

Mobile Connect: RCS and Blockchain

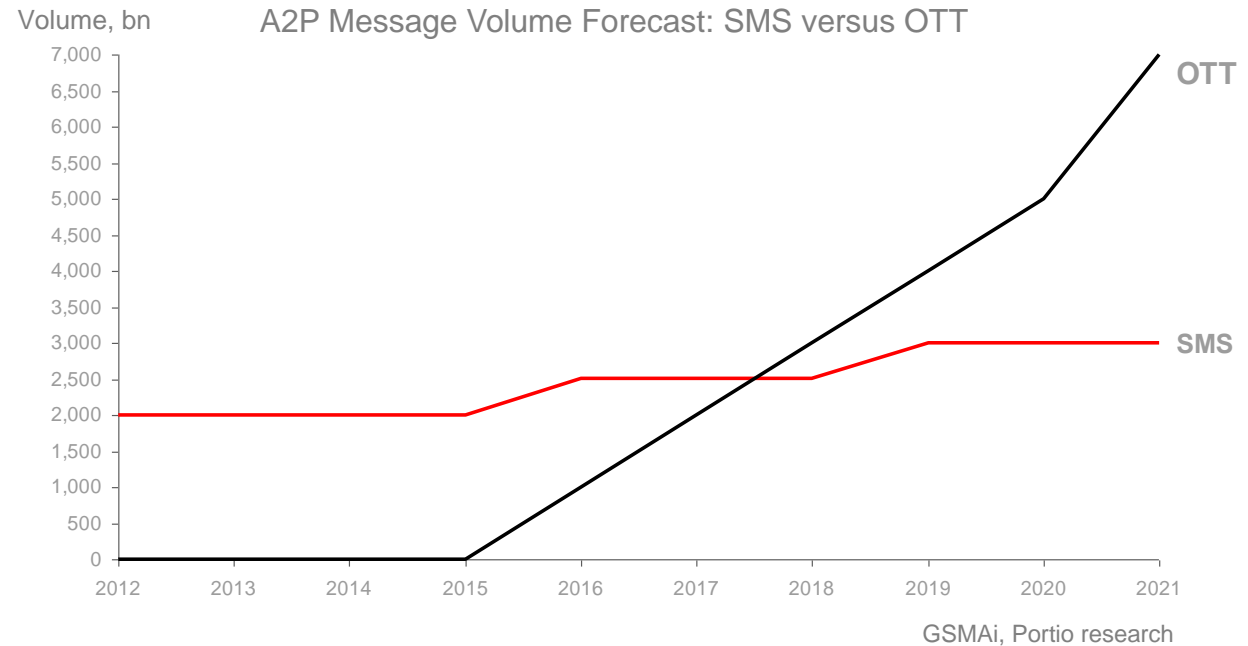
David Pollington, Head of Service Access Technology

Enhancing RCS with identity



SP need for richer UX accelerating adoption of OTT alternatives

- SMS A2P business messaging volumes still growing (projected to grow worldwide to \$60-70bn by 2020)
- ... but already overtaken by OTTs able to provide a richer UX leading to higher conversion rates and lower costs



Importance of rich media and personalised experiences...

Company promotions and adverts should be visual and engage with as many of my senses as possible



