



# Juphoon

**RCS Transformation:  
from communication tool into business ecosystem**

# About Juphoon

**Juphoon System Software Co., Ltd.**



**Headquarter:** Ningbo, China

**Branch office:** Beijing, Guangzhou, Shenzhen, Changsha

**Founded:** 2005

# RCS SDK Evolution

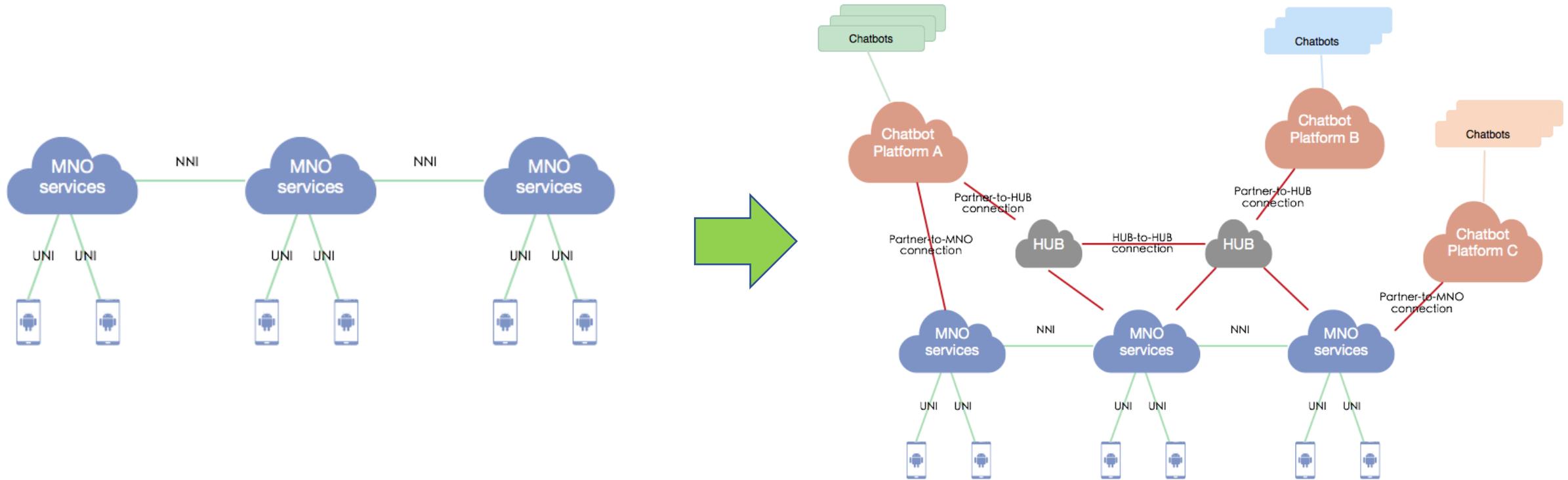
# GSMA RCS Evolution

RCS (Rich Communication Suite) has a long history of international certification. Starting from the RCS concept introduction in 2008, four versions of certification have been completed. In 2019, RCS UP2.0 certification is in progress, and MaaP full platform certification test cases will be released.

