

RCS/MaaP status in Japan



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Part1 : Overview of P2P service.

 SoftBank

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**RCS by 3 Japanese MNOs.
P2P service launched in May 2018.**

プラス
+メッセージ
+message



**+message is a unified messaging service
by 3 Japanese MNOs.**

Inter-connected from day one of service launch.

KDDI

**NTT
docomo**



= SoftBank

3 Japanese MNOs have own backend PFs, with 1) unified specifications, 2) unified service name, 3) unified UI/UX



1) unified specifications

→ adoption of GSMA RCS standards

2) unified service name

→ simple & easy to understand for customers

3) unified UI/UX

→ same RCS service features between 3 operators

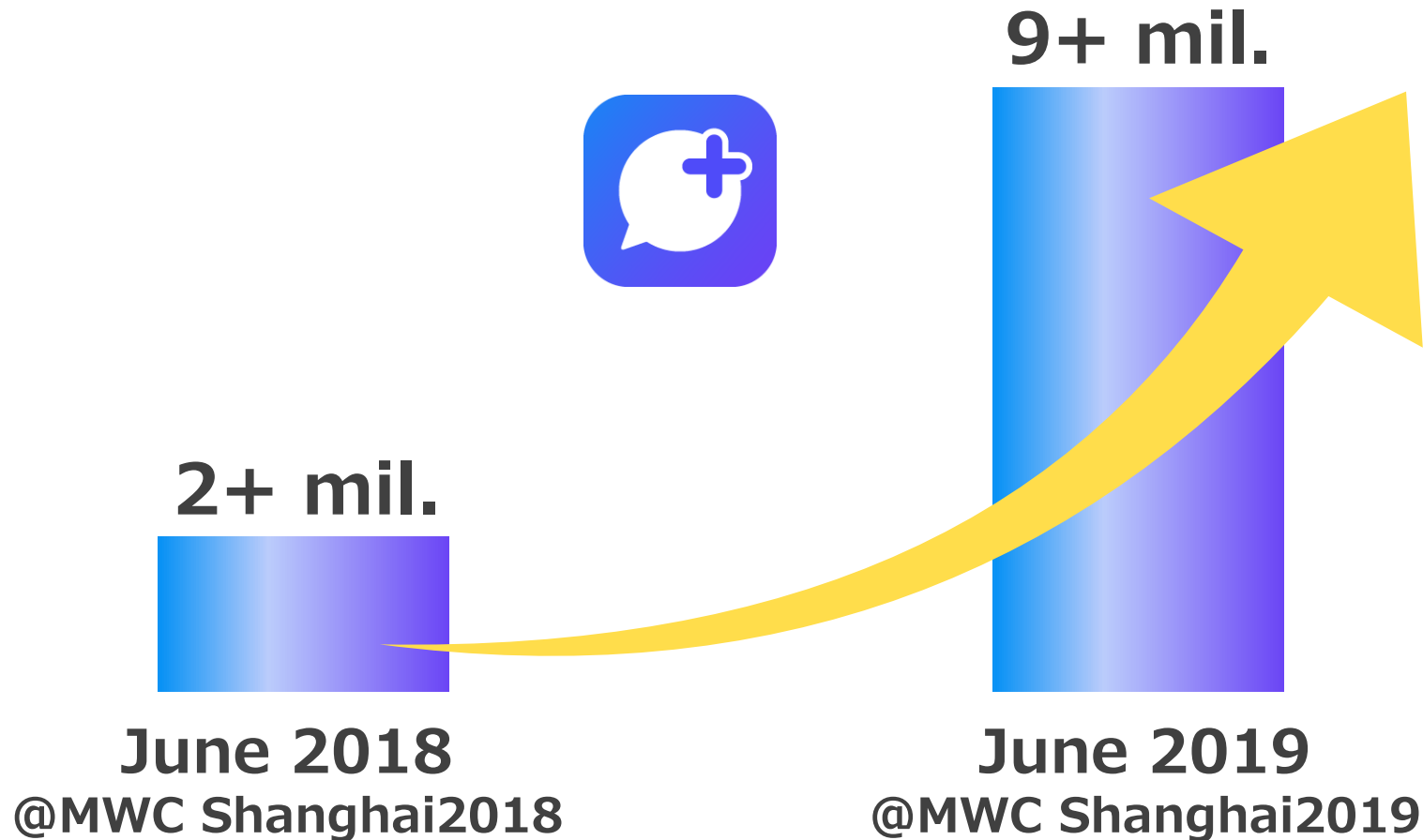
KDDI

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9+ million users in total at June 2019 (Android & iOS)





Market reactions of P2P service is positive.

