Next Steps to Advance RCS Penetration

RCS Business Messaging Lab
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RCS Business Messaging: Some Outstanding Challenges

Limited UP 2.x installed base

- Existing installed base of UP 1.0 and earlier RCS clients
- UP 2.x clients slow rollout
- Older non-upgradeable devices

SMS A2P vs RCS A2P vs Chatbots

- SMS A2P and RCS A2P handled separate
- Responses go back to short/long code
- Verified chatbots offered via P2A discovery mechanism

Different A2P and P2P Interconnection Models

- RCS P2P relies on Hubs or Network-to-Network Interconnection
- RCS A2P favors MaaP-to-MaaP Interconnection to prevent Spam and Fraud
- No Hubs defined for A2P traffic

Bridge the GAP between UP 1.x and 2.x

Interactive A2P Campaigns

Facilitate A2P Interconnection Models

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Bridging the gap between UP Implementations

Why Include Universal Profile 1.x when launching RCS Business Messaging?

- Richer experience than SMS
- Audio, video and image sharing
- User-to-brand file sharing
- Read notifications still received
- Familiarizes customers with RCS
- Capability discovery for SMS fallback

Leveraging UP 1.0 installed grows the initial reach of RCS Business Messaging
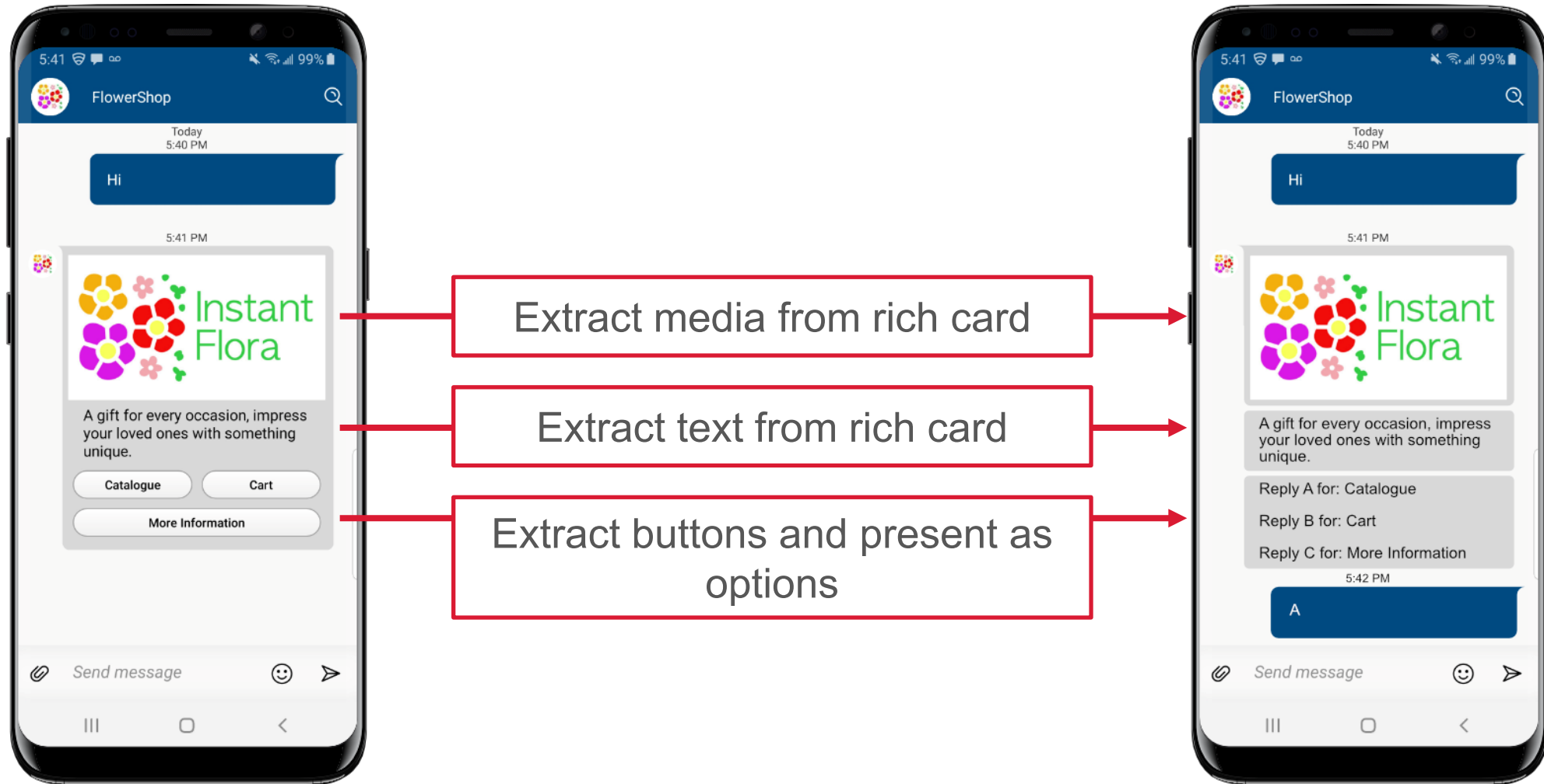
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Including UP 1.x clients in the MaaP

- Provide a short/long code field in the bot profile
  - Brands can advertise the codes on websites, print, radio and TV
  - Users can create a new conversation with the number and interact with the bot

- Allow the same chatbots to support both UP1.x and UP2.x customers from the same logic by leveraging capability discovery.

