

The Telkom logo is centered on a solid blue background. It consists of the word "Telkom" in a white, bold, sans-serif font. The text is enclosed within a white rectangular border. A small white crosshair-like symbol is positioned at the top-left corner of the rectangle, where the border lines intersect.

**Telkom**

# Rich Communication Service (RCS): Taking RCS to the South African Market

2019

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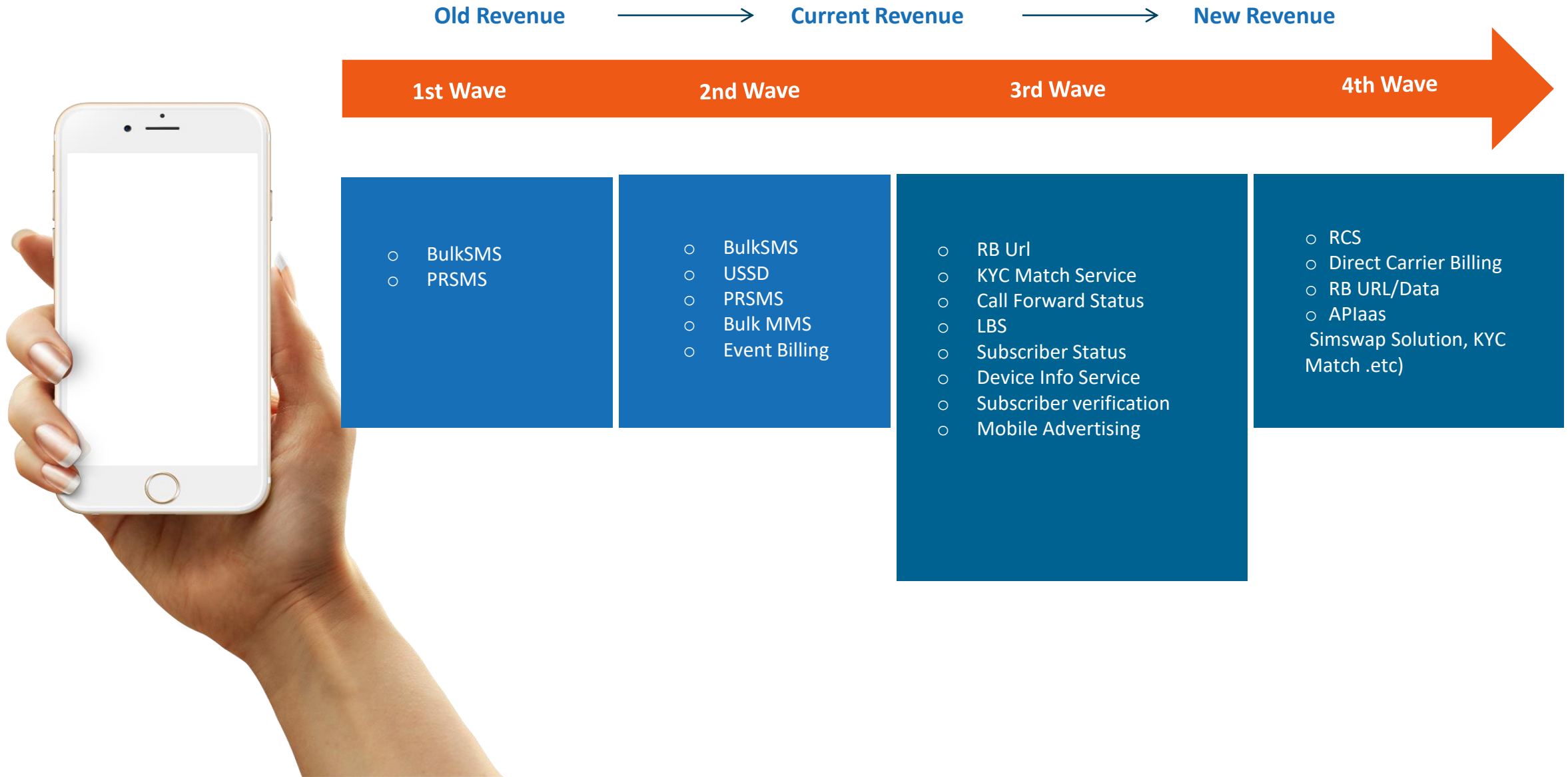
1. Industry History
2. The Evolution of Wireless Services
3. Evolution of Messaging
4. RCS ecosystem
5. Technical Readiness
6. RCS Business Messaging Use Cases