55% Agree
31% Neutral
13% Disagree

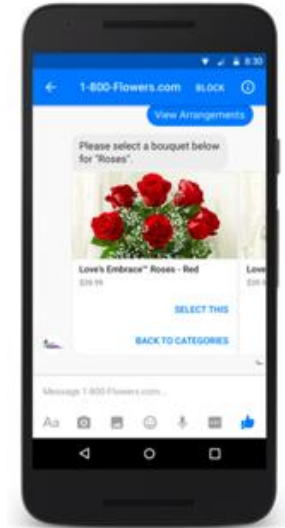
Base: 2,015



I would engage with companies more if they offered a more personalised service

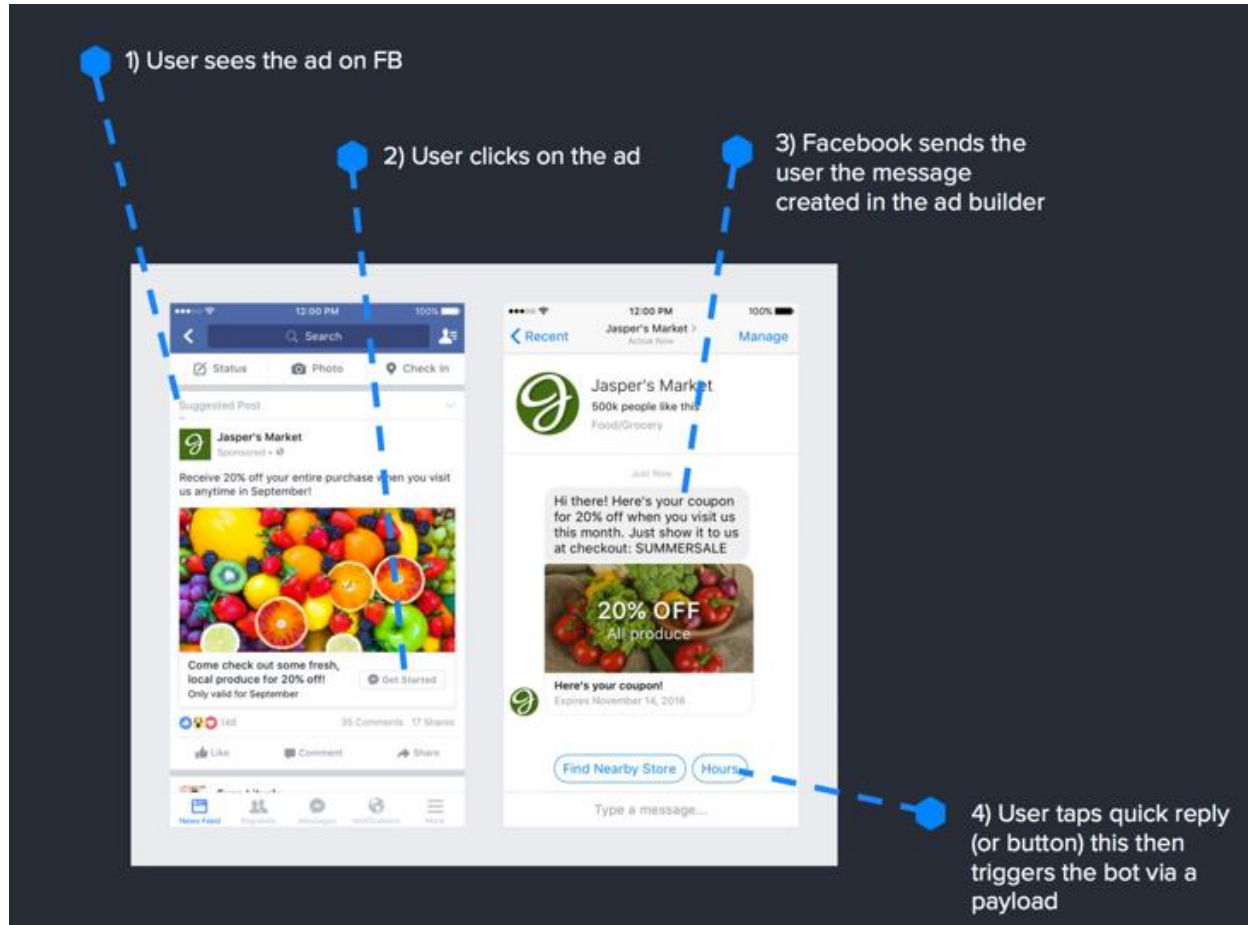


61% Agree
29% Neutral
10% Disagree



OpenMarket survey

... and deep integration (browser -> chat app)