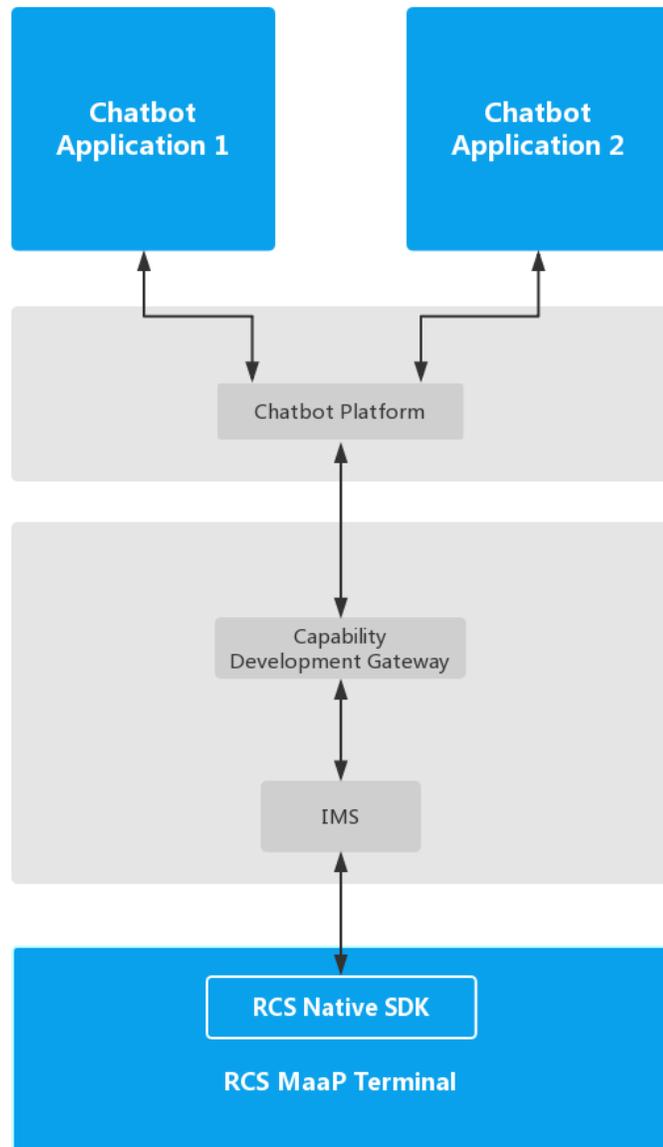


# The Changes of RCS Ecological Environment

From a relatively closed network to a commercially open network



# RCS Business Messaging Structure



**Chatbot Application:** network-side application in A2P interaction, which can provide users with various services through a variety of message interaction styles

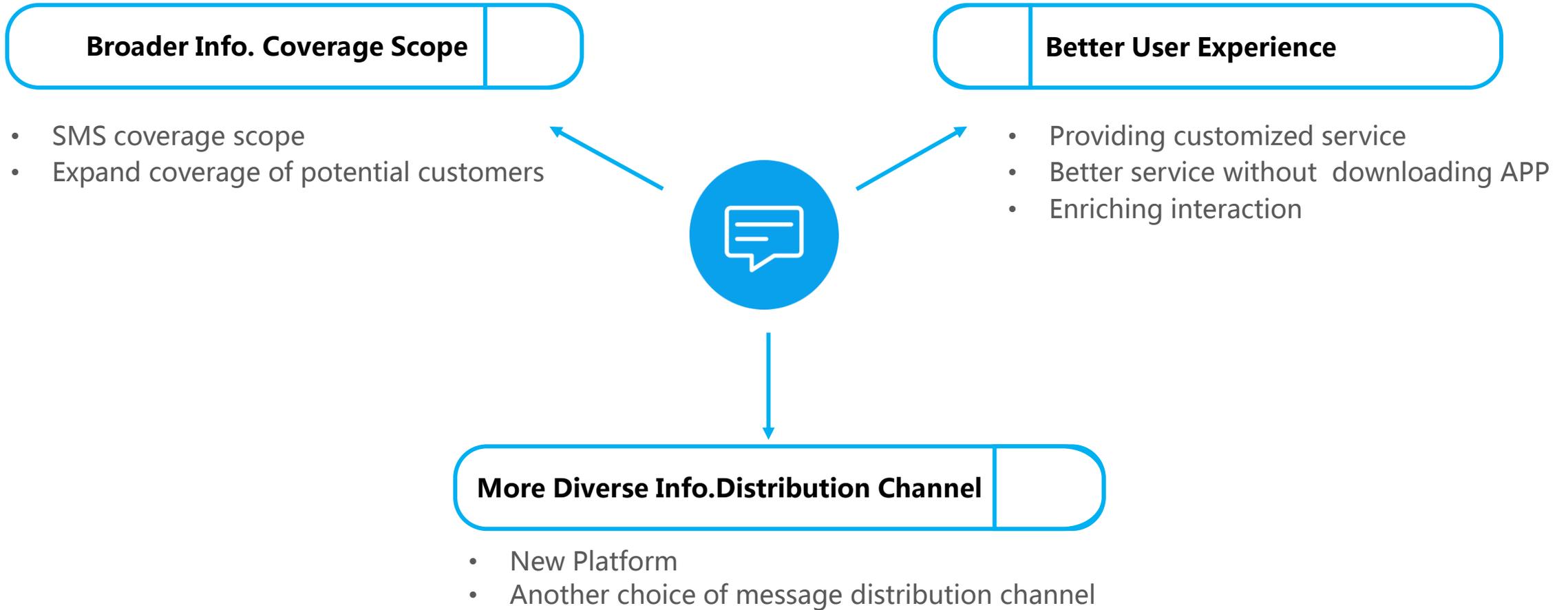
**Chatbot Platform :** provide Chatbot access, control and the docking with RCS

