



# The Mobile Messaging Market Leader

[mavenir.com](http://mavenir.com)

# Mavenir Today

**350+**  
Carriers

**17 of top 20**  
TIER 1 CARRIERS  
GLOBALLY

Our Customers Support  
**3+ BILLION**  
Mobile Subscribers

NGN Operating in  
**150+**  
COUNTRIES

**10 BILLION**  
Monetization Requests  
Annually

Industry's  
**LEADING  
TECHNOLOGY**  
World's First VoWiFi, VoLTE, RCS and vEPC



**37%**  
Share of VoLTE /  
VoWiFi in the U.S.  
and Canada



**71%**  
Share of VoLTE /  
VoWiFi in France,  
Germany, UK



**75%**  
Share of RCS  
in the U.S. and  
Canada



**>50%**  
Share of global  
messaging

Leading VoWiFi / VoLTE, RCS and Messaging RCS Market Share

Source: Based on GSMA, GSA, TeleGeography and Mavenir (July 2016) – Number of launched Mobile operator networks <sup>1</sup> LTM as of Q3'16.

# Mavenir Strategic Portfolio



Radio Evolution

Cloud RAN



Packet Core Evolution

5GC, MEC, IoT



Voice Services Evolution

Mobile 1<sup>st</sup> UCC (mUCC)



Messaging Services Evolution

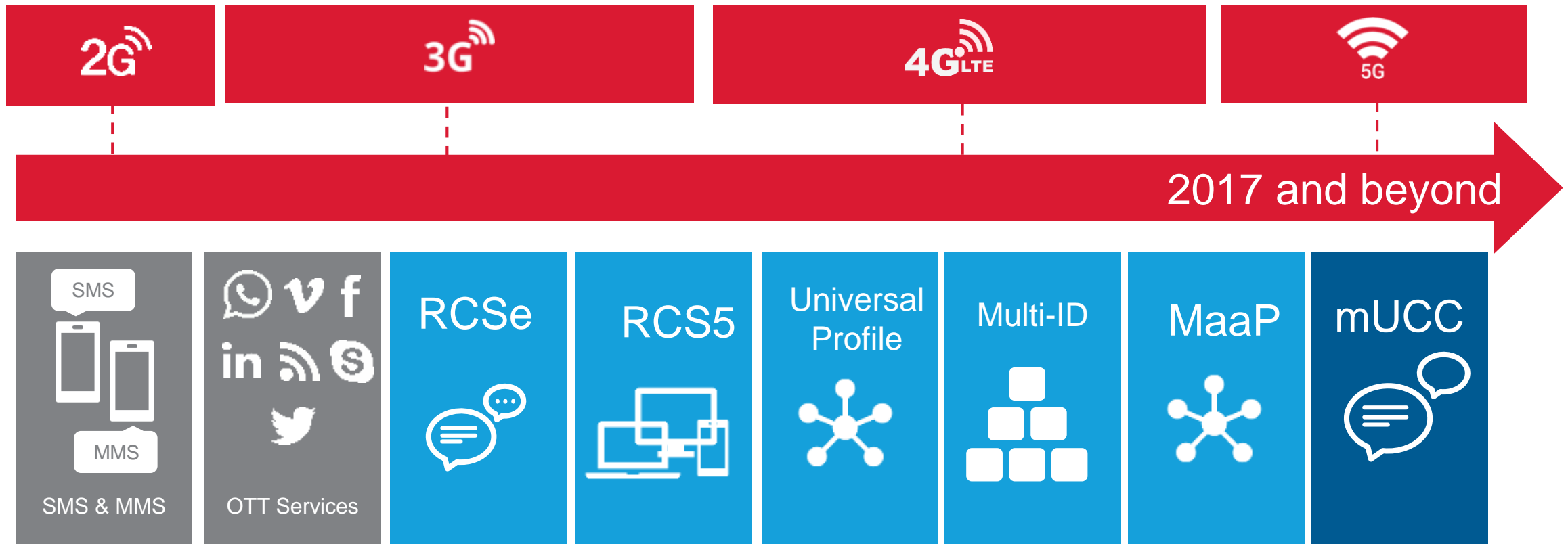
MaaP, B2C Messaging



NFV Evolution

Web Scale, Cloud Native

# Mavenir Messaging Evolution over the years...



# Mavenir RCS Expertise Highlights

## Leadership in RCS



Mavenir is currently responsible for 75% of the RCS traffic in North America

NNI interworking between Major Tier 1 North American Operators

## Worlds First RCS Deployments



Mavenir was the first vendor to commercially launch RCS5 in August 2015 at T-Mobile US

Mavenir was also the first vendor to commercially launch a virtualized RCS at T-Mobile Germany (DTAG)

## First Virtualized RCS Deployment



Mavenir has tested with an extensive set of devices from all the major RCS client vendors including, Samsung, Google, Wit, Summit Tech and Jibe.

