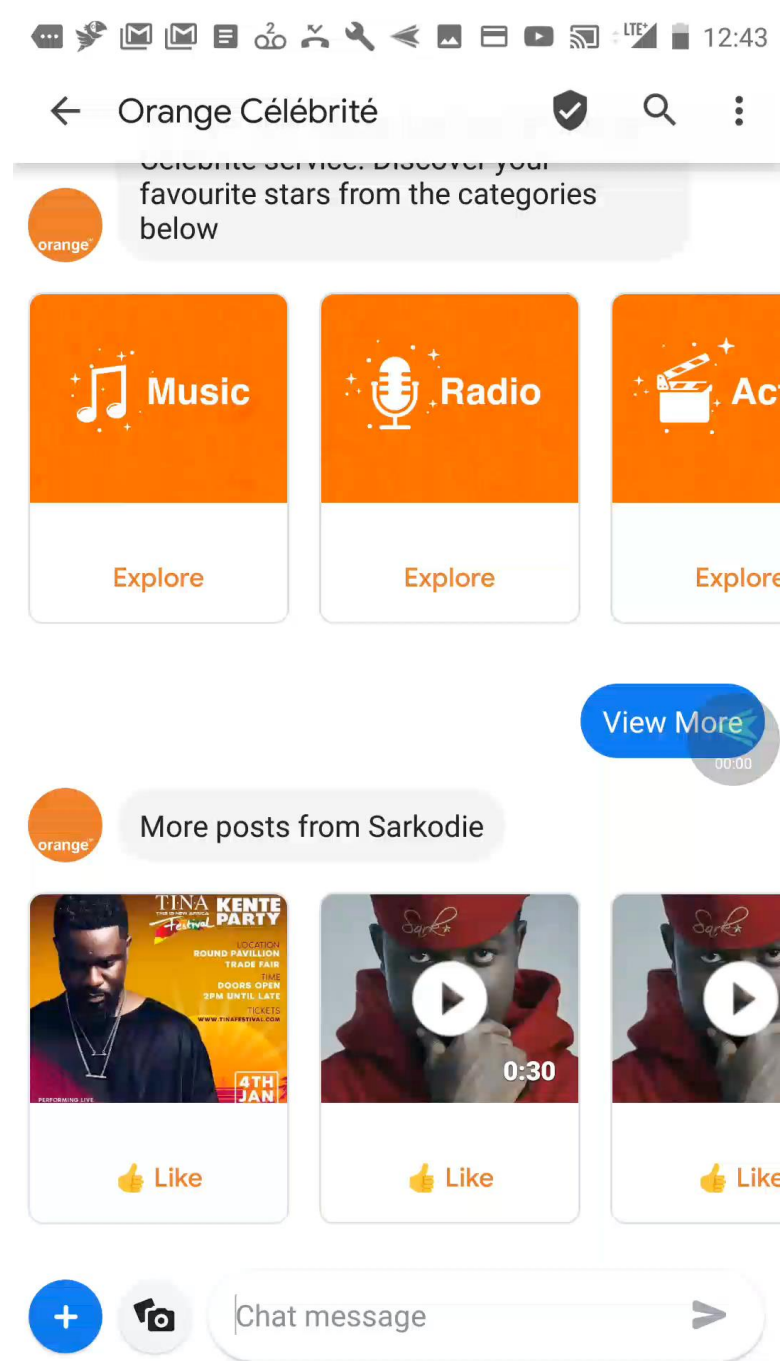
DEMO — NEW USER



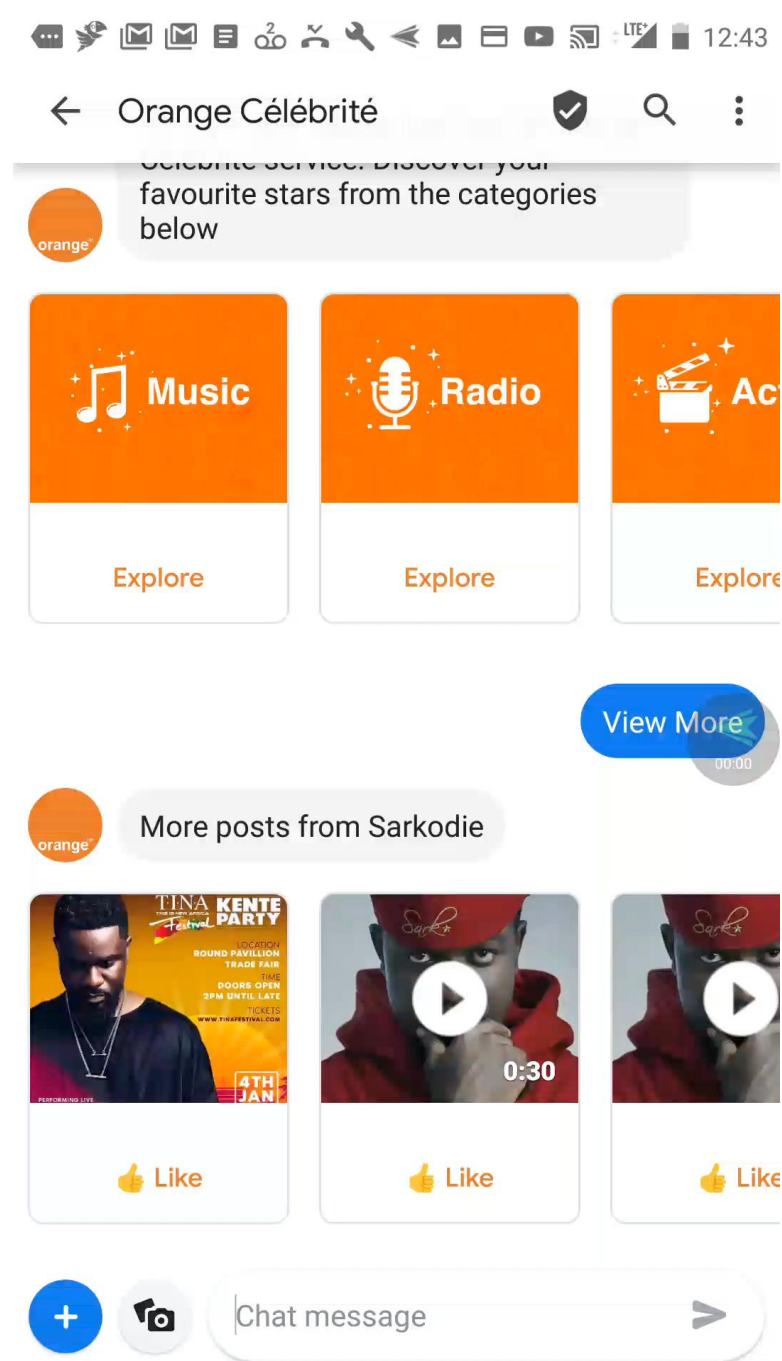
DEMO — NEW USER



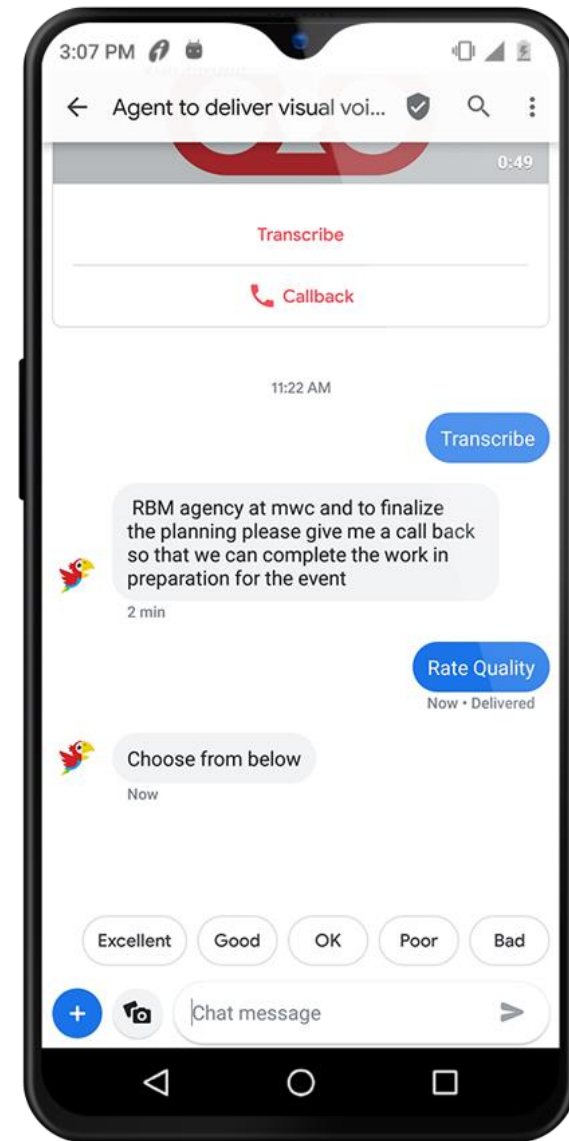
