Carlos Aragon
Senior Director of Enterprise Solutions Marketing

Mavenir

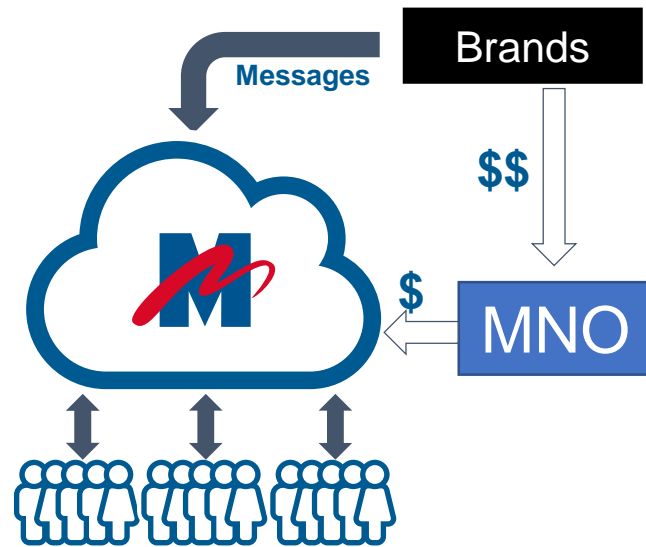# RCS Business Messaging Lifecycle Stages