MSN only

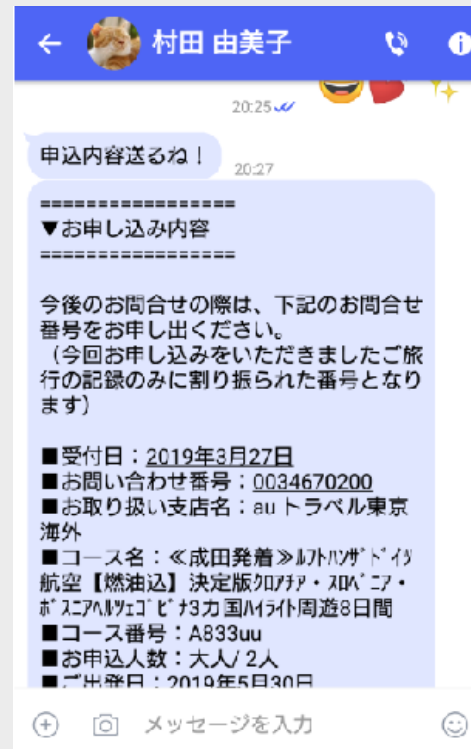
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Texts of course



Also rich content





With families



With friends



For businesses as well



Part2 : MaaP service features.



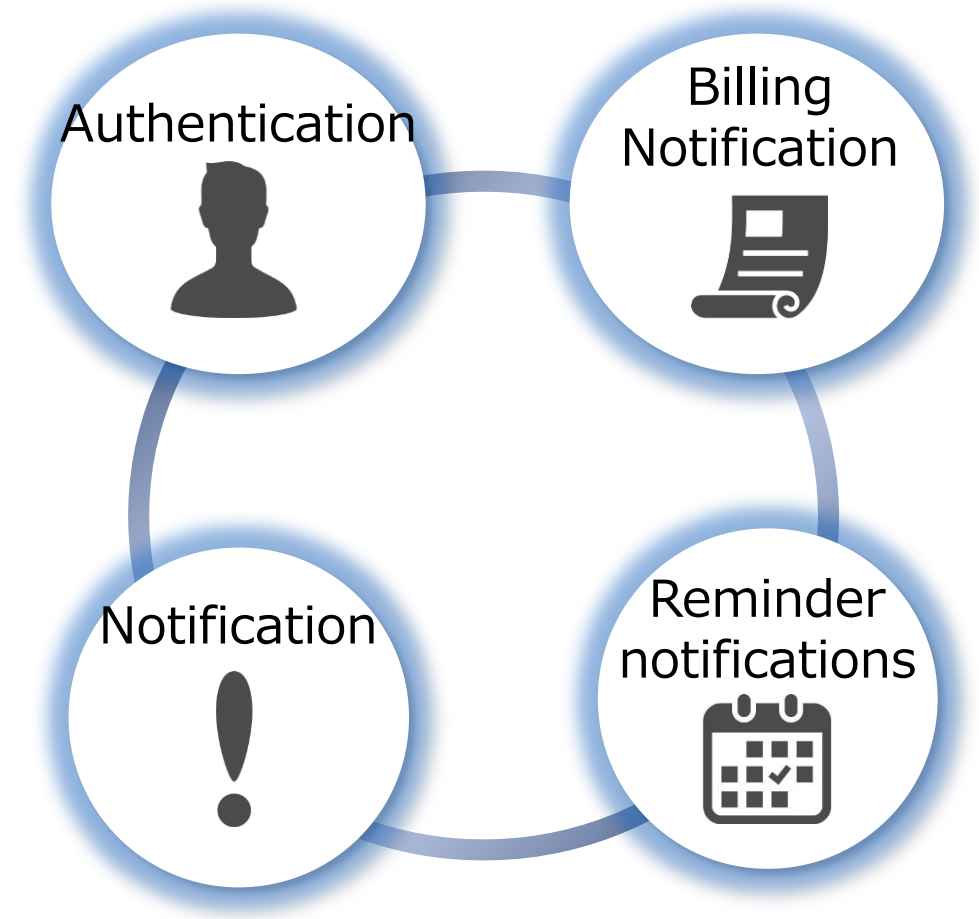
Shin MITSUHASHI

SMS Business Messaging in Japan

A2P SMS Business is growing year by year