# Industry History

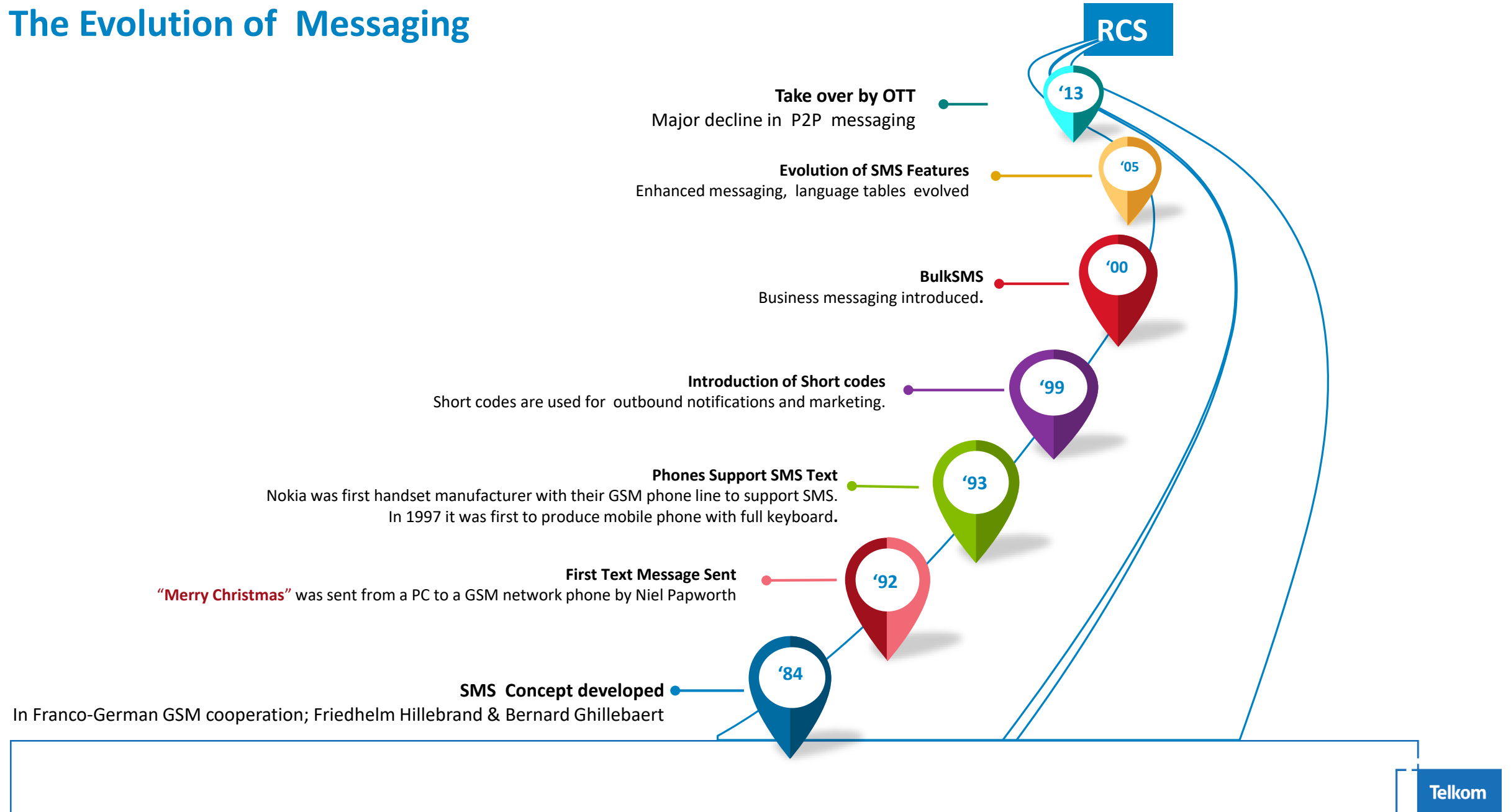
1840-60	1890-91	1894	1925-60	1976-77	1980-81	2013
AG Bell is legally credited with the invention of the telephone	First Telephone Exchange installed in Pretoria	Johannesburg telephone exchange opened	<div>1925, first British MU 2,400 line automatic Exchange installed in Port Elizabeth South Africa</div> <div>1960, first Siemens &amp; Halske EMD Auto Exchange installed</div>	CP24 electronic telephone switching system (1000 line) commissioned at Constantia Park, Pretoria on 29 October 1966	First electronic exchange opened in Pretoria (French SA128) and Sunninghill Park Johannesburg (German EWSD)	16 August 2013, the IMS core was successfully installed and configured.

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# The Evolution of Wireless Application Services



# The Evolution of Messaging





# RCS Ecosystem: The Importance of Partnerships

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**Rich Communications Service (RCS)**, or Next-Generation Text Messaging, is the platform that enables the delivery of communication experiences beyond SMS and voice, providing consumers with instant messaging or chat, live video and file sharing – across devices, on any network. RCS for business is an enriched message with branding, rich media, interactivity and analytics. RCS is the evolution of mobile messaging.

