

# Sean Yoo

Director of Product Innovation

– RCS Program Manager

**Samsung**



# Samsung RCS/MaaP

Enabling powerful messaging experience

**Presented by Sean Yoo**

Samsung RCS Program Manager

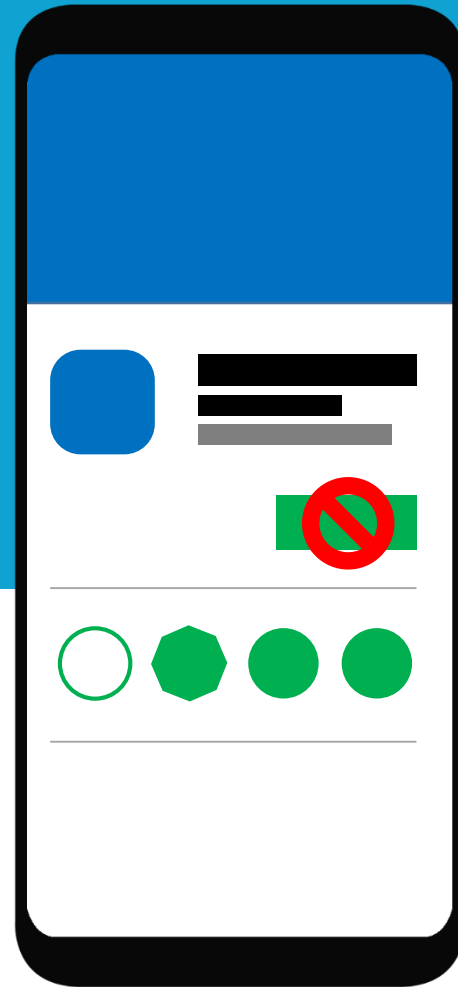
Director of Product Innovation, Samsung Electronics

# The Trend



0 App Download  
per Month

51%



1-2 App Downloads  
per Month

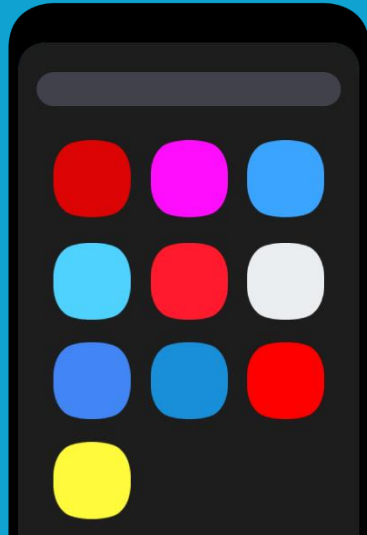
24%

\*comScore MobiLens, June 2017

<https://techcrunch.com/2017/08/25/majority-of-u-s-consumers-still-download-zero-apps-per-month-says-comscore/>

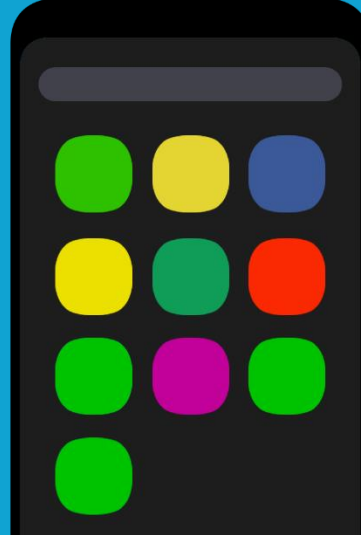
# Top 10 Apps with the Most...

## Usage Time per Usage



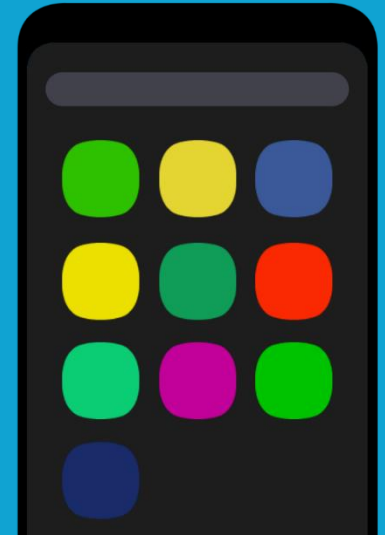
4 Video Apps,  
3 Game Apps,  
1 Browser App,  
1 Music App,  
1 GPS App

