



FutureCommunication

a global platform for business-consumer communication

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**Legacy
Comms**

MultiScreen/MultiID

**Distributed
Ledger**

Chatbots

**Augmented
Reality**

VideoCall

IoT

AI

New Market Models

W i o S M E

Design principles for a Next-GEN Communication platform

1

Defend core assets

T Trust
R Reach
P Privacy

2

Monetize directly

Avoid indirect business model by monetizing user data
Provide analytics to your customer, but never sell data to 3rd parties

follow customer demand

Rich Business Messaging – risk or Opportunity?

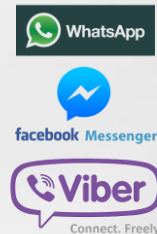
Risk

- Rich Business Messaging will cannibalize legacy Simple A2P Messaging
- WhatsApp, Viber, Facebook already exploring
- RBM based on RCS/SMS gives us the opportunity to cannibalize ourselves

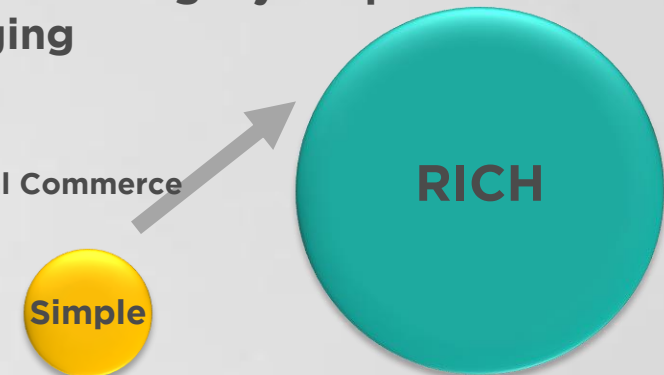
and

Opportunity

- Rich Business Messaging creates a significant business opportunity for brands
- RBM/Bots will be a platform for AI in CRM
- The market potential will multiply compared to legacy simple business messaging



Value pool
Conversational Commerce



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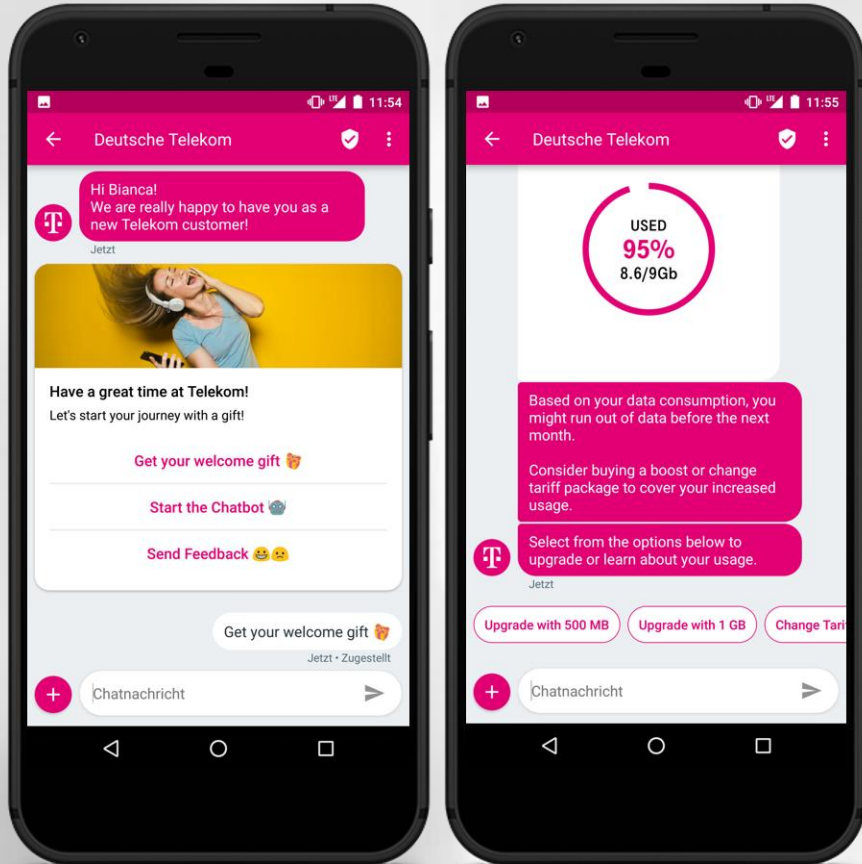
follow customer demand

?

Respect consumer!

Examples - DT branded bots

Customer Service



TV 2nd screen



Fan Bot (sponsoring brand)