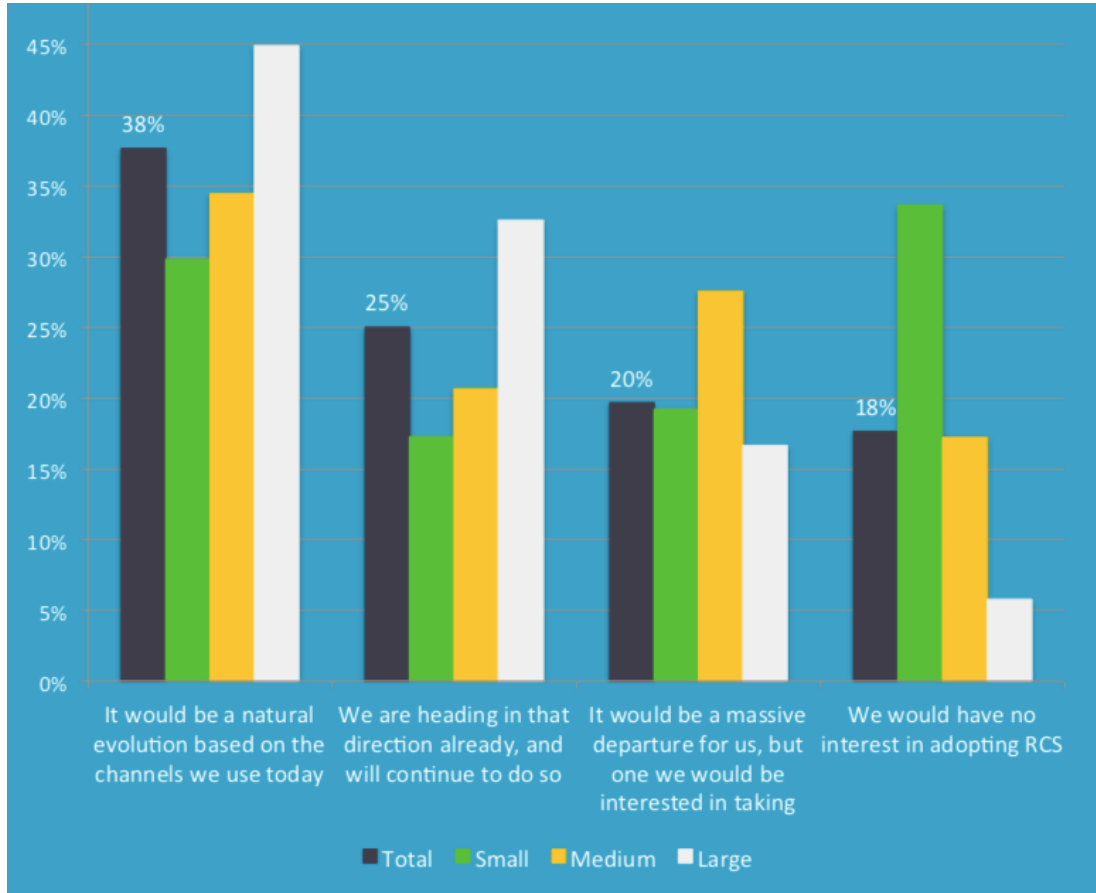


SP requirements

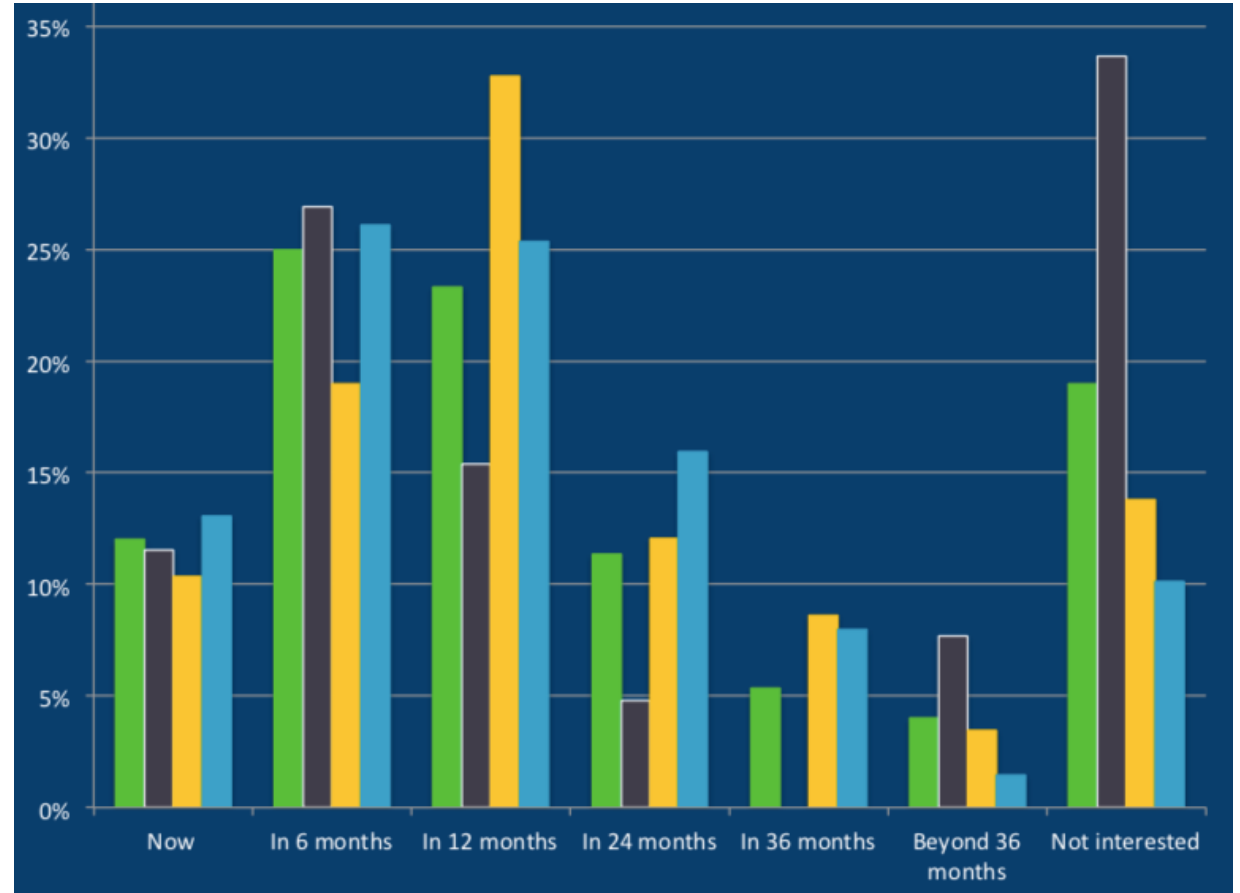
- Enhanced customer engagement (reduced churn)
 - Interactive dialogue (low latency)
 - Location awareness & customisation
 - Rich media (images etc.)
 - Rich Card UI (actions, carousels etc.)
 - Self-serve content (usability)
 - & analytics (click-through, performance etc.)
 - Reduced operational costs
 - 24/7/365 availability (through automation)
-
- Message delivery robustness + read receipts