## Usage Time per Device



5 Messaging Apps,  
3 SNS Apps,  
2 Video App,

## Usage per Device



6 Messaging Apps,  
2 SNS Apps,  
1 Call App,  
1 Utility App

# Top 10 Message Apps Statistics

Usage Time  
per  
Usage

1 mins  
12 secs

Usage Time  
per  
Device

7 hours  
55 mins  
33 secs

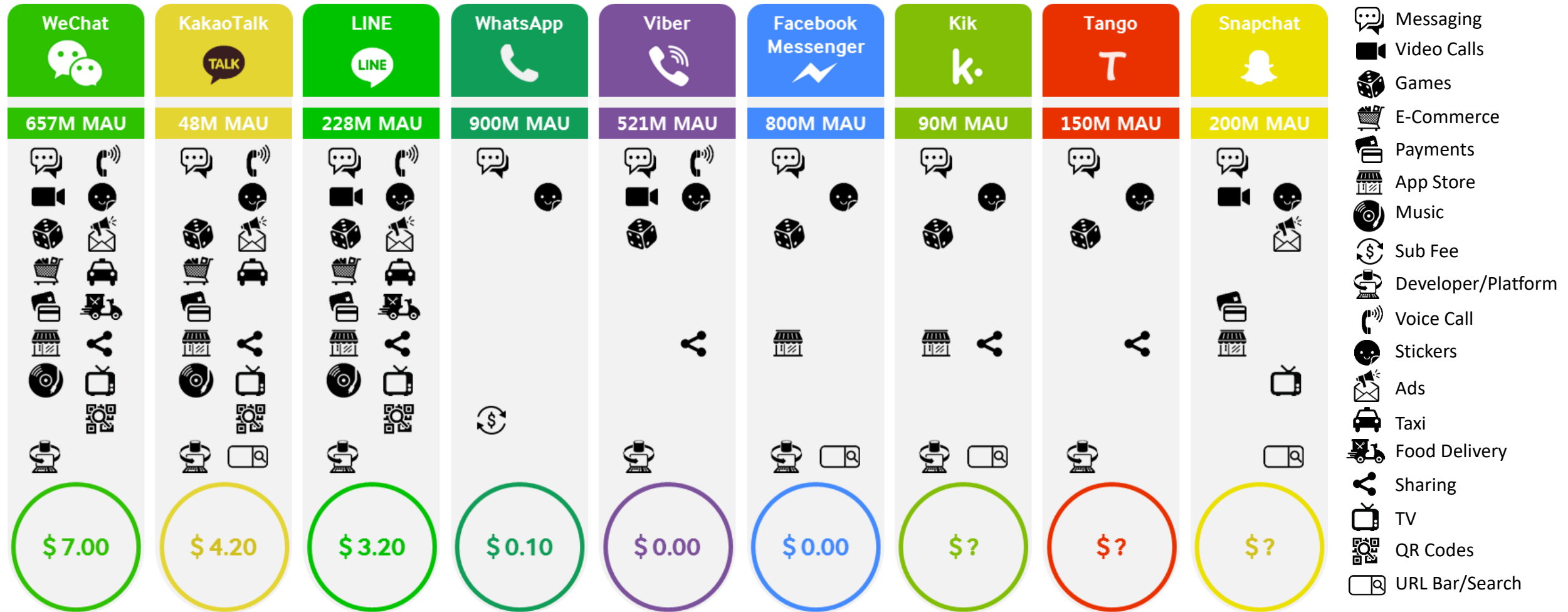
Usage  
per  
Device

369.7  
times  
per  
month

Top 10 Message Apps Statistics Average (Monthly)

# OTTs are leveraging its user base

OTTs are concentrating on customer engagement on their channels.



