Mavenir Unveils its RCS Cloud Platform

RICHARDSON, TX – March 20, 2017: Mavenir, the global leaders in software-defined infrastructure solutions with a world-leading installed base of advanced messaging solutions that support more than 3.5 billions of subscribers across 350 operators, today announced the launch of its cloud-based Rich Communication Services (RCS) Platform and Hub, further expanding its globally deployed suite of flagship RCS solutions that support tens of millions of subscribers worldwide.

With its new RCS Platform and Hub, Mavenir provides Communications Service Providers (CSPs) with an innovative approach to quickly and efficiently deploy secure and advanced communications, while capitalizing on new monetization services but without the high costs and complexity associated with large-scale network infrastructure projects.

The Mavenir RCS Platform can be easily deployed either directly in the operator network, as a Mavenir-hosted model or managed across a hybrid model that results in a combination of both. This unique approach, allows CSPs to decide which functionalities they want to remain in their network, such as customer data - bringing back control to the operators and expanding their role in the digital economy.

To underscore its commitment to value-added RCS evolution, the company has also ensured its RCS platform provides an open environment that can leverage the innovation of the wider industry ecosystem so that CSPs can fully benefit from the emerging opportunities of RCS.

"We've listened to our service provider customers across the world who want a new approach to RCS, something that lowers the barriers to entry, enables faster deployment options and drives new monetization opportunities," said Pardeep Kohli, President, and CEO at Mavenir. "As a leader in software-based, virtualized network solutions with messaging systems at our core, no one understands RCS better than Mavenir, having the largest global installed base of SMS, MMS, Voicemail and RCS systems, and carrying billions of messages every day across the world. Our RCS Platform and Hub can meet CSPs advanced communications requirements, where we can connect them to other service providers and ultimately to billions of subscribers, without the efforts of building out their own networks. One of our strategies is to enable connectivity of SMSC and MMSC to our cloud-based RCS Hub for convergence and backward compatibility."

These new additions to Mavenir's suite of RCS solutions, provides CSPs with greater control over their RCS deployment options, driving openness and interoperability. Key benefits include:

- Operators can remain in control of the messaging ecosystem and customer data.
- Time to market of services is reduced from months to weeks for a full suite of RCS services that meet GSMA's RCS specifications and Universal Profile standards.
- Accelerates the ability to extend offerings to include fully converged IP messaging solutions.
- Access to additional monetization opportunities via new services such as Multi-ID, Chatbots, and Messaging as a Platform (MaaP).
- The integrated solution also supports a wide range of RCS-enabled devices and contains the latest network-based Security, Spam, and Fraud protection using Mavenir's machine-learning-based Spam and Fraud Platform and Signaling Firewall.
- An open and interoperable RCS ecosystem not dominated by 3rd party providers.

Mavenir's unique offering in RCS solutions is underpinned by its dedication to driving an industry-wide ecosystem, open to any business who plays a part in advanced communications. This will support the rollout of richer experiences to device users and provide CSPs with access to new monetization channels from enterprise application to person (A2P) flows to dynamic mobile marketing and chatbot frameworks. Such a capability is critical, as CSPs move to NFV environments, and start to support the Internet of Things (IoT) and 5G network traffic.

"Achieving global scale remains a challenge for RCS," said Pamela Clark-Dickson, lead analyst, Digital Communications and Social Networking at Ovum. "If RCS is to succeed, it will require more operator RCS deployments, more interconnection between operators' RCS services, greater penetration of interworking native RCS clients such as Android Messages, and an ecosystem that enables monetization, including engagement between enterprises and consumers."

"As an industry, we can create incredible business opportunities from RCS, IoT, and 5G, and it is our job to ensure our CSP customers can continue to grow lucrative new revenue streams from the latest services. Their success is our success, and a key principle of our business is to work side-by-side with CSPs to build intelligent, flexible solutions which can be the catalyst for innovation and growth. Together with our partners of more than 350+ operators, we can accelerate next-generation communications for our combined 3.5 billion subscriber base, moving them into the future. Unlike other widely-publicized over-the-top (OTT) solutions, with the Mavenir platform, CSPs will remain in control of their services and subscriber data and can launch tailored new offerings to suit users' behaviors, generating revenue quickly without having to build out their RCS networks from scratch. They can simply connect to the Mavenir Cloud for immediate access to infrastructure and services," concluded Kohli.

Mavenir's industry-first commercially available RCS solution currently handles live traffic for millions of subscribers globally, supporting numerous customers and devices.