

GSMA™
Thrive



RCS Live: The Rich Future of Business Messaging

29 October 2020

Thrive North America

GSMA™
Thrive

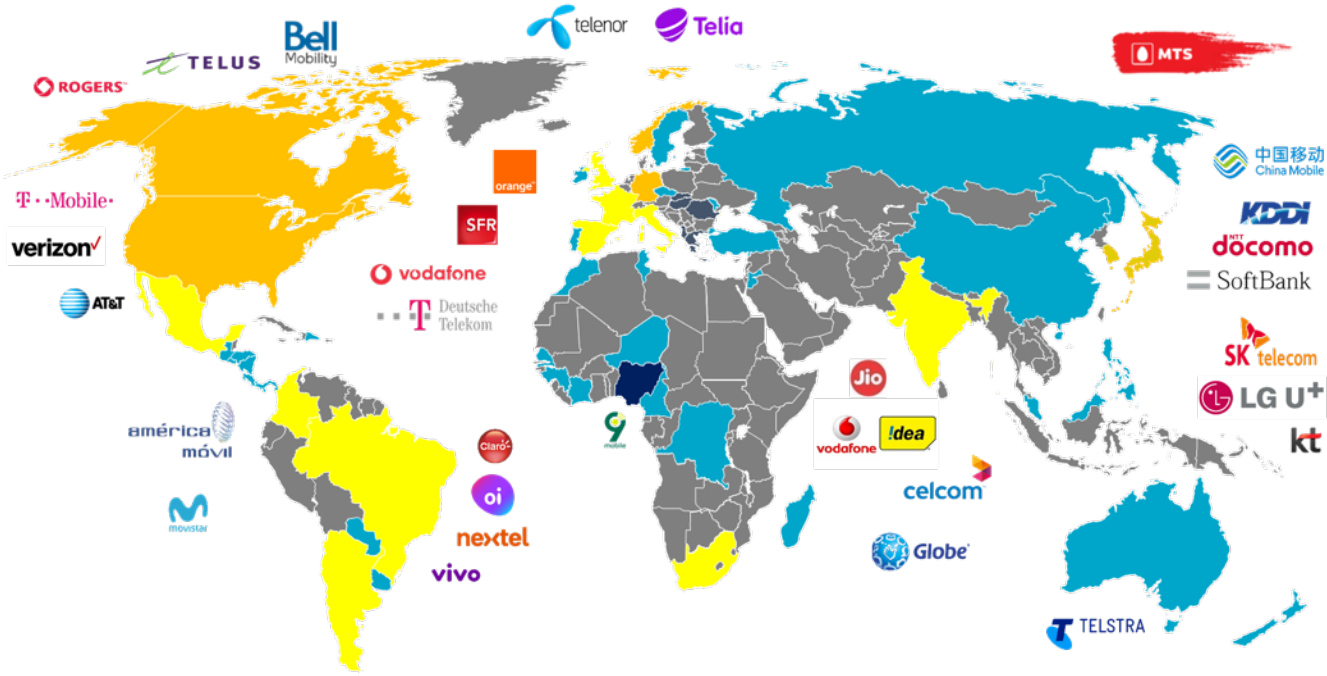
Welcome

Henry Calvert

Senior Director, Group Technology | GSMA



GSMA™ Thrive RCS Momentum



90

100+

473m

1Bn

\$72bn*

* Estimated value by 2021

Thrive Universal Profile Releases

Universal Profile 1.0

- HTTP Configuration
- Capability Exchange
 - SIP OPTIONS or Presence
- Messaging
 - Technology selection: RCS or xMS
 - Rich 1-to-1 and Group Chat
 - With fallback to SMS for 1-to-1
 - File Transfer
 - Location sharing
 - Audio Messaging
 - Message Store
- Enriched Calling
- IP Voice and Video calling
 - Mostly VxLTE/VxWiFi

Universal Profile 2.0/2.1

- *Business Messaging*
 - A2P and P2A
 - Chatbot Information
 - P2A directory
 - Anonymisation
 - Spam protection
 - Rich Cards, Carrousels and Suggested Chip Lists
- Configuration improvements
 - OpenID connect authentication
 - Framework for client verification
- Group Chat and File Transfer improvements
 - E.g. administrator role
- RESTful interface for Message Store
- Plug-ins - Removed in UP 2.4

Universal Profile 2.2/2.3

- *Business Messaging*
 - Chatbot Search
 - Chatbot Verification
 - Link format for Chatbots
 - Simplified anonymization concept
 - Alternative transport option (2.3)
 - Configuration
 - EAP-AKA based authentication (2.3)
 - Enriched Calling
 - Pre-Call based on VoLTE signalling (2.3)

Universal Profile 2.4/2.5

- *Business Messaging*
 - Webviews
 - CSS Stylesheets for Rich Cards
 - Persistent Menu
 - Consistency improvements for Rich Card representation
 - Generic Addressing Model (2.5)
 - Vanity IDs
 - Mapping to local Service ID
- Messaging
 - Bookmarking of threads
 - Bookmarking of messages

UP 1.0 – Nov 2016

UP 2.0 – Jun 2017

UP 2.1 – Dec 2017

UP 2.2 – May 2018

UP 2.3 – Dec 2018

UP 2.4 & UP 2.5

16 Oct 2020