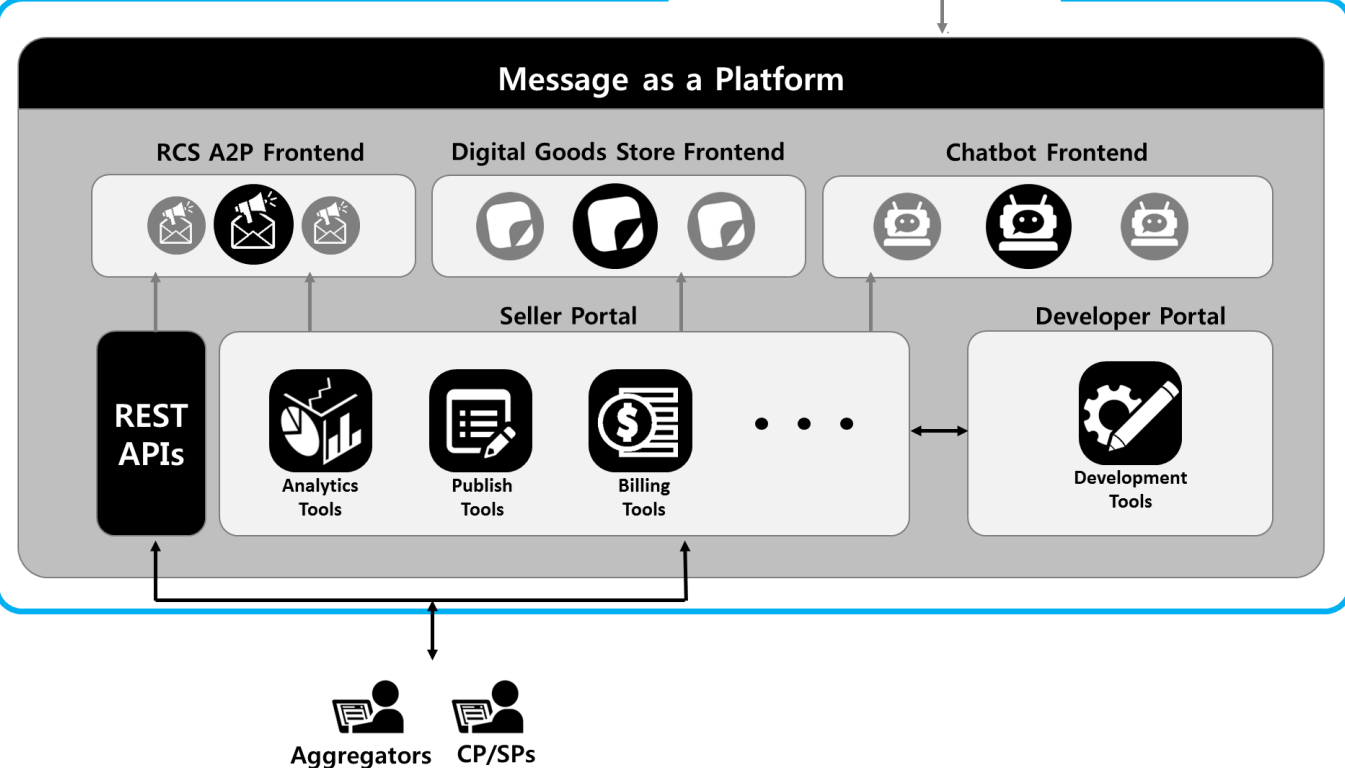
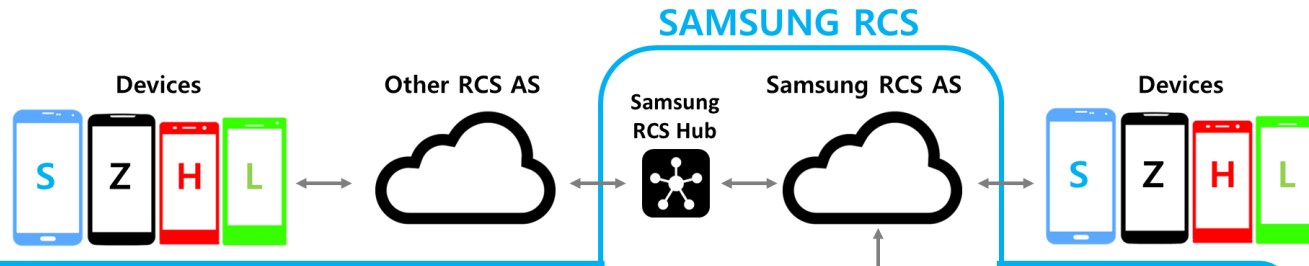
# So should we






SMS has the biggest MAU compared to other OTTs



# Samsung MaaP (1/3)

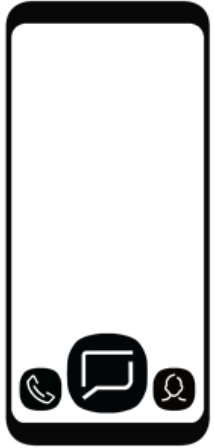
Samsung MaaP provides the complete package



- 
**RCS CLIENT**
  - UP Compliant
  - Preloaded & on Hot Seat
  - Open Device Support
  - Works on non-Samsung devices
- 
**DEVICE**
  - All in one IMS Stack
  - Maximized HW compatibility
- 
**NETWORK**
  - UP 1.0 & UP 2.0 Certified
  - Full IMS or "IMS in a box" Deployment
  - Global Launch
  - Compatible with other RCS clients
- 
**PLATFORM**
  - Message as a Platform
  - Chatbot Commercialization
  - Digital Goods
  - A2P Functionality
- 
**HUB**
  - RCS connection through HUB
  - Signal normalization
  - Local number portability & routing