**Capability Development Gateway:** open RCS capability in the form of RESTful API for Chatbot platform to use, realizing message interaction between them

**Message Server:** provide RCS messaging capability, support MaaP-related interaction capability, and add support for corresponding message

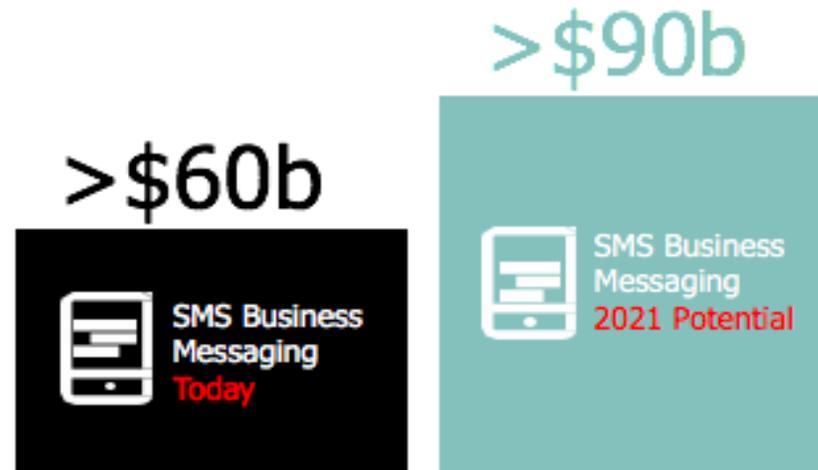
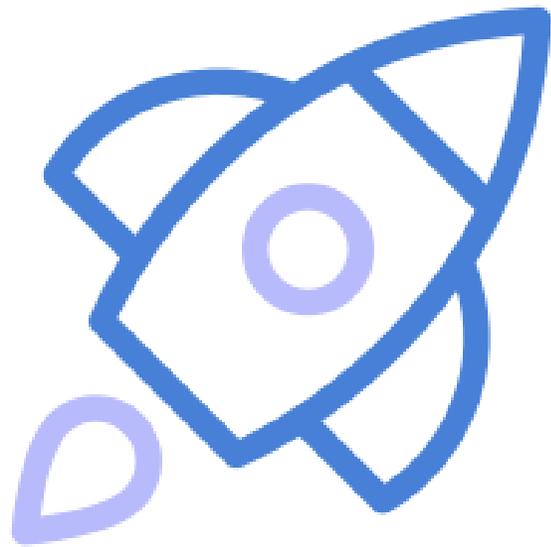
**RCS MaaP Terminal :** Native terminals conforming to the GSMA UP2.0 specification can receive RCS MaaP message (business message)

# Application Value of RCS Business Messaging



# Prospect of RCS Business Messaging

RCS Business Messaging brings the upgrade of traditional SMS, upending the traditional industry messaging transmission model and achieving the explosive growth of SMS users, which will be new opportunities for the development of business messages and telecom industry.



