# RCS Live #6: Roundtable Discussion: Enterprise Leaders on RCS
## Wednesday, 24 June 2020

**Attendee Questions**

| Questions | Answer |
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| Does IMImobile or RCS include the ability to receive and send IoT device related information? | It depends on the service provider and how they set up your IoT service. Generally, RCS is a messaging protocol and could be used for any information to be relayed. |
| In Public Safety scenarios, Mission Critical Push To Talk (or PTT) provides a voice, video, messaging and data set of services. Could a Public Safety agency (e.g. Police, Fire, EMS) use RCS as an alternative? | RCS is the evolution of traditional messaging and could be used in any of these applications. |
| Do you think Apple will eventually support RCS? The recent updates to iMessage through iOS 14 makes me think it is unlikely in the short term. Any thoughts would be greatly appreciated! | RCS has been mandated as the messaging technology for all 5G devices. IMImobile has been using Apple Business Chat as an alternative to RCS to provide rich messaging experience to iOS devices. |
| How big is the RCS Client which runs in the device? Can we install this client in compute/memory constrained devices that are present in the IoT ecosystem? | IMImobile is not in the client development business. You may need to refer to your OEM to best answer this question. However, Google does provide their messaging application in public places such as the Google Play store. |
| How does RCS fair against InApp messaging? | RCS is a carrier-provided channel that is natively available on your device. There is no need for an app install or the proper app notification settings. |
| In what RCS is completely different than OTT solutions? | RCS is a carrier-provided channel that is natively available on your device. There is no need for an app install or the proper app notification settings. |
| Do in-store Digital Signs which are part of the Retail Digital Experience, use RCS messaging for retail item displaying, ordering and pay for that retail item? | Yes, IMImobile has supported a number of similar retail use cases. IMI can also support external payment applications until native RCS payments have been deployed. |
| To sell this into say retailers, keeping it simple, is it going to be possible to achieve a common approach for pricing across MNOs, for the various elements such as video? | Keeping pricing consistent across carriers in the same market makes RCS easier to sell and buy. As far as how achievable this is, IMImobile is in |

| | constant dialog with carriers to accomplish this. |
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| Who are the stake holders in entire RCS ecosystem if we compare it with A2P messaging | The stakeholders are very similar to the A2P messaging ecosystem—with the one addition of the MaaP providers in the RCS ecosystem. |
| What type of devices were used? were they use RCS UP 1.0 client during your campaign? | Universal Profile 2.0 devices were used in these campaigns. |
| How do you solve opt-in to run campaigns for insurance companies? | Consent management is crucial for a messaging program on any channel. As a long time partner of mobile operators across the globe, IMImobile has been at the forefront of defining industry standards for opt-in/out management. IMImobile a handles opt-ins and opt-outs with RCS in a very similar fashion to SMS. |
| Is Social messaging, such as Facebook messaging and Whatsapp messaging a competitor to RCS or is it included as another Channel in IMImobile platform? | IMImobile's platform is an omnichannel CPaaS solution and includes all the channels mentioned in the question. |
| Why you said "RCS is hard"? You mean the RCS future is dark or any other comments? | At IMImobile, we think the future for RCS is *extremely* bright. But there's work for us all to do. For our industry to fully realize the opportunity in front of us, we need to make it easy to say 'yes' to RCS—easy for partners, easy for internal stakeholders, easy for subscribers, and especially our enterprise clients. It's important work that can sometimes be hard, but the future of RCS is a bright one. |
| Is there a tentative date for a real commercial push for a2p RCS to attract both, brands & developers in the same way that Whatsapp Business is creating a lot of interest around? | More operators are launching gobally with RCS than WhatsApp. Penetration is growing on a per-market basis, therefore in-market campaigns need to be coordinated with operator launches. |