Growing interest in using RCS for A2P business messaging...

RCS' impact on your communications strategy?

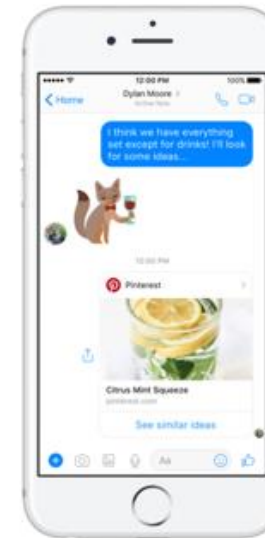
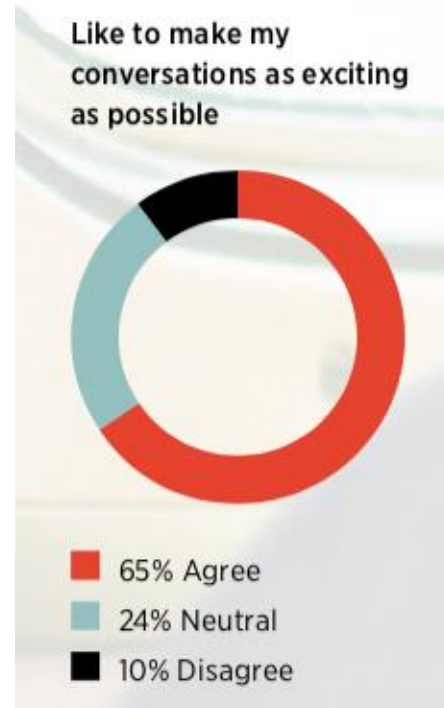
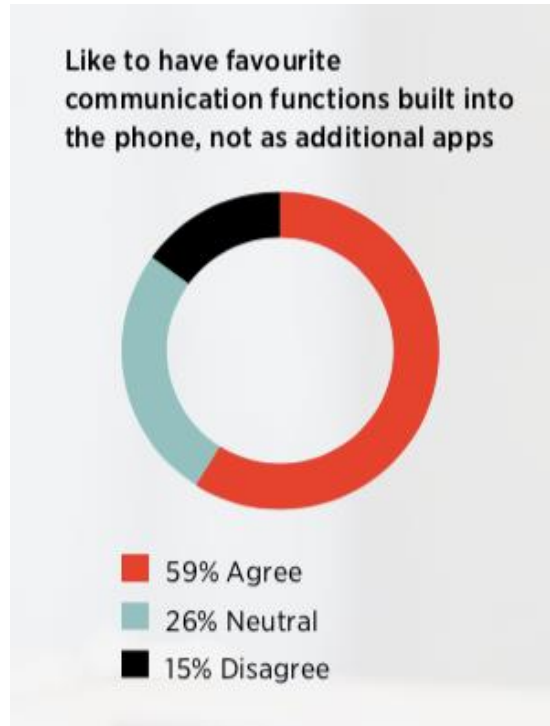


When would you want to start using RCS?