Existing Revenue Opportunity

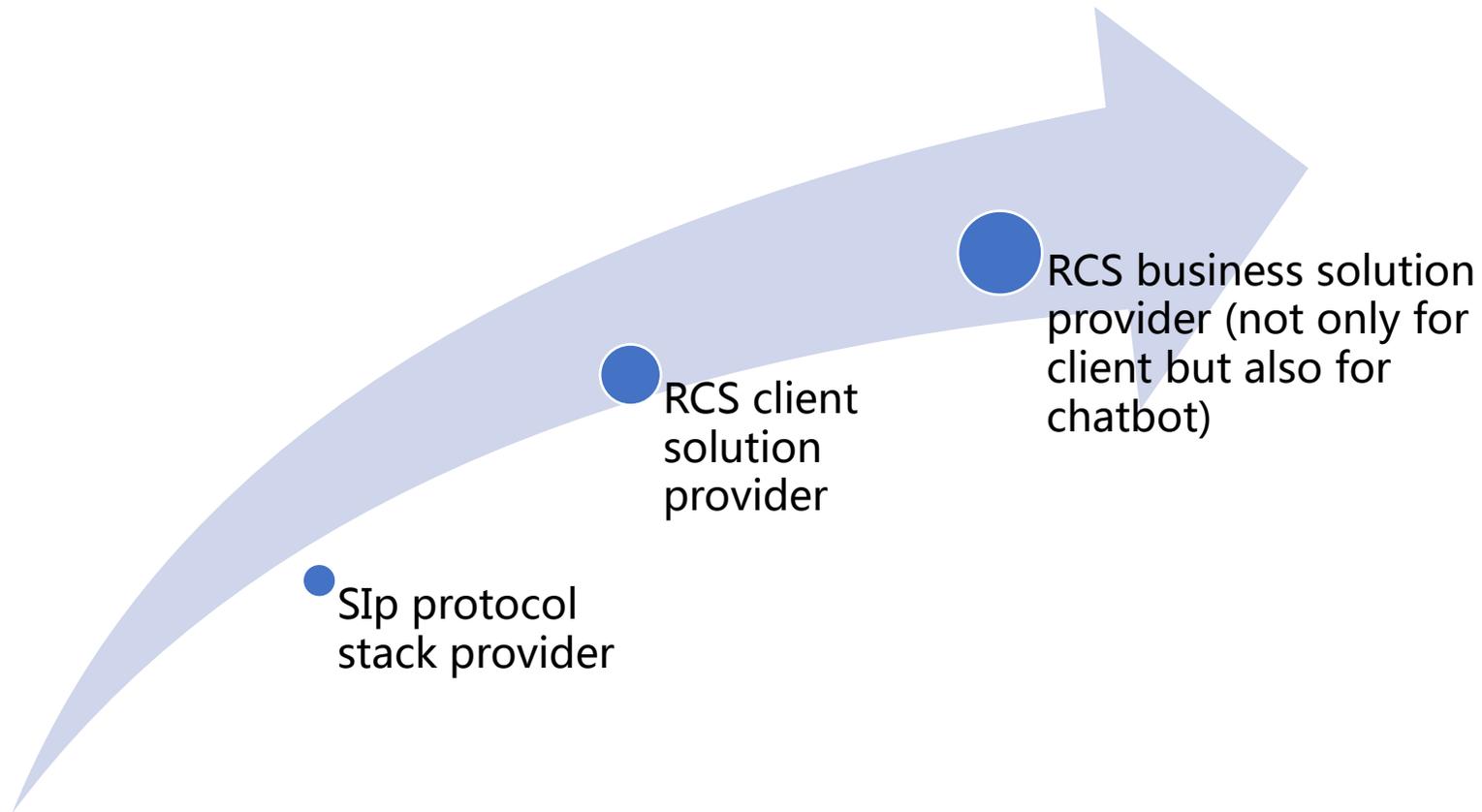
\* Estimated spend on app development across all stores

# RCS Business Messaging Developer Ecosystem



# The Changes of Juphoon

The development of RCS business also affects the maturity of all participants in the industry chain, taking **Juphoon** as an example.