The Path to a Successful Deployment
Barcelona, February 24th, 2019
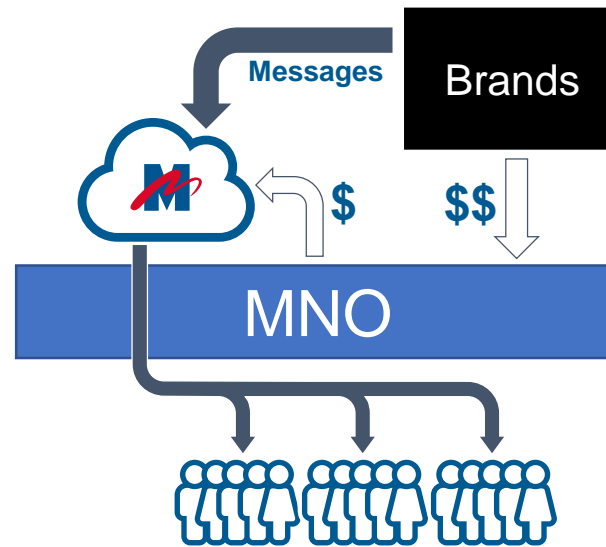
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Mavenir Update: OTT Fast-Track Model
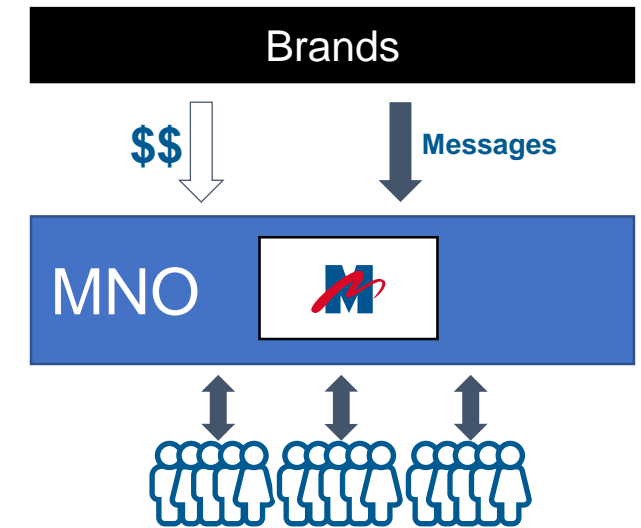
RBM Net Income Calculator
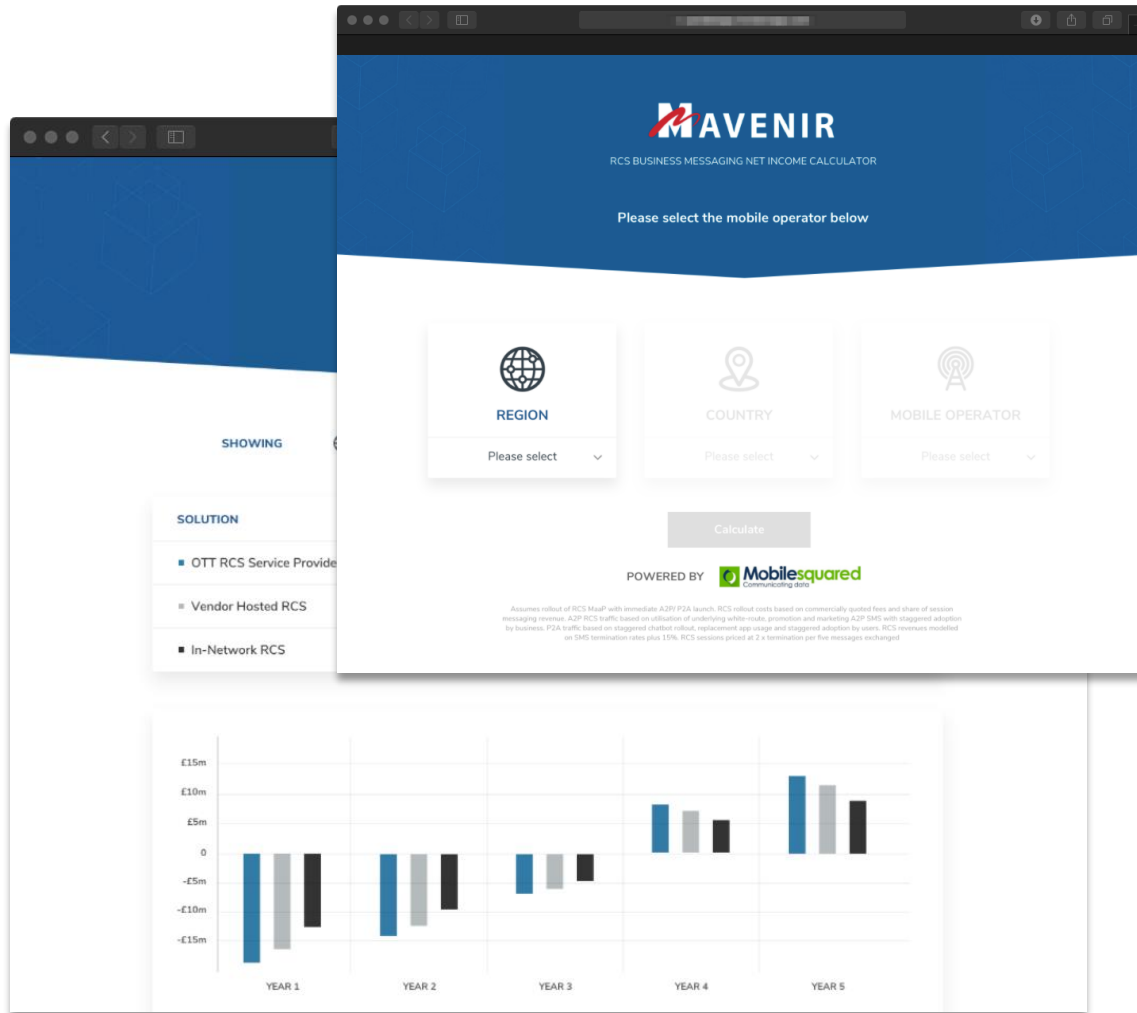
- Built in Collaboration with **Mobilesquared** leveraging their RBM forecast data

- Allows MNOs to calculate net income from RBM over a period of 5 years and compare the three deployment models:
  - OTT RCS Service Provider
  - Vendor Hosted RCS
  - In-Network RCS

Come and see it at
Mavenir's Booth (6D40)

2019 RCS Business Messaging Momentum

4 New Customers in 6 Markets	**SETAR** Creating Connections	**telenor**	🇬🇧	🇪🇺
	Aruba Tier 1	Norway Tier 1 2.95M Subs	UK Tier 1 29.6M Subs	EU Tier 1 4 Markets 160.7M Subs