# Samsung MaaP (2/3)

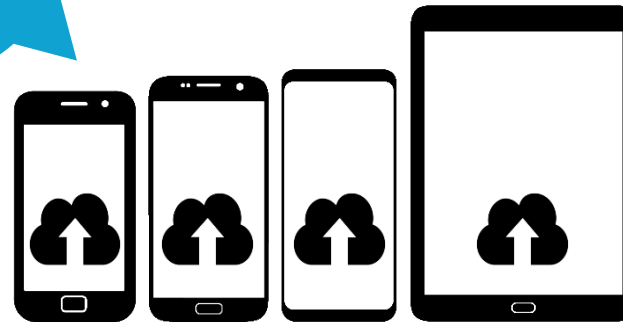
Native RCS MSG App



GSMA Compliant



Optimized for MaaP



Updates & Expansion

Leverages world's  
1<sup>st</sup> Samsung  
devices to the  
fullest

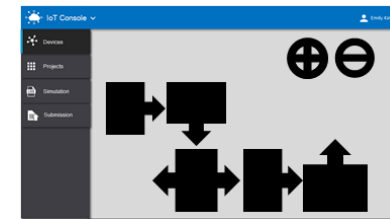
- Saves on acquisition cost
- Fully GSMA compliant
- Takes advantage of device's HW & SW
- Fast time to market
- Fast device updates
- Source code open via GSMA website

# Samsung MaaP (3/3)

## Fast & easy chatbot onboarding experience

### DEV WORKSPACE

- Intuitive & easy to use
- Chatbot development and launch on the fly



### BUILT-IN TOOLS

- NLU integration for smarter conversation
- Chatbot converter
- Tailored for target marketing



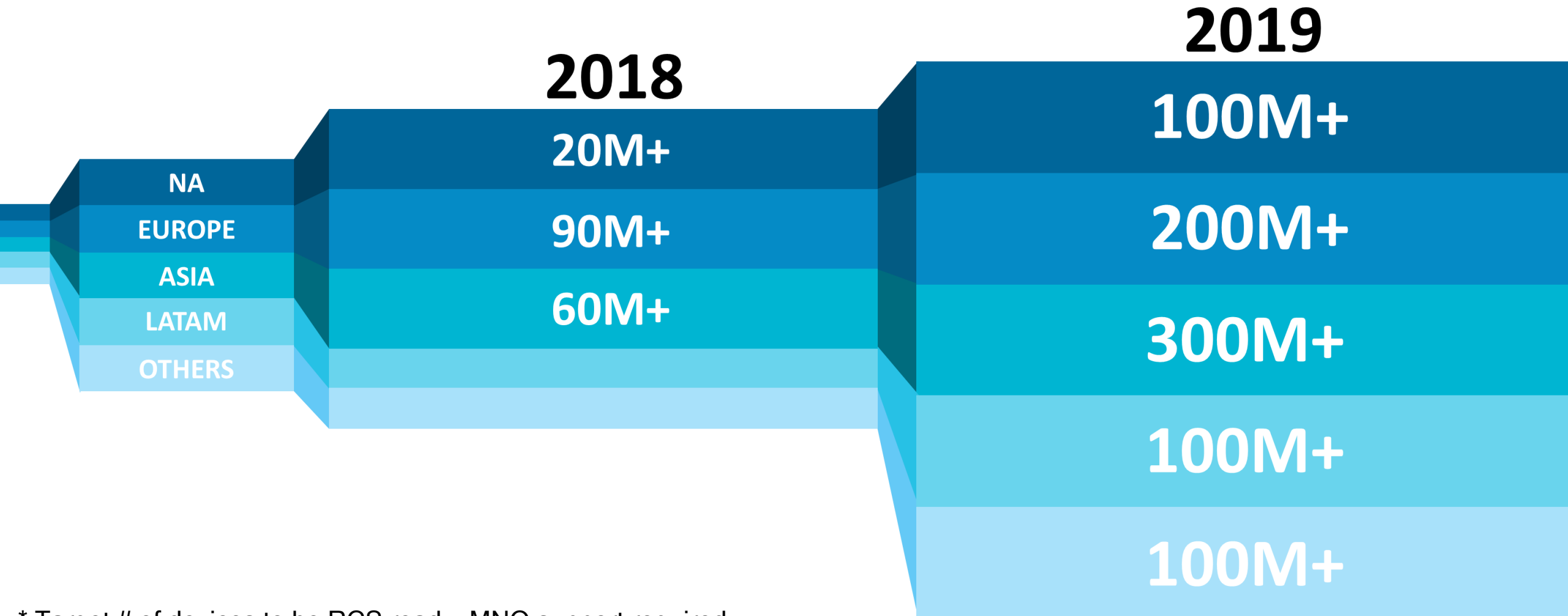
NLU



Analytics

# RCS Device Roll Out Plan

Samsung will update and roll out devices with RCS capability \*



\* Target # of devices to be RCS ready. MNO support required

# Win-Win for the Industry

For the industry, it is business as usual but with more abilities



**MNO**

- Increase messenger app use
- Increase customer retention
- Global scale service
- Decrease cost



**VENDOR**

- Versatile messenger app
- Improve user experience
- Increased competitive edge



**CREATOR**

- More customer exposure
- Less customer acquisition cost
- Continue the provision of premium content/service



Creating a new revenue stream for all industry stake-holders



**THANK YOU**