# **Practice of RCS Business Messaging (MaaP)**

# RCS Business Messaging ( MaaP ) - New Retail/Retail Store



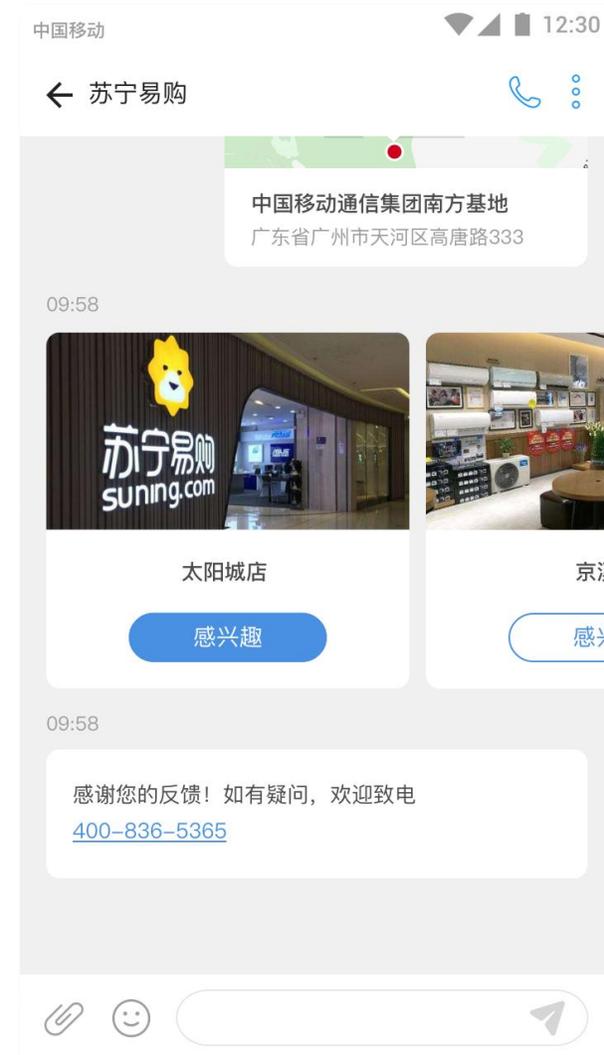
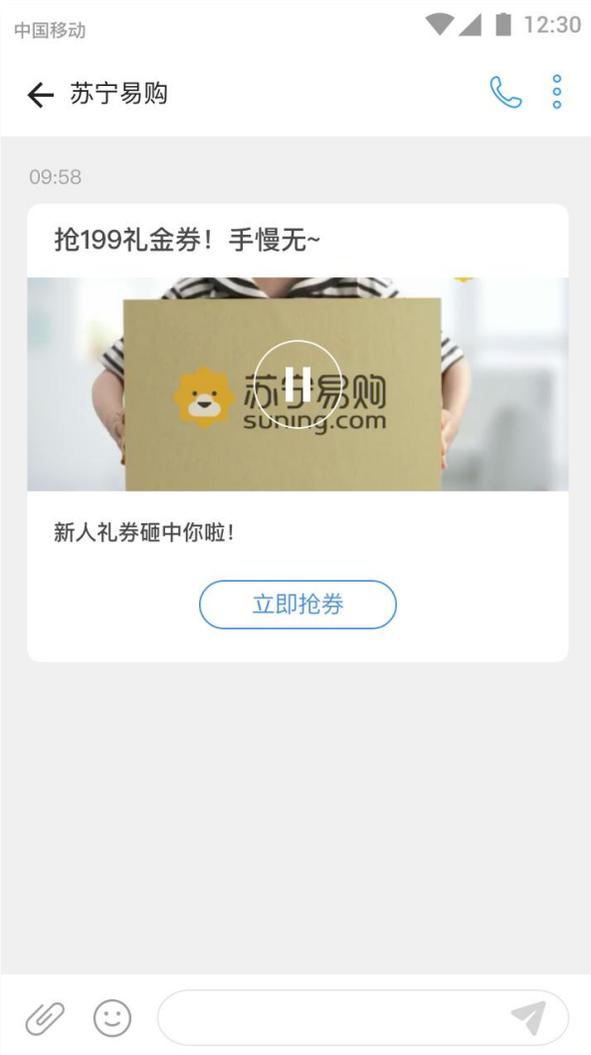
## Merchant

- Message delivery to a larger base of users
- Provide customized service

## Customer

- Know promotion information timely
- No APP or applet is required
- Customized service will be provided

# Solution-New Retail



- Advertise Suning's promotion information
- Guide customers to Suning's retail stores nationwide

# Solution-Retail Store

## Hairdressing:

- Make an appointment of queuing online
- Publicize stores' information and conduct geographical interaction

