Syniverse and Mavenir Partner

Syniverse and Mavenir Partner to Accelerate RCS Business Messaging

An industry first, global solution to simplify messaging reach for brands and fuel A2P revenue opportunities for mobile operators

TAMPA, FL & RICHARDSON, TX – September 11, 2018: Digital transformation leaders Syniverse and Mavenir, have partnered to bring to market a complete and secure cloud-based Rich Communication Services (RCS) business messaging as-a-service solution.

RCS business messaging allows enterprises to engage with consumers from a single platform for everything from making restaurant reservations to customer service interactions. With the Syniverse and Mavenir solution, operators can enable enterprises to create an "app-like" experience within the native messaging icon, through a simple, globally-connected platform without the need to develop new standalone applications. Specifically, the offering encompasses on-boarding, vetting and billing of brands and aggregators to allow mobile operators to deliver richer business-to-consumer (B2C) as well as peer-to-peer (P2P) user experiences to their subscribers using RCS messaging.

"Until now, operators could not offer businesses ways to deliver these rich engagements with consumers without both the consumers and businesses having to juggle numerous apps or navigate a fragmented market of social chat applications," said Bill Hurley, Chief Marketing Officer, Syniverse. "Together with Mavenir, we've simplified this challenge by offering mobile operators a one-stop solution of advanced mobile messaging capabilities, enabling the operators to preserve existing application-to-person (A2P) messaging revenue and capture new revenue streams from rich business messaging. Specifically, our RCS solution provides faster time to revenue, frictionless onboarding of brands and brand aggregators, and a clean communications channel where business-to-consumer (B2C) interactions are not harvested for metadata to be sold to the highest bidder."

Despite rising growth in social media messaging platforms that attempt to offer rich messaging experiences, text messaging – or SMS – continues to be the only universal communication channel that can reach any user. Unlike the fragmented over-the-top messaging platforms, RCS is the GSMA's official evolution of SMS and is gradually replacing the SMS service built into mobile devices, guaranteeing—in the near future—message delivery with global reach to any consumer with a mobile phone number.

The carrier-grade solution created by this partnership eliminates the complex business agreements and technological requirements that have previously slowed mass uptake of RCS. Syniverse supports financial clearing and settlement to ensure that Communications Service Providers (CSPs) capture revenues regardless of whether the message is being sent from a business application to a person (A2P) or a person to another person (P2P). Mavenir provides virtualized RCS network elements, Messaging as a Platform (MaaP), RCS client components, SpamShield, revenue assurance, chatbot builder and chatbot lifecycle management platform.

"Mavenir is bringing deep expertise and knowledge of mobile networks to the partnership with Syniverse, creating a single cloud solution that provides rich P2P, A2P, and P2A capabilities, and leverages our existing partner program to access leading brands and enterprises for new revenue generation opportunities," said Guillaume Le Mener, Senior Vice President and General Manager, Enterprise Solutions, Mavenir. "Mavenir enables more than 50 million active RCS users and processes more than 250 million RCS messages per day in

just one of our customers' networks. Supported by this scale, we can create out-of-the-box revenues for mobile operators with the unique combination of Syniverse and Mavenir and enable new business models, such as RCS federation between operators."

GSM Association reports show that text messaging is the leading messaging platform globally with 4 billion monthly active users that brings operators A2P revenues of $60 billion annually. RCS is expected to push this further with rapid growth that reaches $90 billion by 2021.

Both Mavenir and Syniverse will be at Mobile World Congress Americas, September 12 to 14, in Los Angeles, and will be providing demos of this solution.

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About Syniverse

Syniverse is the world's most connected company—we pioneer innovations that take businesses further. Our secure, global network reaches billions of people and devices. Our engagement platform powers the customized experiences of the future. And the millions of secure transactions we drive every minute are revolutionizing how goods and services are exchanged. We have always led companies to reimagine the boundaries of possibility. Today we're delivering on opportunities with the power to change the world. www.syniverse.com

About Mavenir:

Mavenir is purpose-built to redefine mobile network economics for Communication Service Providers (CSPs). Our innovative solutions pave the way to 5G with 100% software-based, end-to-end, Cloud Native network solutions. Leveraging industry-leading firsts in VoLTE, VoWiFi, Advanced Messaging (RCS), Multi-ID, vEPC, and Cloud RAN, Mavenir accelerates network transformation for more than 250+ CSP customers in over 130 countries, serving over 50% of the world's subscribers.

We embrace disruptive, innovative technology architectures and business models that drive service agility, flexibility, and velocity. With solutions that propel NFV evolution to achieve web-scale economics, Mavenir offers solutions to CSPs for revenue generation, cost reduction, and revenue protection.

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