- Adapt content to UP1.x limitations
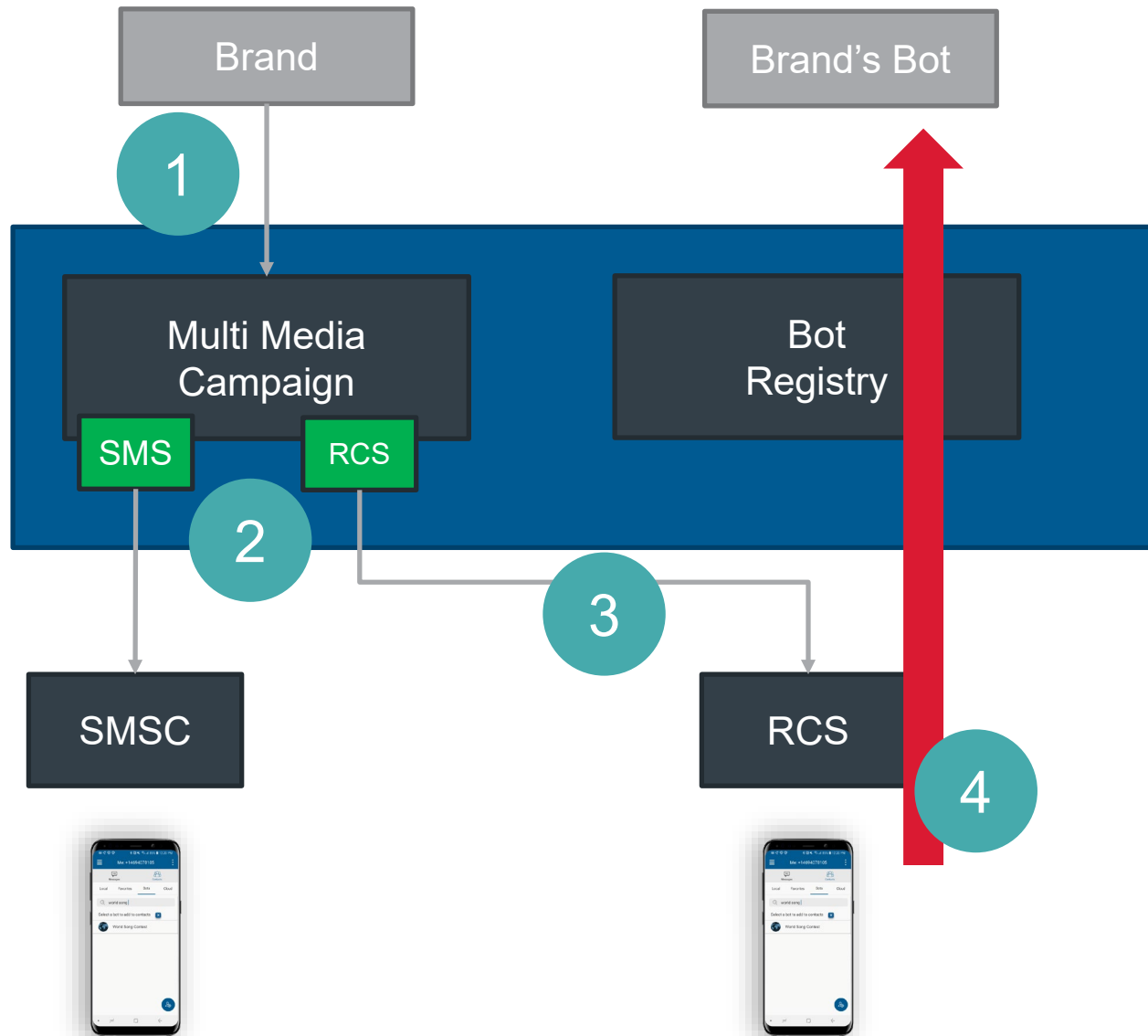 - No Rich Cards
  - No Pre-defined Buttons

How is Mavenir closing the GAP?