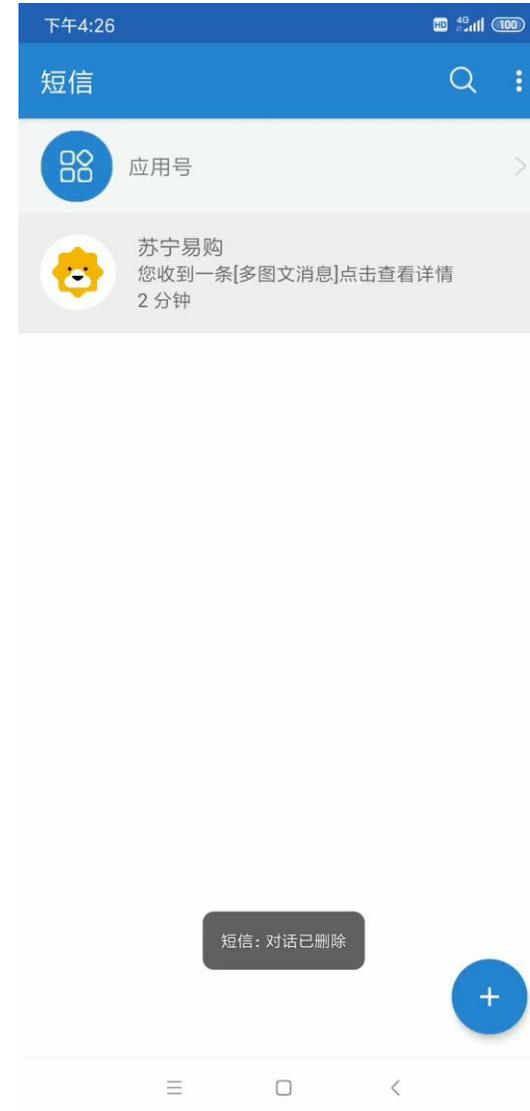


# Solution- Product Marketing

## Beauty product promotion:

- Evaluate the user's facial skin through the face recognition technology of AI robot
- Give care guidance and beauty product recommendation, improving product promotion

## Video ( face觅 )



# RCS Business Messaging (MaaP)- Service



## Merchant

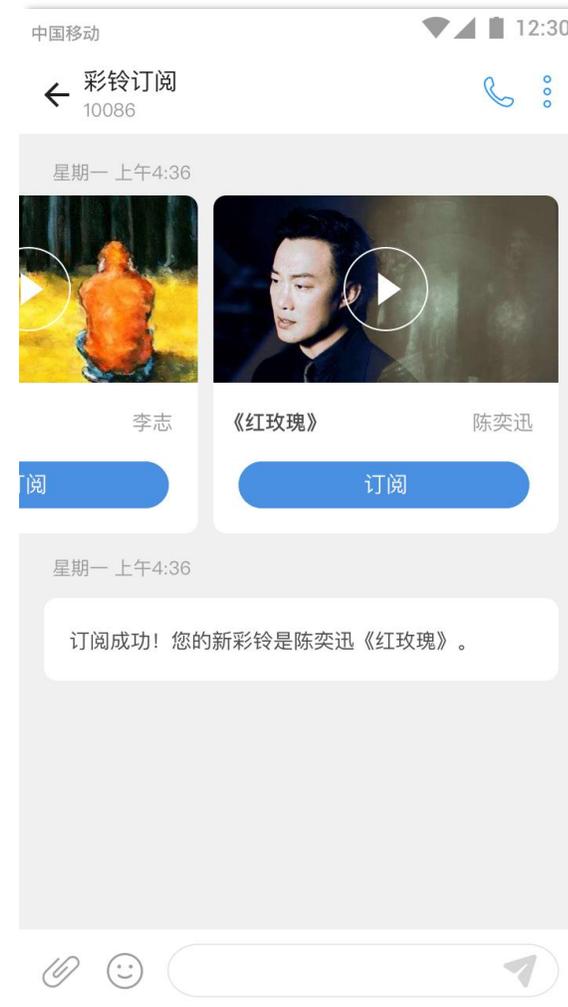
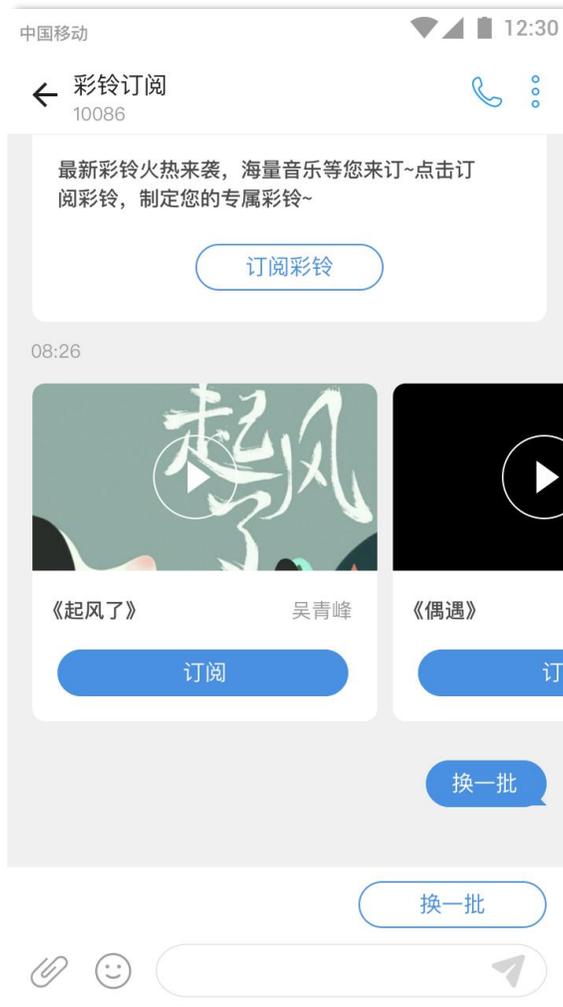
- Expand information coverage scope
- No need of call center staff
- Improve users' service experience