## Tested with Universal Profile Devices



Mavenir is currently live with a CPM based Universal Profile 1.0 solution with a North American operator

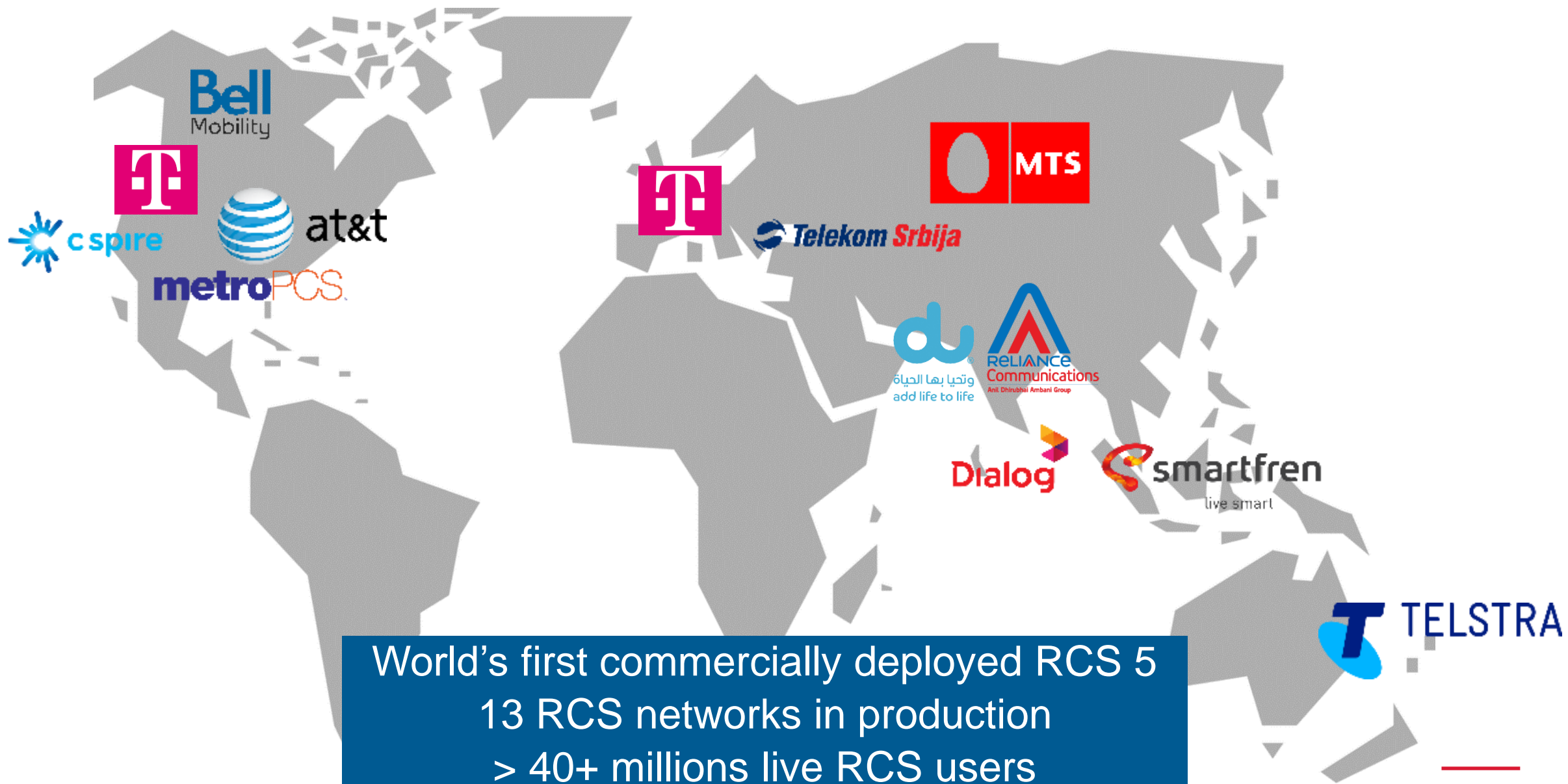
## MaaP enabling expansion of B2C messaging



Prototyping and PoC activities have started with MaaP with several major US operators

