

Welcome

#5: RCS: Accelerating Towards Better Customer Experiences

Live: Now



RCS Live
Webinar Series



Paul Schonewald

Programme Marketing Director
GSMA

Paul joined the GSMA in January 2017 and is responsible for the delivery of Marketing activities within the Future Networks programme.

A vital programme of the GSMA's strategic focus, delivering industry scale for IP Communications and 5G while considering Network Economic challenges for the Mobile industry as it transitions to a 5G Era.

Paul has over 20 years' experience in the Mobile industry within operator and service provider environments across seven different countries, having launched many niche mobile propositions in these markets.



Agenda

Time	Topic	Speakers
15.00	RCS Live Overview	Paul Schonewald , Programme Marketing Director, GSMA
15.10	RCS: Accelerating Towards Better Customer Experiences Lessons Learnt from MNO Deployments	Jenny Whelan , Head of Business Operations and Innovation, LUCA Advertising, Telefonica
15:25	The Importance of the Personal Touch: Human in the Loop	Carlos Aragón , Sr. Director of Business Mobility Solutions Marketing, Mavenir
15:35	Combining the Power of RCS Messaging, Chatbots and Data Rewards Campaigns	Susie Kim Riley , SVP, GM, Monetization Business Unit, Mavenir
15.45	Q&A	Mavenir
15:55	Closing Statement	GSMA



Amanda Flower

Membership Manager
GSMA

Amanda Flower has led the GSMA Membership in North and Latin America for the past 3.5 years in strategy, growth and engagement.

Future Networks Programme, particularly RCS Business Messaging Labs, is one of several successful member-led initiatives that have revolutionized the industry.

Amanda will provide additional key areas where members can influence the work we do in various verticals, and the global marketing opportunities that are available to GSMA Members.

