

Mavenir's RCS Business Messaging Ecosystem Ready to Accelerate New Revenue Opportunities for MNOs

RCS-ready chatbots, enablers and business applications—pre-integrated with Mavenir's Messaging as a Platform (MaaP) solutions

RICHARDSON, TX., August 15, 2019 – Mavenir, the world's leading messaging and Rich Communications Services ([RCS](#)) provider, today announced its RCS Business Messaging (RBM) Solution is ready to accelerate revenue generation for Mobile Network Operators (MNOs) with a solid ecosystem of partners. This ecosystem is prepared to bring brands and content onto the RCS channel, expanding the A2P messaging revenue and opening new revenue opportunities in conversational commerce, customer service and digital advertising for mobile operators.

Mavenir's global RCS Business Messaging Partner Ecosystem program [launched in August 2018](#) consists of a growing community of industry-leading messaging partners that focus on delivering a compelling business-to-consumer (B2C) messaging ecosystem for MNOs to become the mobile messaging platform of choice for advertisers, brands, content providers and enterprises. In its first year, the ecosystem has grown to 60 members, including aggregators, chatbot and business application developers, and Communications Platform as a Service (CPaaS) providers, and has been key to accelerate Mavenir's six RCS Business Messaging deployments in Europe and North America that are expected to go live before the end of the year.

This [ecosystem of partners](#) enables MNOs to quickly start generating revenue from business messaging, providing a broader range of services for enterprises and brands, and resulting in a clean channel and single point of integration, while retaining control of the relationship with brands, aggregators and end-users.

"The success of RCS Business Messaging for mobile operators, depends on the Enterprise's ability to deliver richer and faster consumer engagement," said Guillaume Le Mener, SVP/GM, Business Mobility Solutions, Mavenir. "The rapid growth of Mavenir's Partner Ecosystem, including enterprise experts such as LivePerson and Twilio, demonstrates an increasing interest in RCS as a B2C channel for businesses to engage with today's 257 million RCS monthly active users. The ecosystem will be a critical success factor combined with our vast RCS messaging expertise, collaboration with GSMA, and mobile operator reach to make RCS business messaging the channel of choice for mobile engagement with GSMA's forecasted 831 million RCS users by 1Q2021^[1]."

The [Mavenir RCS Business Messaging](#) solution enables brands, aggregators, content providers, enterprises and MNOs to monetize RCS messaging technologies and provide rich, multimedia end-user experiences from the native messaging application on mobile devices.

The time to market advantage is getting business applications ready to use the RCS channel ahead of time, allowing them to integrate into the MNO's RCS deployment in a matter of days.

Some key facts about RCS momentum:

- Global MNOs are planning launches of RCS Business Messaging this year.
- Already supported in Samsung Messages Client embedded in the latest Samsung Android Smartphones.
- Mavenir also provides a downloadable mobile client for MNOs that want to take that approach in their market.



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To learn more about RCS Business Messaging or Mavenir's ecosystem, visit <https://mavenir.com/business-messaging-ecosystem>.

[1] GSMA Global Forecast for RCS Growth