MobileSquared survey

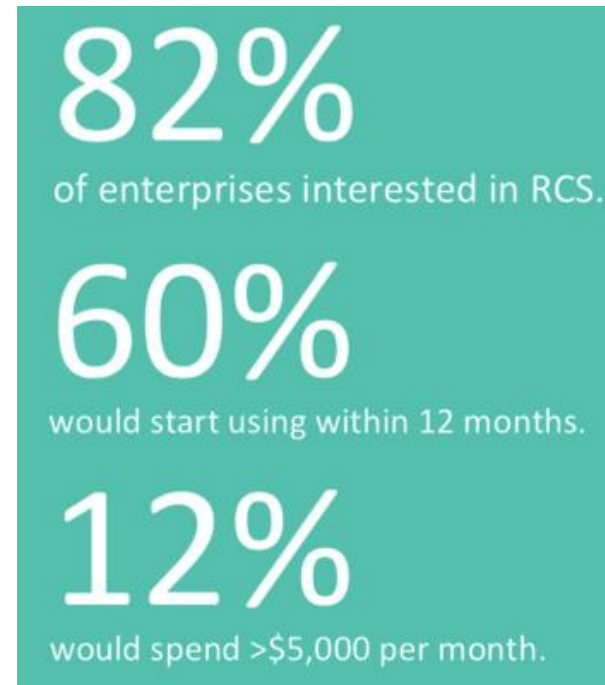
RCS can support P2P and business messaging (P2A/A2P) via a single app embedded natively in every phone...



MNO opportunity to build on existing A2P business with an enhanced proposition built on RCS => MaaP [Messaging as a Platform]

MNOs well placed to build on their existing SMS A2P business relationships to offer a fully-featured chat platform to SPs using RCS MaaP:

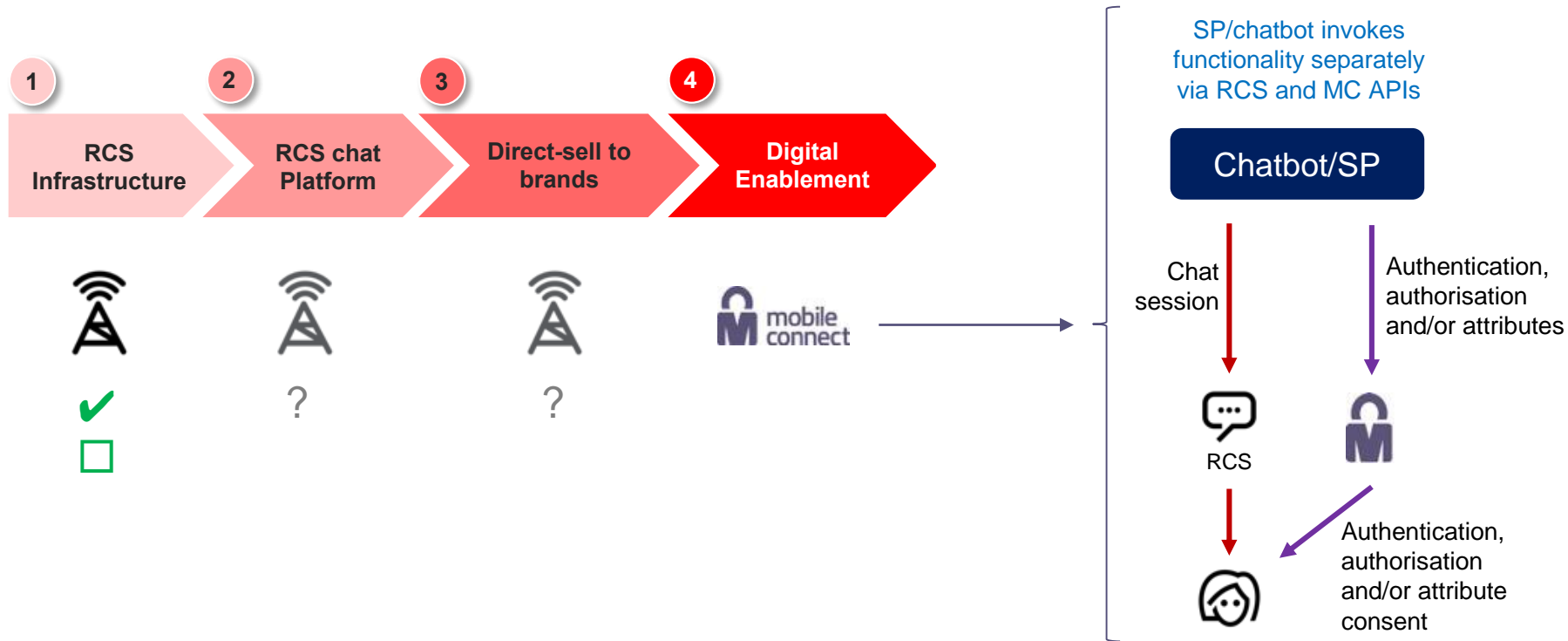
1. Ability to provide coverage equivalent to the big 4 chat services combined
2. Ability to match other chat platforms in terms of functionality through support for Rich Cards
3. Intrinsic ability to step up to voice, or fallback to SMS
4. Consumer preference for a more seamless experience