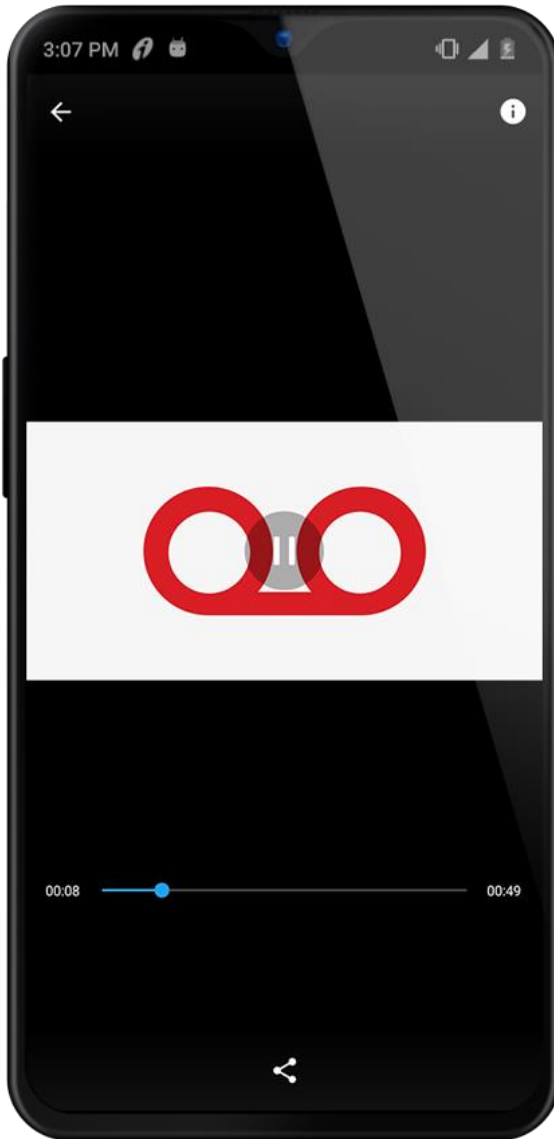
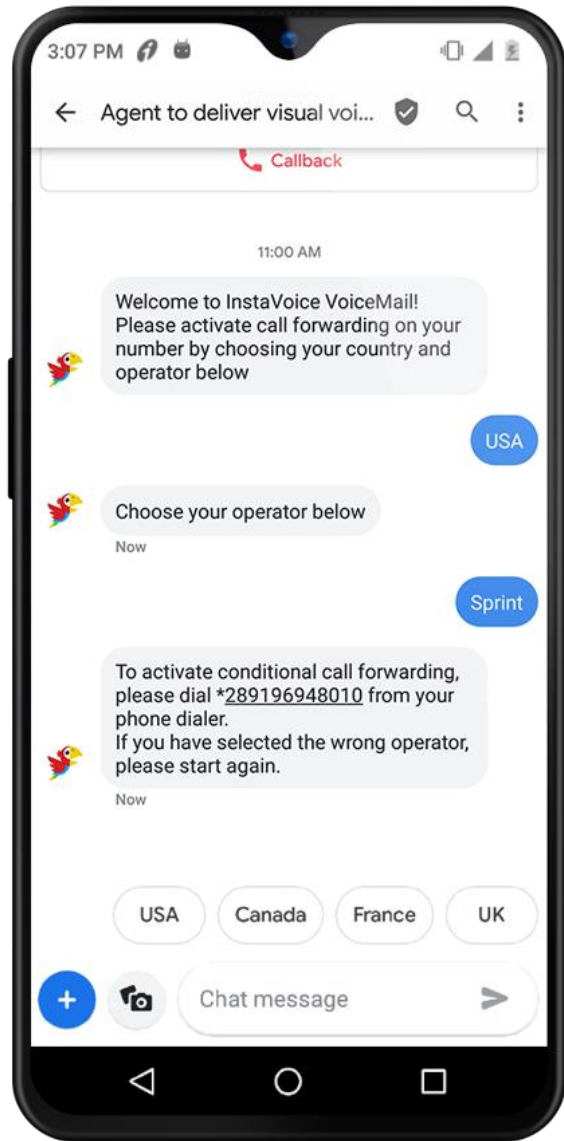
DEMO – EXISTING USER



DEMO – EXISTING USER



Another carrier service = InstaVoice Visual Voicemail



Let's talk more?

We're exhibiting at the **Google** booth
as a part of their RBM Early Access Program