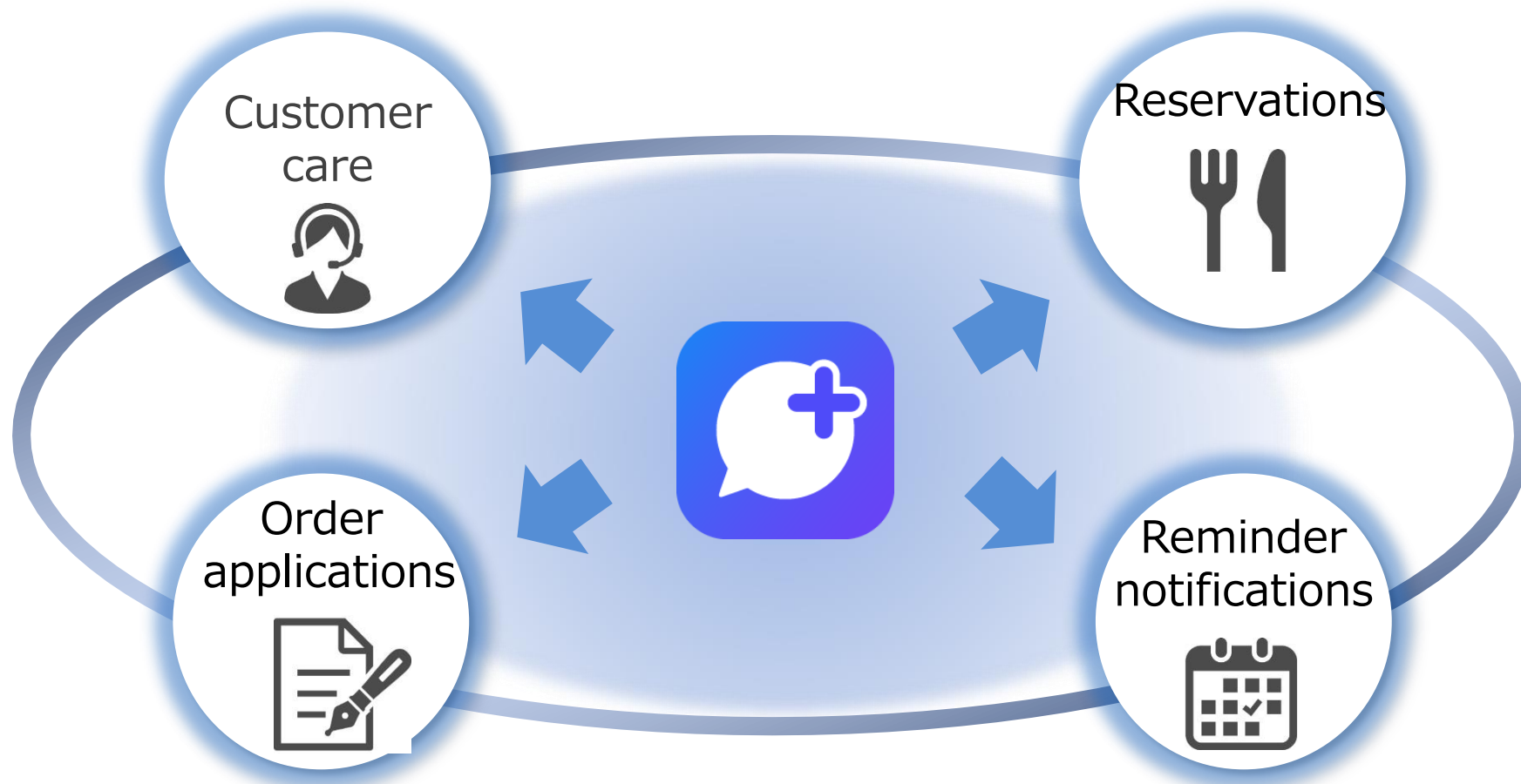
Reason for use

- Authentication by MSN
- Opening rate is higher than postal service, e-mail
- Cheaper than postage, call



RCS Business Messaging in Japan

Consumers engage directly with multiple brands by two-way communication from +message platform



Joint press conference with 3 carriers on April 23rd, 2019. Announcement of MaaP service launch plan.