NFV RCS currently deployed into a major US operator





World's first commercially deployed RCS 5  
13 RCS networks in production  
> 40+ millions live RCS users

# Mavenir Messaging Strategy

Enabling carriers to address **\$74Bn** market

Protecting **\$6Bn** of revenue leakage

Enable the reach  
and core service



(RCS, SMS, MMS,  
RCS Hub)

Enable  
monetization



(from A2P platforms to  
MaaP)

Protect  
revenue



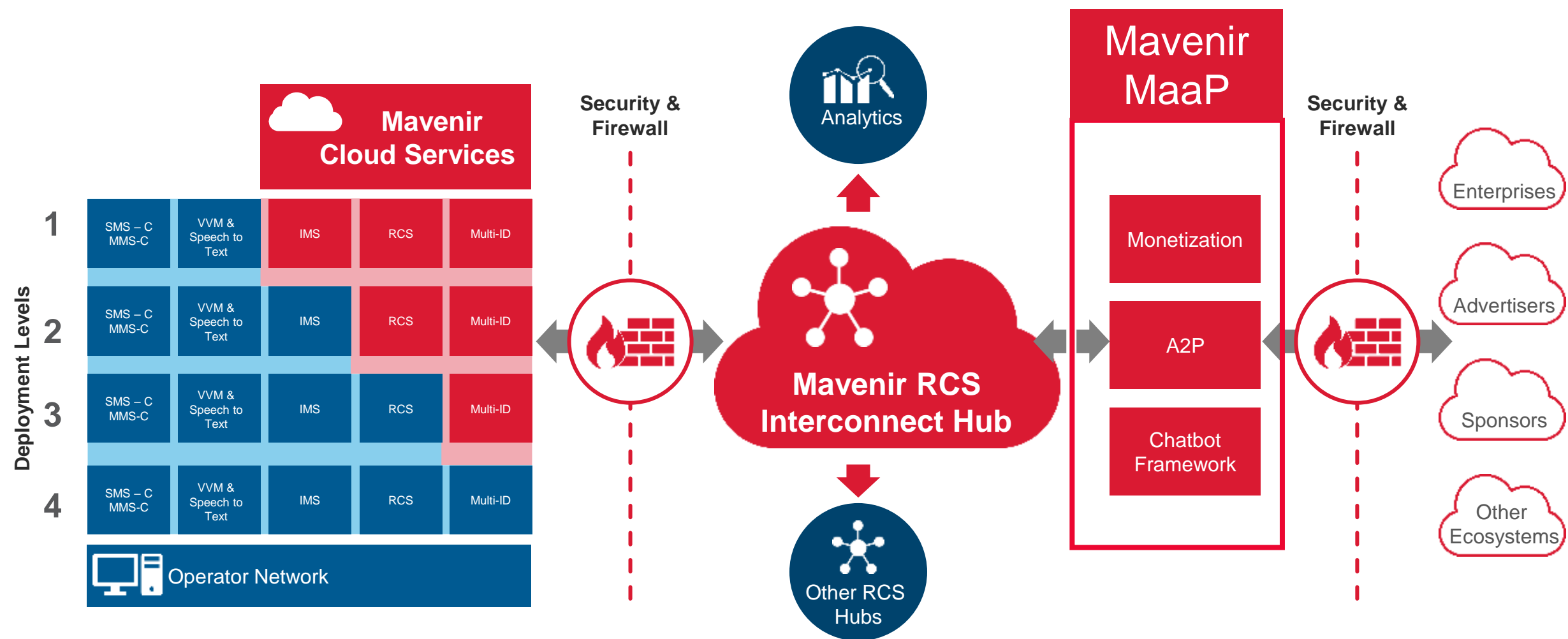
(machine learning  
real-time detection  
technology)

Expand  
to B2C



(Apple Business, OTT  
and Social networks)

# Mavenir Mobile Cloud Services for RCS





# Key Take Away

1

## Stay in Control

Operators ceding control of RCS messaging and ultimately voice ecosystems to 3<sup>rd</sup> party players lose not only customer data but essentially give up their very evolution

2

## You have Options

RCS options include both commercial and technical. Look for the solution that provides minimal barriers to entry for full suite of RCS services

3

## Our Vision

We seek to create a dynamic RCS ecosystem of partners working side-by-side building intelligent, flexible RCS solutions

4

## Immediate Opportunities

RCS services available as well as access to other compelling services such as the multi-identity, multi-line and multi-device service of Mavenir's Multi-ID solution.

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# THANK YOU