## Customer

- Know business information timely
- No need of following official account, downloading APP, or calling customer service staff

# Solution-Service

## Order Polyphonic Ringtone



Instead of ordering polyphonic ringtone through phone call, RBM enables customers to order polyphonic ringtone online.

# Challenge of RCS Commercialization

# Improve business efficiency

**MaaP is an important step for RCS to embrace business; there are also various challenges:**

- How to explore the depth of MaaP business
- How to improve the user experience
- How to provide high quality service for merchants
- All for improving business efficiency

Taking e-commerce merchants as an example, richcard messages pushed down by MaaP, users may need to log in again after clicking, which increases the cost of business. Since Native is already a trusted service, is it possible to provide trust authorization for the third application and log in without password? This is something that needs to be considered in the specification formulation and operation.

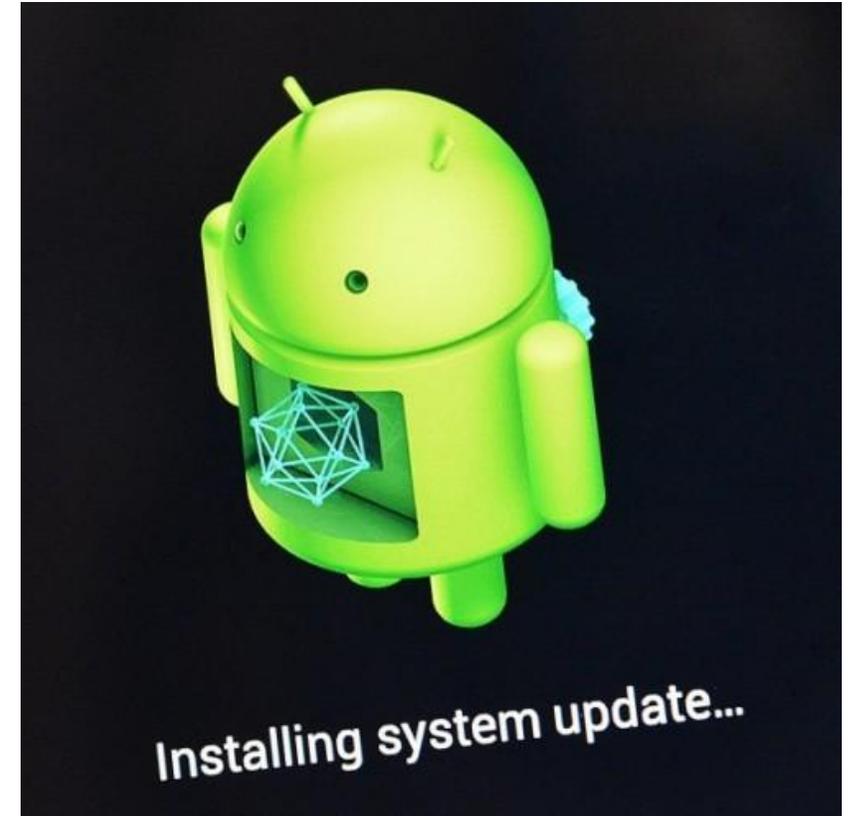


# Rapid response to demand

After the commercialization of MaaP, a **large number of demands** will come into being, which requires the MaaP product to respond quickly and to be quick to implement.