- Bot Profiles can have an MSISDN identifier as well as bot service ID
- Bots & Services can manage a mix of UP 1.0 to UP 2.0 clients
    - A2P - Based on Capability Discovery, Suppress UP 2.0 Feature Tags and send regular RCS Session message
    - P2A – MaaP will suppress the UP 2.x feature tags if from a UP 1.0 client
    - Provides SIMPLE IM to CPM Interworking
    - SMPP connectivity to help with the interworking and coverage

Adapting Content to the Limitations of UP 1.0

Extract media from rich card

Extract text from rich card

Extract buttons and present as options

Interactive A2P Campaigns

Brand

Brand's Bot

1

Multi Media Campaign

SMS

RCS

Bot Registry

2

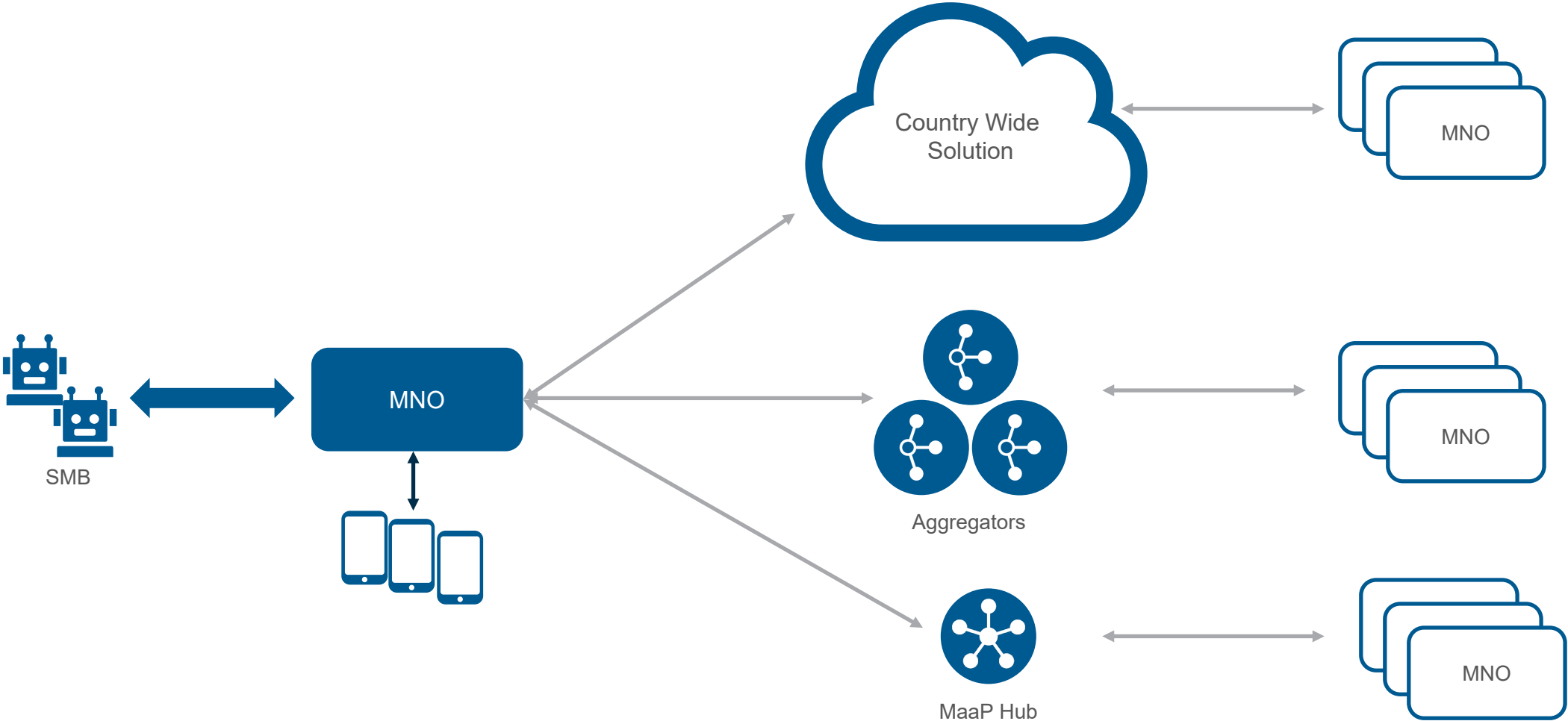**3**

SMSC

RCS

4

A2P Campaign to Bot Conversion

1. Brand Executes a multimedia campaign with SMS and RCS content
2. MaaP uses Capability Discovery to decide which channel to use (RCS or SMS)
3. RCS User receives a rich card with a promotion
4. RCS User Responds to the promotion and is connected to the Brands Chat Bot (Not the Campaign Manager)

A2P Campaign can be used to stimulate Bot awareness and stimulate the first P2A message to the Bots

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Dealing with A2P Interconnection

- Gaps:
  - RCS Hubs are for P2P, no hubs defined for A2P traffic
  - MaaP-to-MaaP interconnection is favored to limit Spam and ensure brand vetting and compliance
- Recommendation:
  - Operators maintain their own MaaP to better control traffic and content on their own network
- Three models:
  - Operator relies on a country-wide MaaP
    - Will the local MNO onboarded SMBs be able to reach other country MNOs?
  - Operator relies on Aggregators
    - Allows for direct MNO-Aggregator relationships as well as country-wide
  - MaaP Hubs similar to RCS P2P Hubs

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Flexible MNO A2P Interconnection Options

Thank You

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