MNO opportunity to build on existing A2P business with an enhanced proposition built on RCS => MaaP [Messaging as a Platform]

5. Arguably more trustworthy than some of the competition:
 - 64% of SPs have indicated that they would trust a telco-based service more than chat apps (such as Facebook Messenger)
 - Users likely to be reticent in engaging SPs on sensitive/personal subjects over a Facebook platform, for example
6. Contextual insights about the user and their device which can be used for service personalisation or flagging potentially fraudulent behaviour
7. Robust 'carrier grade' infrastructure including end-to-end encryption and enhanced security

Number of areas where MNOs can play a role in the value chain



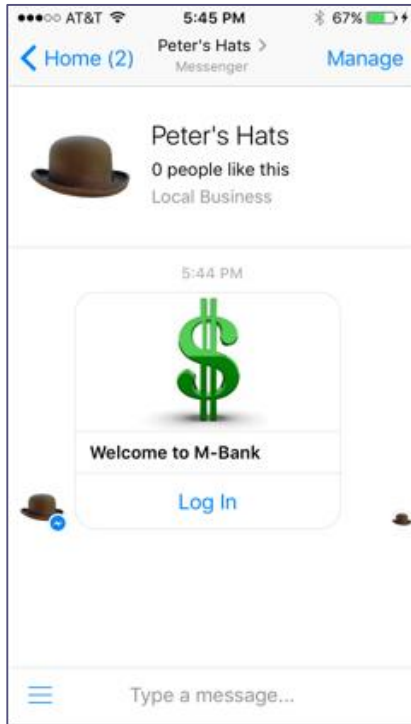
Opportunities for MNOs to enhance/complement their RCS propositions with identity

- Providing the means for businesses and end-users to **establish trust between one-another via inclusion of an identity layer**
- => leverage identity capabilities of Mobile Connect



- Three areas currently targeted:
 1. **Step-up authentication/authorisation**
 2. **Sharing/verifying user information**
 3. **Providing network attributes**