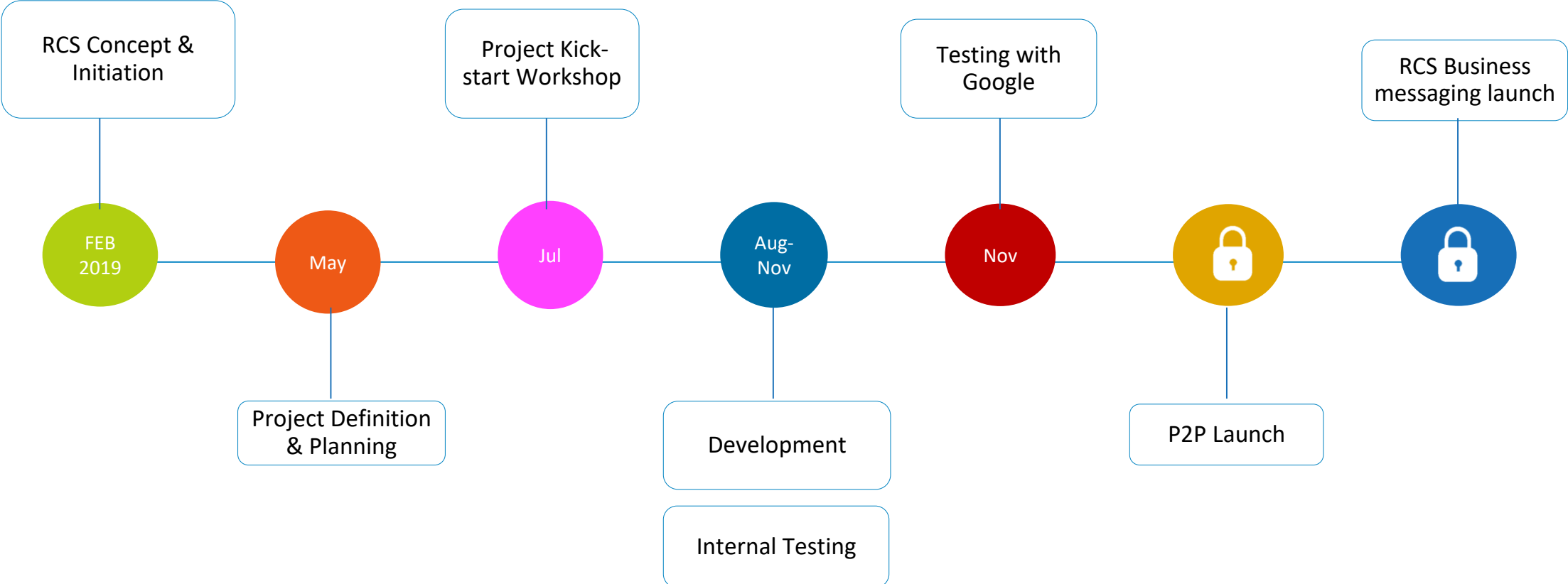
**Mobile Network Operators (MNOs)**- RCS is giving MNOs an opportunity to substitute an SMS with more relevant and enhanced offering. This allow MNOs to compete in the OTT space. Telkom has opted to partner with Google in order to be in a position to offer universal profile standards. RCS business messaging can be added to the Aggregators' product suite . MNO have to prepare the market for business messaging with RCS P2P and subscriber education. MNOs are accountable for driving adoption of P2P, which will in turn encourage brands to start using business messaging.

**Aggregators**- MNOs have existing partnerships with aggregators, the best way to take RCS to market and by building on those existing relationships. Aggregators will in turn be able to on boarding different brands/clients. Aggregators have an important role of taking RCS business messaging to market, create awareness and education with brands.

**Hub providers/RCS network Provider**- Telkom has partnered with Google. Google Jibe cloud hosted RCS solution. This partnership will see Telkom go to market much faster. Google is on a drive to take RCS market in various countries using Messages which is UP compliant and interoperates with any other UP compliant client. They have the technical capability and brand power to make RCS a success. Google is an international player and they are committed to launching RCS globally.



# Telkom RCS Technical Readiness

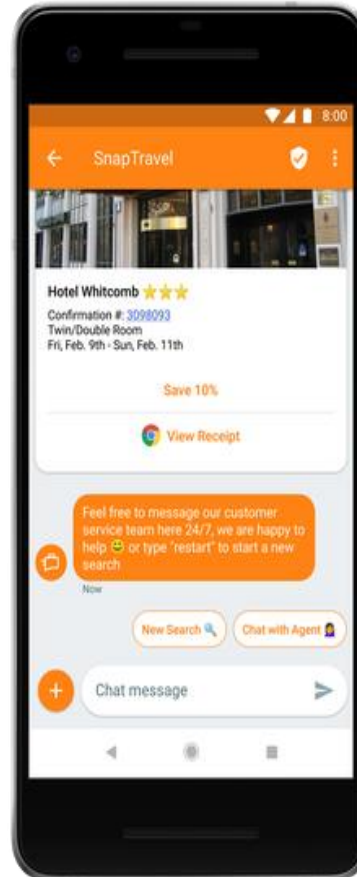


# RCS Business Messaging Use Cases

## Marketing



## Customer Support



## Subscriber On-Boarding



13:00



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Welcome and thank you for choosing our FreeMe plan. To make sure you get the most out of your new plan, here are some important links:

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All the information you need to know regarding your plan.



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Best regards,  
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Text Message



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Chat message



q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

space

.

Go



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**MANAGE YOUR SPEND AND DATA**

Tips on how to manage your spend and data usage

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You plan comes with the following:

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(2GB FUP)

Free calls to over 6 million Telkom  
numbers (3 000 minutes FUP)

Free SMSs (50 SMSs per day)



Text Message



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Text Message



## Join the Movement:

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