

RCS Business Messaging enables brands, aggregators, enterprises and MNOs to monetize RCS messaging technologies

RCS Business Messaging

Mavenir's RCS Business Messaging solution is a cloud-based carrier messaging solution that leverages [Rich Communication Services](#) (RCS) and [Messaging-as-a-Platform](#) (MaaP) technologies to monetize the wireless assets of mobile network operators (MNO).

Over the top (OTT) messaging applications—such as WhatsApp, LINE, Facebook Messenger or Telegram—decimated the MNO's peer-to-peer (P2P) messaging revenue and are now coming after their [application-to-person](#) (A2P) revenue using the same strategy of providing a richer multimedia messaging experience to the consumer but, this time, targeting brands and aggregators looking to provide a better customer experience. With new business-oriented services such as WhatsApp for Business, LINE Partner, or Facebook Messenger for Business, OTTs are seeing an opportunity to capture lucrative A2P traffic as users move from plain text into rich messaging.

Mavenir's RCS Business Messaging solution allows MNOs to protect their growing A2P revenue by providing a fast and simple solution to implement RCS messaging into the wireless network, from the cloud, with full compatibility with GSMA Universal Profile clients—such as Google Android Messages or Samsung Messages—and facilitating the integration of enablers such as chatbots, mobile payments and other messaging based applications to enable MNOs and aggregators to strategically position themselves as key players in the business-to-consumer (B2C) messaging market.



Enhancing Business-to-Consumer (B2C) Messaging

According to GSMA, SMS remains the world's largest messaging platform with 4 billion monthly active users (MAU) and 2 trillion messages exchanged in 2017, and the SMS-based business to consumer (B2C) market is worth USD \$60 billion.

With conversational and group messaging, picture sharing, audio and video, rich cards, and delivery and read receipts—among other features—RCS turns the smartphone into the kind of digital billboard that is coveted by brands. Because RCS provides a seamless evolution—with SMS/MMS fallback—those 4 billion SMS users can be converted over time by updating the software on their devices or gradually with the device renewal cycle.

Contrary to the OTTs offering, this represents an unfragmented mobile ecosystem that is very attractive to brands due to its reliability, security and reach, and opens up a massive B2C messaging market, which the GSMA has estimated around USD \$125 billion.

Mavenir's RCS Business Messaging allows MNOs to stand out from the OTT noise by offering brands and aggregators a messaging solution that has the attributes they covet:

- **Reach**—Any consumer with a mobile phone number and an RCS compatible device (159 million monthly active users in 1Q2018 and expected to reach 450 million by 2020, according to GSMA) and backwards compatibility with MMS or SMS only devices

- **Clean Channel**—ensuring the conversation between the brand and the consumer is private and the content will not be shared with third parties for other purposes (e.g.: advertising)
- **Richness**—the RCS Universal Profile provides a baseline that all clients and devices support for rich multimedia capabilities such as images, audio, video, rich cards (single or in carrousel), pre-configured response buttons, QR codes and more.
- **Reward**—our solution also includes ad-sponsored messaging that allows opt-in consumers to receive advertisements within their conversations based on keywords and be rewarded with minutes/megabytes/points or other assets.
- **Privacy and protection**—with business authentication and authorization that assures the consumers they are interacting with the real brand and lets them finalize the conversation whenever they want, opting out from receiving additional messages

Mavenir, the industry leader in messaging with a 39% share of the RCS market, 13 active RCS deployments and more than 25 million activated RCS clients, is the right partner for MNOs looking to succeed in the growing RCS Business Messaging market.



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ENDLESS USE CASES

- Security and Authentication**
Two factor authentication, order confirmation, password resets...
- Alerts and Reminders**
News, updates, account status...
- Location Based Offers**
Restaurants, shows, special sales, promotions...
- Bills and Payments**
Paperless bills, pay via message, disputes...
- Insurance Claims**
Open claim, take photo and attach to claim, select repair location...
- Customer Service**
Technical support, customer care, upsell services...
- Surveys**
Customer satisfaction, market pulse, event attendance forecasts...
- Appointments**
Schedule, cancel, re-schedule...
- Public Announcements**
Incidents, extended hours, flash sales, changes of schedule...

WHY MNOS SHOULD HAVE THEIR OWN BUSINESS MESSAGING SOLUTION

For brands to see mobile messaging as the ultimate digital billboard, a business messaging solution needs to provide rich communications that reach the highest number of eyeballs possible while ensuring compliance with security and privacy regulations and, most importantly, the guarantee of a clean channel to the consumer that is not harvested for metadata that can be sold to their competitors for advertising purposes. Outsourcing your messaging services can put many of these factors at risk. Read about all the implications in our whitepaper: “Boosting Enterprise Revenue with Mobile Messaging”

READ THE WHITEPAPER

PARTNER PROGRAM:

The Mavenir RCS Business Messaging Partner Program allows service partners to integrate with Mavenir's RCS and [Messaging as a Platform](#) (MaaP) solutions expanding their market reach to all the MNOs using Mavenir's RCS Business Messaging solutions, and accelerating service deployment for MNOs, which can now access to a broad range of pre-integrated messaging enablers from their Mavenir messaging solution.

Mavenir's Business Messaging Ecosystem is the bridge that connects mobile operators to the future of B2C interaction by allowing partners to pre-integrate with Mavenir's solutions and make their messaging-based services available to more than 250 Mavenir MNO customers globally, reaching nearly 3 billion mobile messaging subscribers (500 million of which are already RCS enabled). It's a win-win situation where the MNO can obtain revenue from business messaging faster by delivering a broad range of services to the enterprises, and the partner can increase their profitability by obtaining more income from a larger market and minimizing the cost of selling and integrating individually with each MNO.

To see a full list of partners, or to enroll as a partner

[Click Here](#)