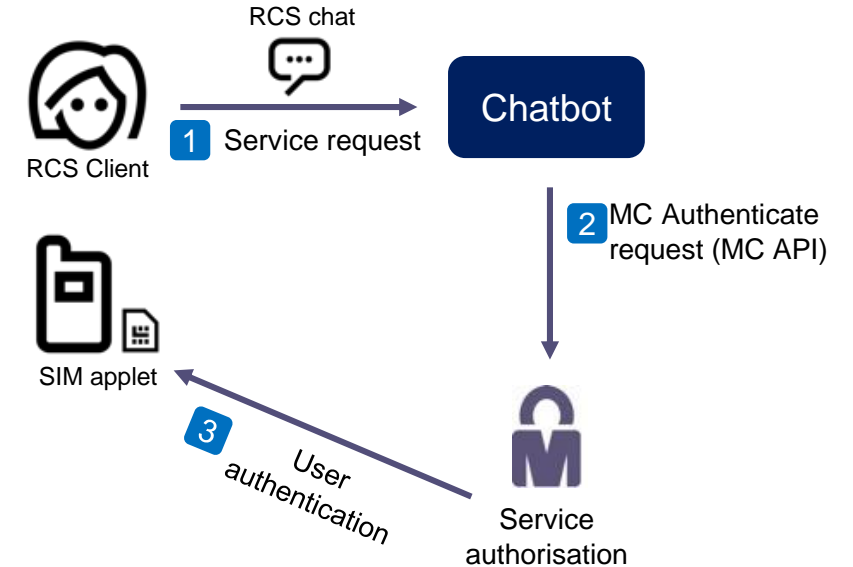
1. Step-up authentication/authorisation



1. Explicit **authentication** of the individual involved in an RCS chat session
2. Requesting **authorisation** of an action where explicit confirmation (and an auditable trail) is required

Example use cases:

- Account administration
- High value transactions
- Charging purchases to mobile account

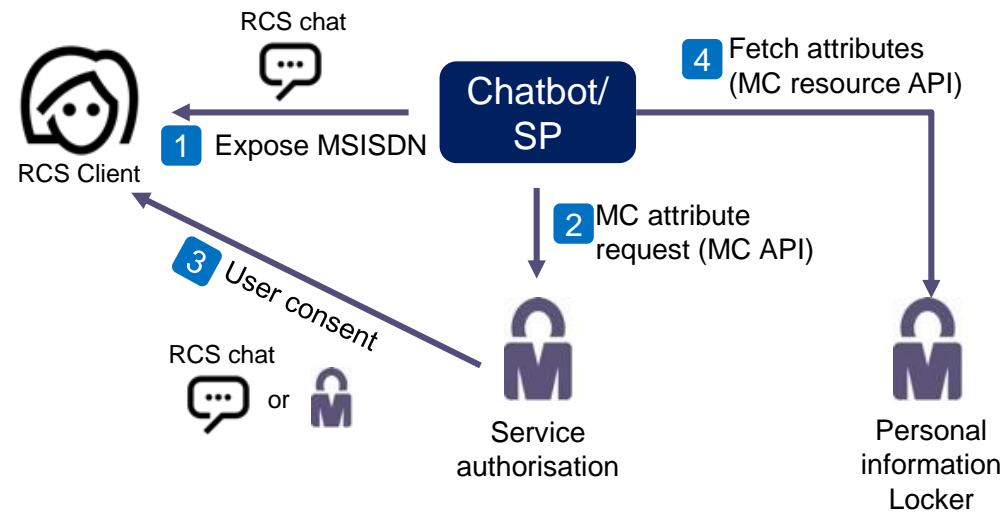


2. Sharing/verifying user information

Sharing or verifying information for sensitive use cases where there is a risk of fraud and/or the SP is obligated to verify who they're dealing with

Example use cases:

- Sale of age-restricted goods
- Verifying shipping address etc.