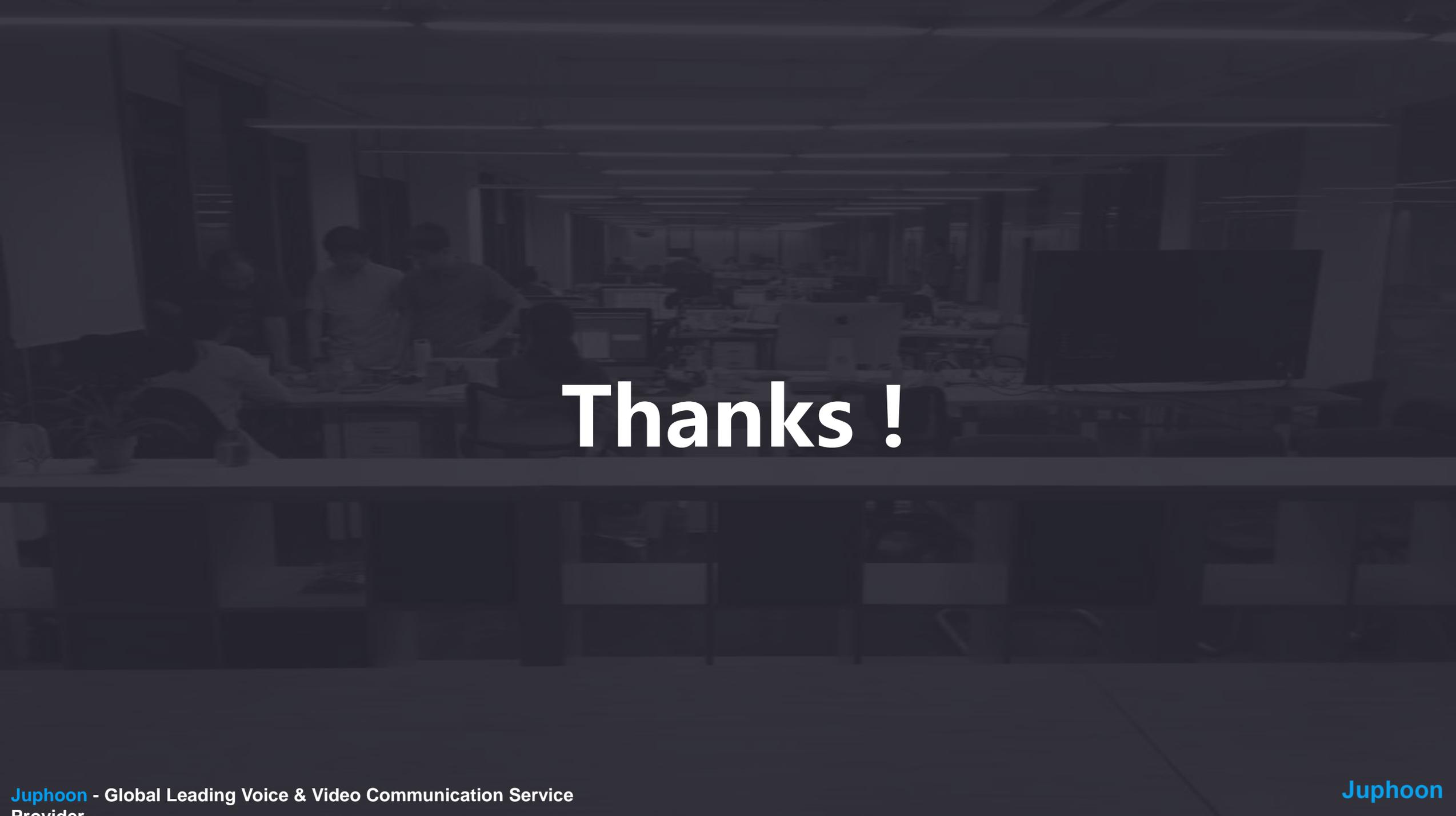
However, native mobile phone's upgrade cycle is long and the cost is high, if relying on mobile phone system's upgrade, it is obviously unable to adapt to the market changes.

**Therefore, it requires the MaaP product to be designed and evolved with rapid upgrading, universal extensibility, and backward compatibility.**





**It is so fortunate for us to be involved in the commercialization of RCS,  
and we are ready to take up the challenges!**



# Thanks !