3 Ongoing Trials	🇧🇷 Brazil	🇩🇪 Germany	🇨🇦 Canada

6 Trials in Pipeline	🇧🇷 Brazil	🇸🇬 Singapore	🇹🇼 Taiwan	🇬🇧 UK

Growing Global Footprint

Legend:
- RCS Live
- 1Q19 Deployments
- Framework Agreement
- Marketing Trial

13 Live RCS Deployed
Growing to 30 Markets in 2019
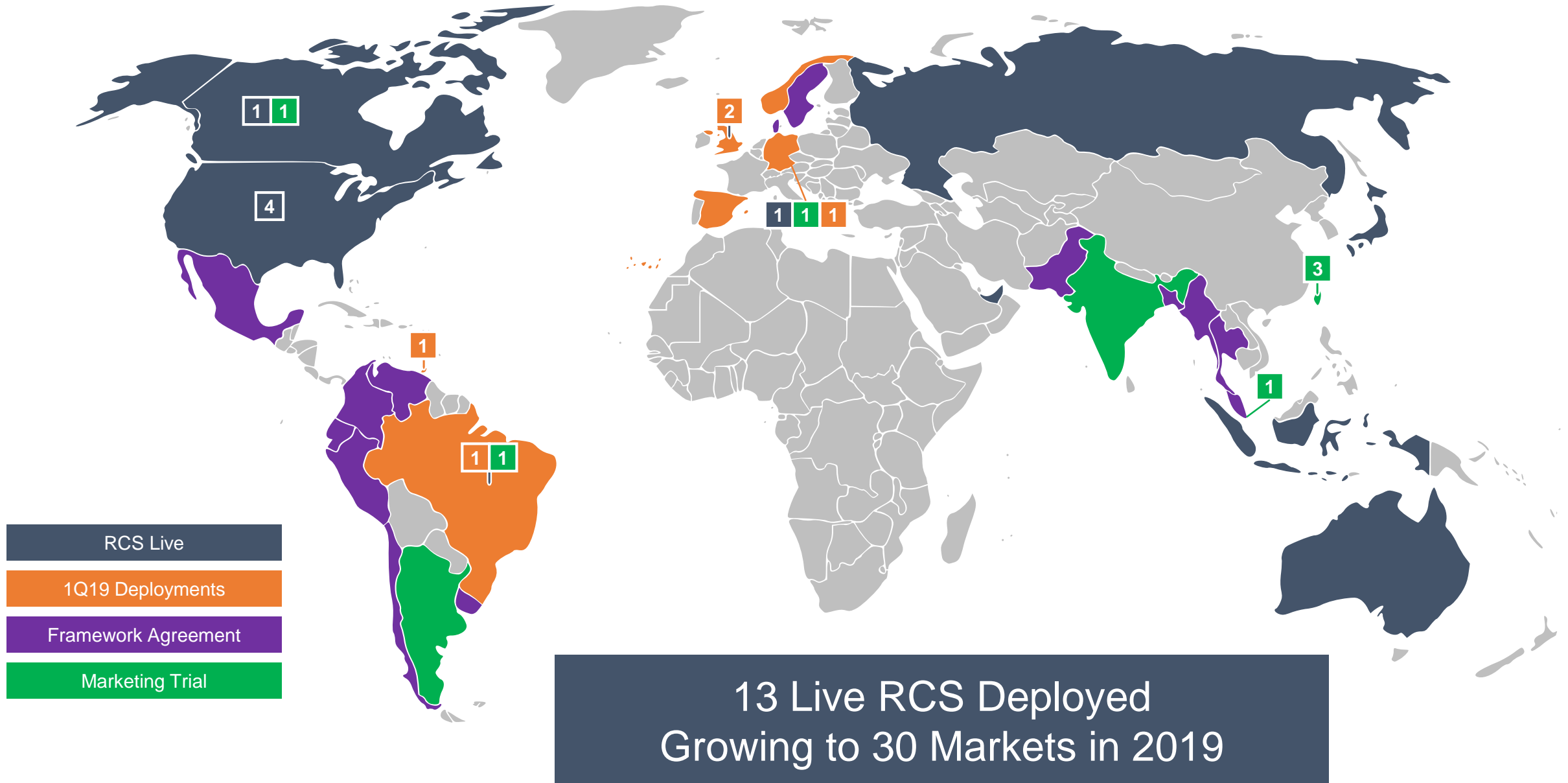
Mavenir RCS Business Messaging at MWC

MAVENIR	Conversational Commerce & Sponsored Data Demos
During Exhibition Hours	Mavenir Booth (6D40)