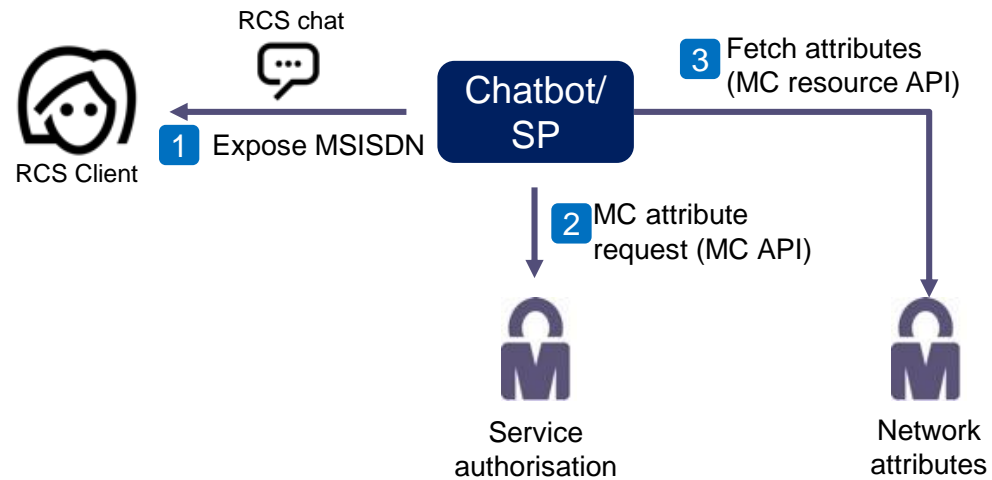


3. Providing network attributes

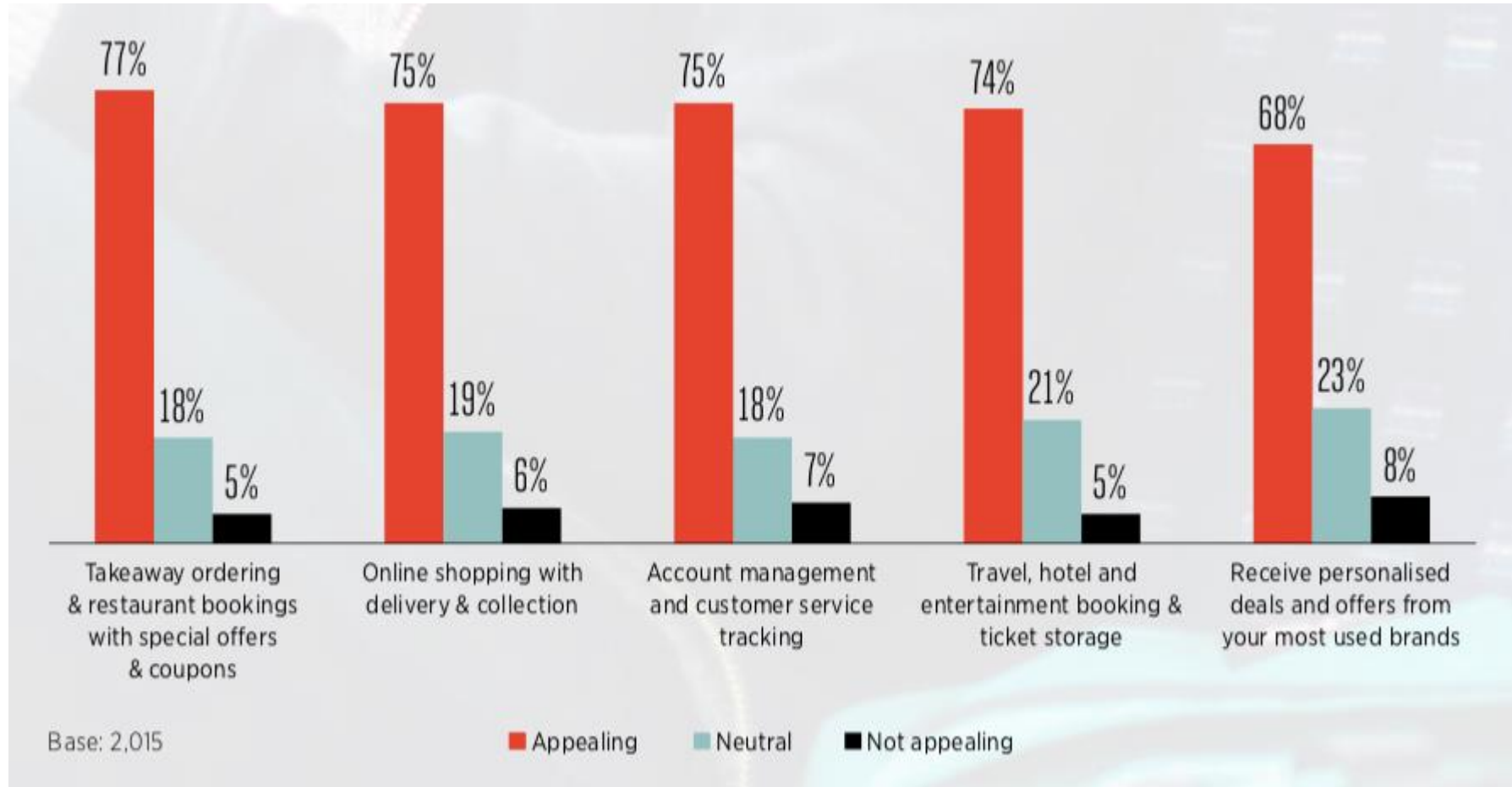
Provision of **unique insights** relating to the device through which a user is accessing a chat (or other online) service and the context of that device to **help mitigate fraud**

Example use cases:

- Mitigating fraudulent purchases, bot attacks etc.



Candidate use cases



OpenMarket survey