100+ press members, incl. national TVs, newspapers.

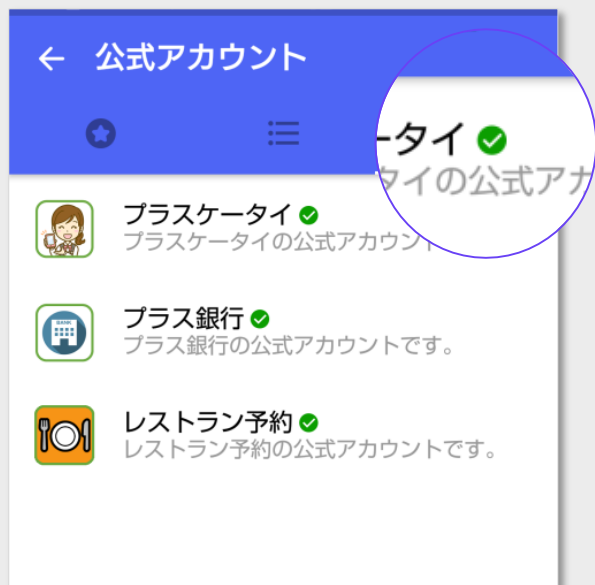




“Official Account” service for Brands & Chatbots

Trust & Security

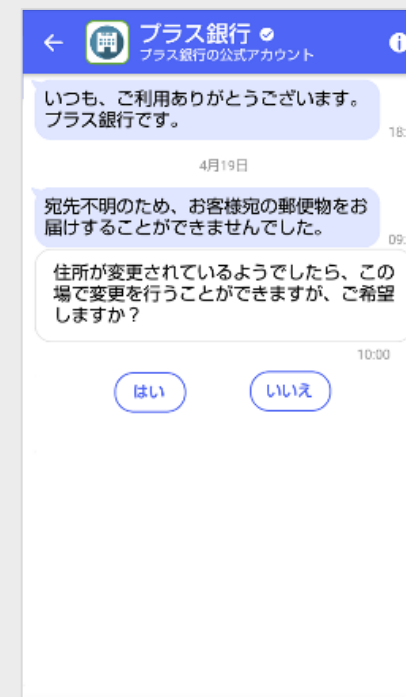
Brands & Chatbots are verified & authenticated by MNOs