	Brand Bots Demos
During Exhibition Hours	Mavenir Booth (6D40)

verizon√ nok nok fios√	Customer Care Bot Demo
During Exhibition Hours	Verizon Booth (2G31)

Rakuten	*RCS: Patterns for Future Innovative Services*
Monday, 13:30	Rakuten Booth (4A10)

syniverse	*Delivering Exceptional Experiences with RCS*
Mon-Thu, 11:30	Syniverse booth (2G11)

The Challenge of Launching RCS Business Messaging

Complex solution with many actors

- Brands, aggregators, consumers, developers, enablers, handset vendors, mobile OS vendors, OEMs

Tailwinds from SMS A2P momentum but many questions:

- How to protect SMS revenue? Will RCS cannibalize it?
- How to expand reach? MNO interconnection? OTT app or native?

Uncharted Territory for MNOs

- P2A, Chatbots, Conversational Commerce
- Pricing models? Spam Management? Security?

What are the right steps to take to involve the right players?

The Staged Approach to Launch RCS Business Messaging

Assess the RBM Market Opportunity

STAGE 1

Trial, Experiment & Validate RBM

STAGE 3

Sustain and Grow RBM

STAGE 5

STAGE 2

Kickstart the RBM Ecosystem

STAGE 4

Launch RBM Commercially

The Staged Approach to Launch RCS Business Messaging

STAGE 1

Assess the RBM Market Opportunity

- Evaluate business messaging revenue at risk (A2P+P2A)
- Assess RCS-ready smartphone penetration
- Assess additional revenue streams
  - chatbots, digital goods, digital ads, mobile payments, other RCS enabled use cases
- Align internal stakeholders
  - Consumer, enterprise, wholesale, and CTO/Strategy/innovation groups; also OEM/ODM/OS vendors
- Evaluate country-wide launch options
  - Consortium/JV, 3rd party service vendor, Japanese Model (independent but agreed timelines and interop)

The Staged Approach to Launch RCS Business Messaging

STAGE 2

Kickstart the RBM Ecosystem

- Identify and select RBM platform vendor
- Identify and enroll messaging partners
  - Aggregators, content providers, enablers, chatbots, developers
- Enroll lighthouse innovation brands
- Identify and Select Interconnection Providers
- Define client strategy for non-native RCS phones
  - OTT App (e.g.: iPhone)
- Foster brand meetings/events to share leadership/vision
- Review business models
  - Pricing, legal/regulatory obligations, privacy, data sovereignty, legal interception compliance, etc.
- Define brand and chatbot vetting process
  - Approvals, anti-spam enforcement policies, etc.
- Educate/train brands (leverage ecosystem partners)
  - Differences from social media messaging (reach, clean/trusted channel)
  - Best practices to obtain buy-in from consumers

The Staged Approach to Launch RCS Business Messaging

STAGE 3

Trial, Experiment & Validate RBM

- Identify and upgrade SMS A2P campaigns to RBM
- Develop chatbots/conversational marketing (or customer service) engagements
  - Drink your own champagne! Start with your own customer service and marketing promotions, as well as Enterprise marketing campaigns
  - Onboard pioneering brands
- Validate pricing models and create new ones
- Do A/B testing (SMS/RBM) and compare performance based on:
  - Click-through, response, conversion
- Promote results to all ecosystem – Share the news!

The Staged Approach to Launch RCS Business Messaging

STAGE 4

Launch RBM Commercially

- Refine pricing models based on learnings from stage 3 and publish to brands and partners
- Enroll a critical mass of brands by promoting the results of stage 3 to them
- Launch a marketing campaign to educate subscribers about the new "advanced messaging" on their device
- Launch a marketing campaign to educate brands about best practices and rules
  - Spam behaviors, security (aliasing, brand/bot vetting), trust practices, loyalty/reward programs (data, points, vouchers) for early adopters
- Launch your commercial service
- Track Adoption, end-user behavior, price performance

The Staged Approach to Launch RCS Business Messaging

STAGE 5

Sustain and
Grow RBM

- Optimize Solutions based on feedback and learnings
- Add new features/services to the solution
- Articulate/develop/adapt new pricing models
- Collect key statistics and performance indicators
- Share the success factors to grow the brand investment

Thank You

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