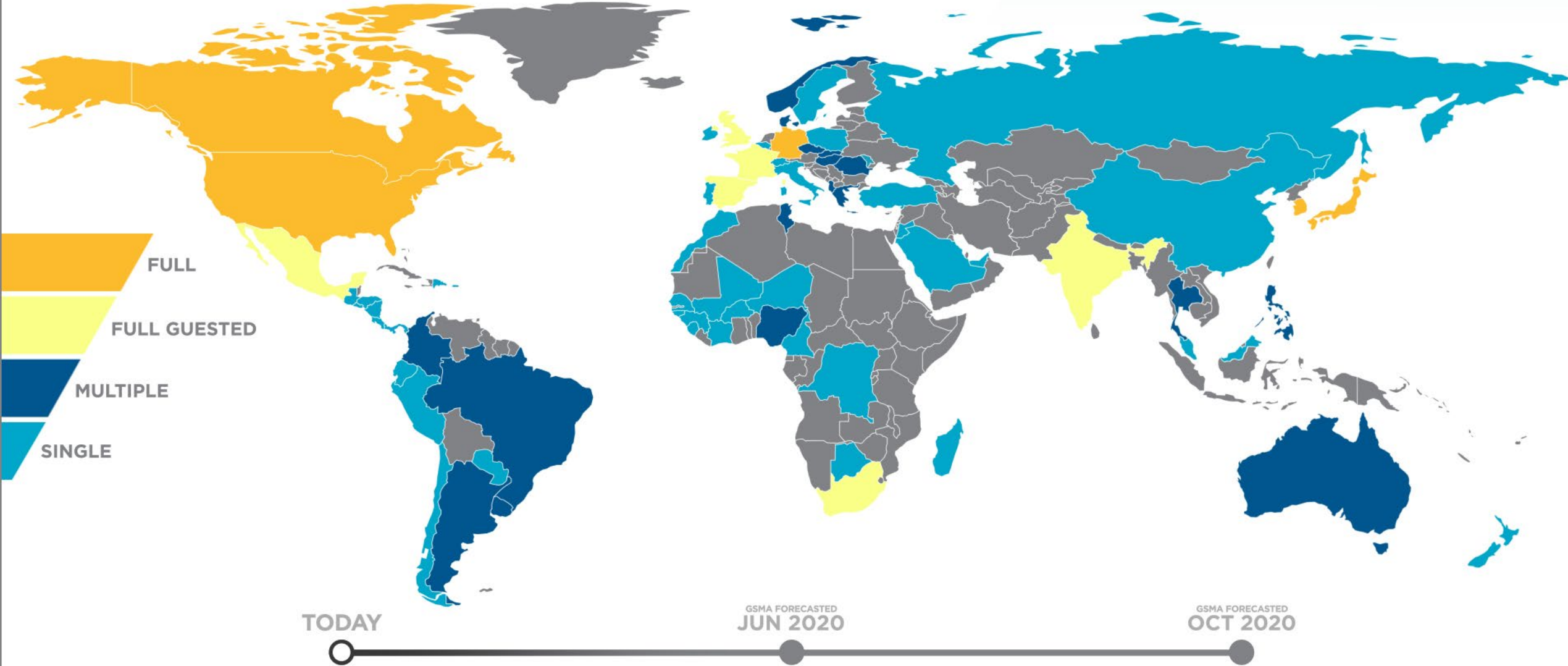


430M
GLOBAL
MAU

90
GLOBAL OPERATOR
LAUNCHES

2000M
ADDRESSABLE
MARKET

Global Stats

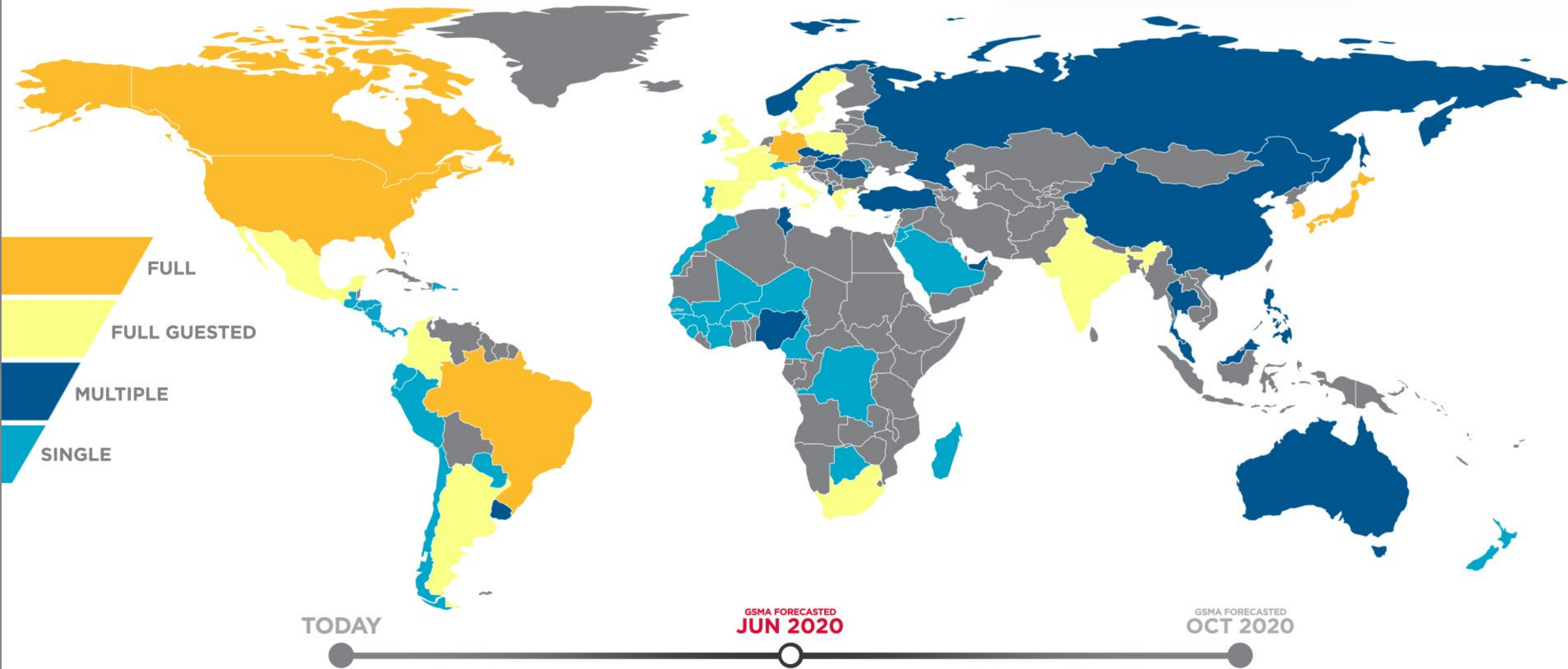


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GLOBAL
MAU
FORECASTED

108
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats

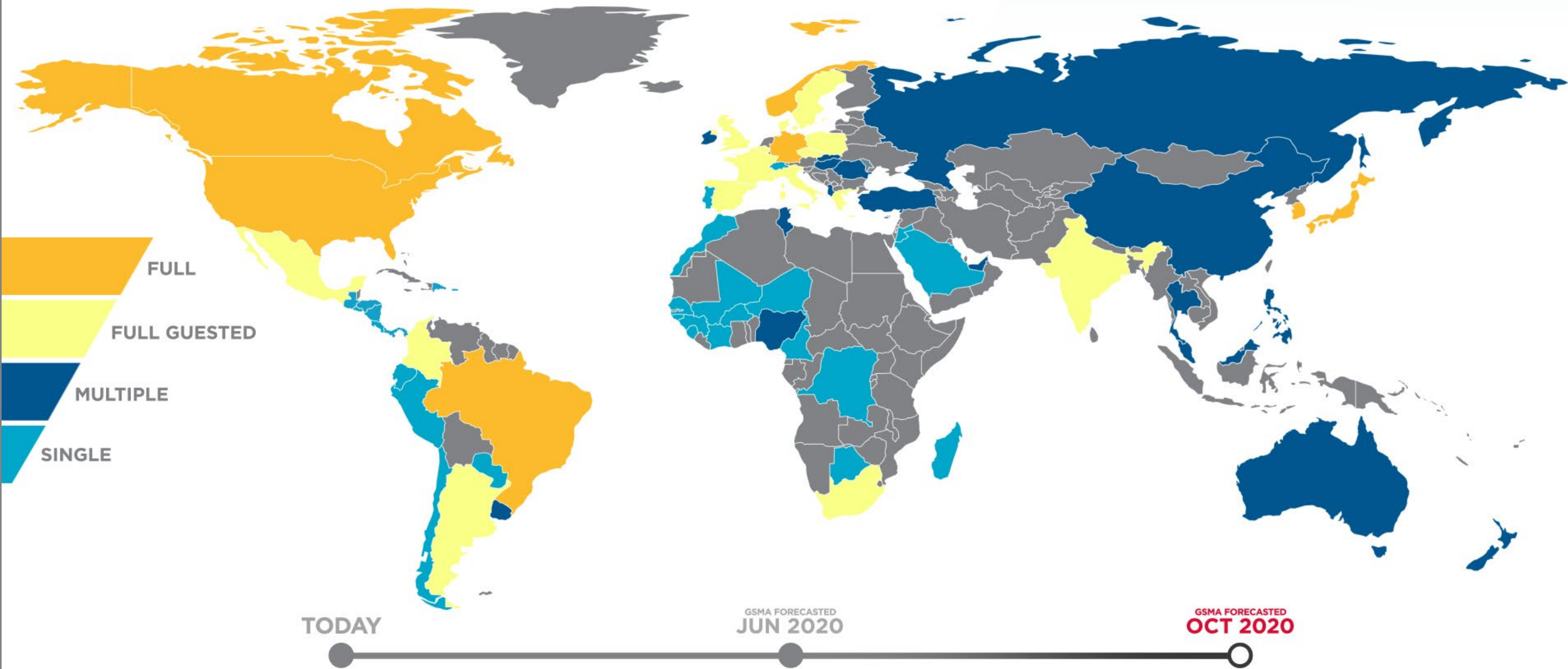


505M
GLOBAL
MAU
FORECASTED

136
GLOBAL OPERATOR
LAUNCHES
FORECASTED

2000M
ADDRESSABLE
MARKET
FORECASTED

Global Stats





Jenny Whelan

Head of Business Operations and Innovation, LUCA Advertising Telefonica

Jenny Whelan is responsible for Global Business Operations and Innovation in LUCA Advertising at Telefonica. She is focused on growing Telefonica's Enterprise Messaging business line. More recently, she has been working directly on enabling RCS across Telefonica's global footprint.



Carlos Aragón

Sr. Director of Business Mobility Solutions Marketing Mavenir

Carlos Aragón is Sr. Director of Business Mobility Solutions Marketing at Mavenir. He has extensive experience with real-time communications, mobile and fixed-line Unified Communication (UC) services, UC as a Service and WebRTC as well as in-depth knowledge of related user experience fields such as video production and animation.



Susie Kim Riley

SVP, GM, Monetization Business Unit Mavenir

Susie Kim Riley is a proven leader with a unique blend of technical and business creativity and capability. She has conceptualized and delivered disruptive technology & business-model based enterprises across hardware and software platforms.



Thank you

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