Verified Marks

Convenient

Rich Cards, Carousels, Suggested Chip List



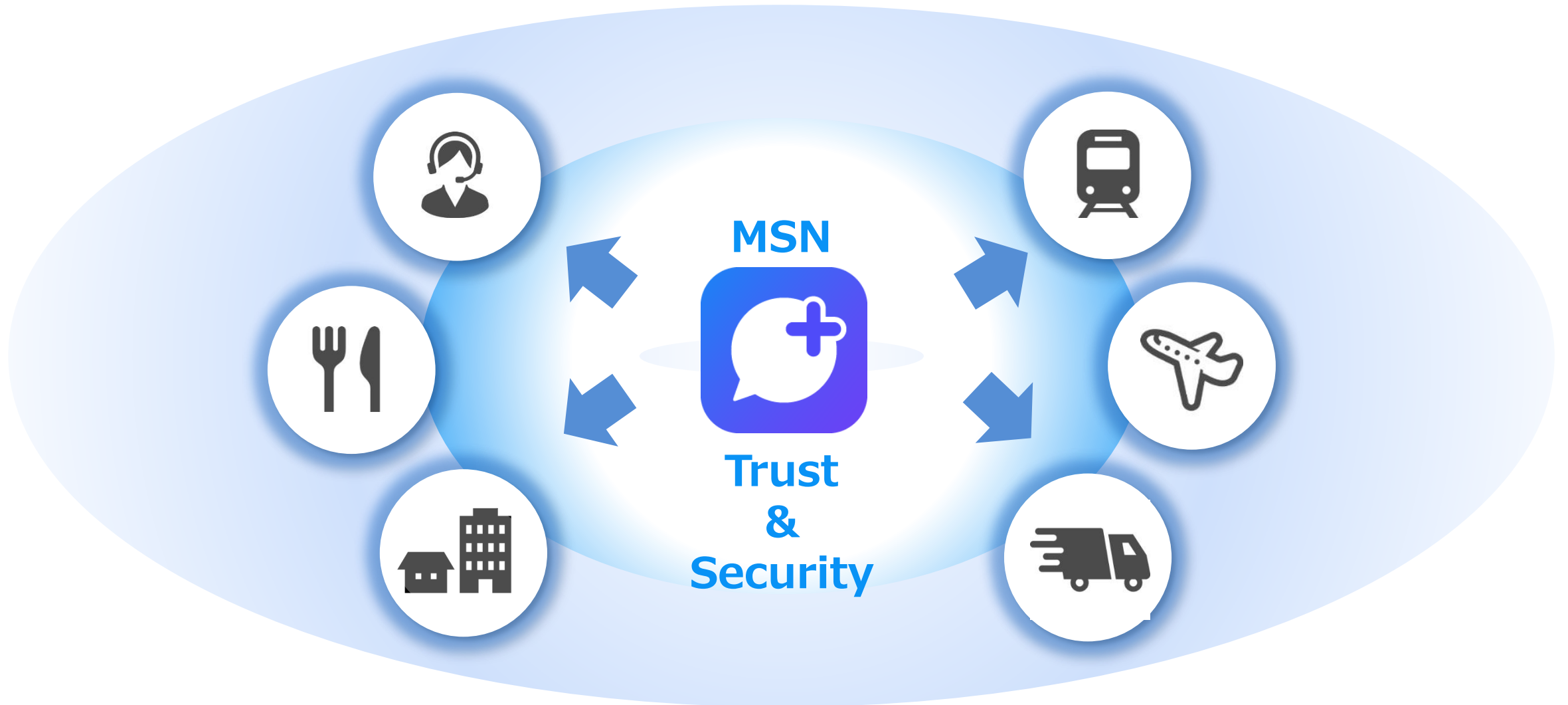
A2P and P2A functions from day-one of service launch: Discovery & Search

Deep Links

Chatbot Store

An icon of a web browser window with the letters 'WWW' inside. To the right of the window is a grey button with a blue speech bubble icon and the text '+message'.

Open Platform for various verticals & use cases



Part 3 : Commercial MaaP use cases.



Hideyuki KOTO

MaaP services in Japan.

KDDI launched in May.

Docomo & SoftBank will launch after Aug.



KDDI MaaP/Chatobots

3 initial own-services/bots

Other brands expected

- 1) Customer Care
- 2) Device Promotions & Sales
- 3) E-Commerce

Basic UI/UX

In-App. Subscription/Opt-in



Rich Cards & Carousels



KDDI Accounts:

1) Customer Care

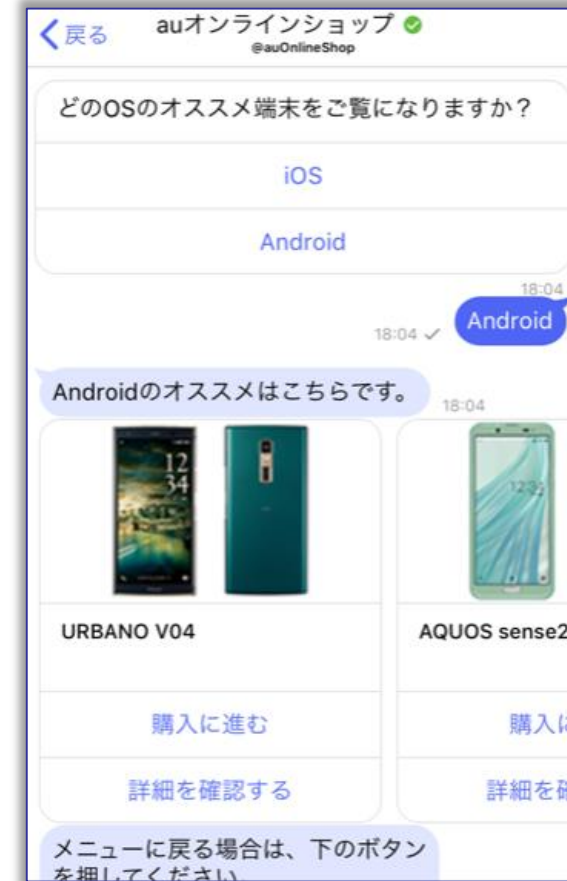


Automatic KYC using MSN.

Personal assistance & support.

Real person/operator to help YOU.

2) Device Promotions



AI assisted bots

w/ NLP search

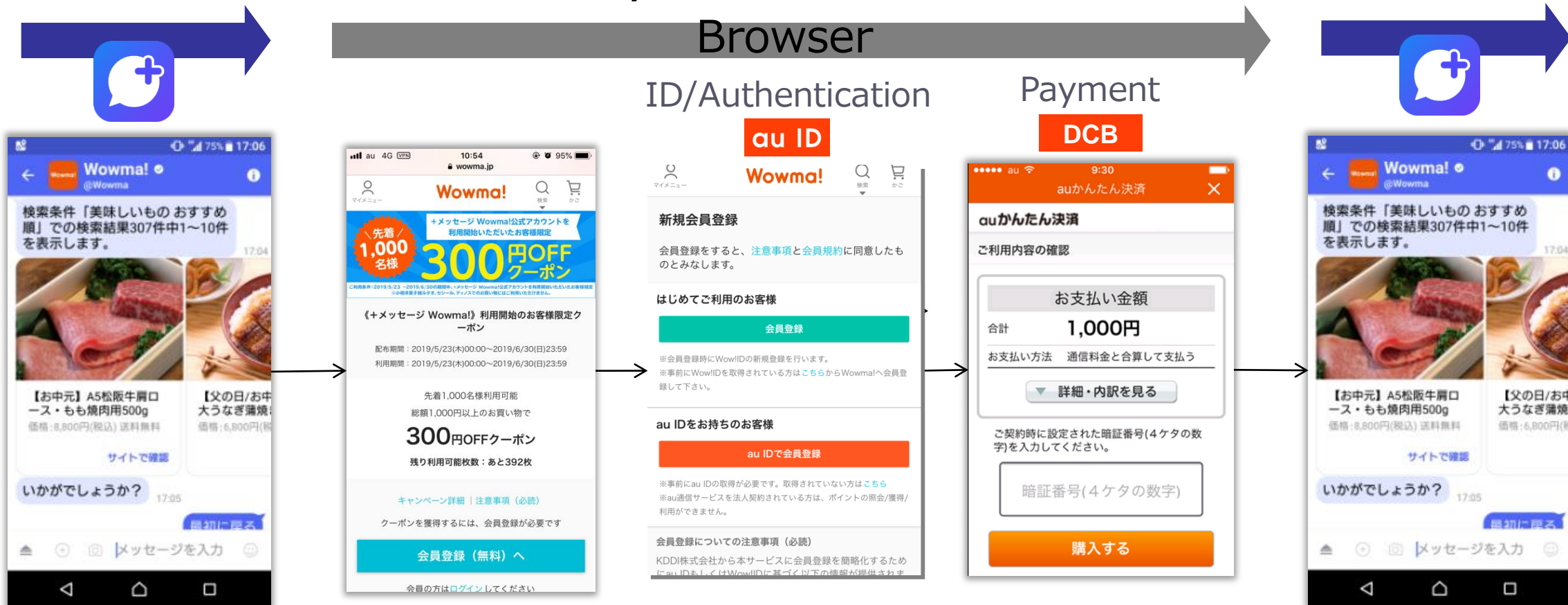
Personalized recommendation for YOU.

KDDI Accounts:

3) E-Commerce bots.

UX of Conversational Commerce

ID/Authentication & Payment via browser



Other expected use cases to come...

Banks



Restaurant reservations



Upgrade +message to enhance functionality & convenience for our customers



^{NTT}
docomo

KDDI

 **SoftBank**

- 
- Universal Profile
 - MVNOs
 - Global inter-connect

Thank you!

プラス
+メッセージ
+message

