

# RCS BUSINESS MESSAGING PLATFORM

Reclaim Your Place in the  
Subscriber's Mobile Life.

Trusted by both subscribers and businesses, text messaging is the most preferred communication channel with more than 15.2 million messages being sent each minute. However, despite messaging's proliferation, today's digitally savvy consumer expects more from their messaging than just the ability to communicate with simple text. This rise in digitalization has fueled consumer demand for rich messaging capabilities like sharing pictures and video, location tracking, delivery notifications and more. Rich Communication Services (RCS) enables these capabilities, as well as the ability to initiate real-time discussions with brands and businesses—also known as conversational commerce.

Digital transformation has enabled a wide-range of opportunities for subscriber stickiness. Yet to fuel business growth, operators must realize the significance of launching RCS quickly since the mobile subscriber sits at the very center of success for this new ecosystem. Interop's GSMA fully-accredited, end-to-end RCS solution reduces complexity and time-to-market for operators who are ready to realize the full potential of RCS and RCS Business Messaging to reclaim their place in the subscriber's mobile life.



## Key Benefits:

Application Programming Interfaces (APIs) open RCS features for branded development.

Brands pay operators for access to mobile subscribers.

Operator brand loyalty and customer satisfaction increases.

Unlimited use cases across different industries.

New revenue stream opportunities become infinite.

Flexibility to deploy from the cloud then move to an on-site integration.

## About CorePlusX<sup>SM</sup>

RCS is a component of CorePlusX<sup>SM</sup>, our complete IMS Core and advanced IP services suite that minimizes the cost and complexity of transitioning to an all-IP network while enabling the rapid delivery of the services that consumers demand. The components of CorePlusX<sup>SM</sup> are modular and can be tailored to specific market needs. Whether it's an IMS Core, VoWiFi, VoLTE, or RCS, operators can be assured that subsequent services launched, no matter the order, will be fully compatible and easily integrated.

## A Complete RCS Technology Solution

- **RCS Application Servers and IMS Core:** Provides UP 2.2 features to mobile subscribers on-network.
- **RCS Interconnect Hub:** Peering with inter-carrier providers enables global reach and ubiquity.
- **RCS Business Messaging Platform:** Enables access to application-to-person (A2P) and business to consumer (B2C) content from global brands through Tier-1 and additional ecosystem content providers and aggregators, as well as, provide API control and charging capabilities.

## Solution Overview

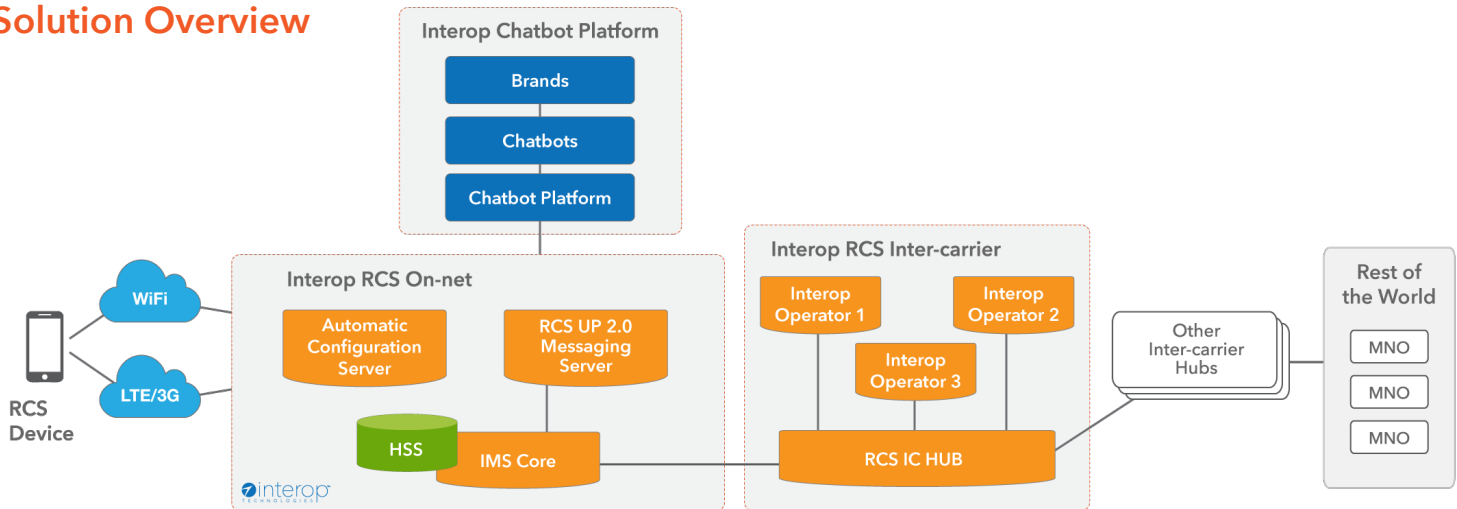


Figure 1: RCS Solution Overview

## Participate in the Messaging as a Platform (MaaP) Ecosystem

Powered by RCS technology and standards, the MaaP initiative provides upgrades for A2P and B2C messaging by adding new rich features and functionality for mobile subscribers to communicate with their favorite brands and businesses. This new ecosystem also expands the direct engagement operators can have with their subscriber and opens up a range of new mobile experiences through chatbots, plugins, and artificial intelligence (AI) to strengthen the operator's brand in the mobile life of their subscribers.

Since messaging is the most prolific means of communication, it's no surprise that it's also becoming one of the most effective sales and marketing tools. For this reason, businesses are waiting in line to gain access to mobile subscribers through messaging. In fact, the GSMA predicts that by 2021, the RCS Business Messaging market will be worth an estimated \$74 billion. So while mobile operators continue to experience person-to-person (P2P) messaging revenue declines, they now have a significant opportunity to regain those revenues through A2P RCS.

## The Ubiquitous and Native User Experience

The GSMA and leading operators, vendors, and service providers continue to shape RCS specifications and implementations through the Universal Profile (UP). The GSMA's UP initiative is a set of features and technical specifications to simplify the development of RCS and aid in its deployment.

As a single, industry-agreed set of features and technical standards, the UP enables service interoperability and delivery of an enhanced and consistent user experience across all devices, users, and networks to transform messaging into a powerful mobile platform, not just a mobile service.

Because of the universal profile, conversational commerce becomes easier for consumers to use because it is all in one place—in their native messaging client as compared to fragmented into dozens of individual apps. This native experience also provides an opportunity for businesses to touch their customers on a more personal and globally universal level.

## RCS Business Messaging Features

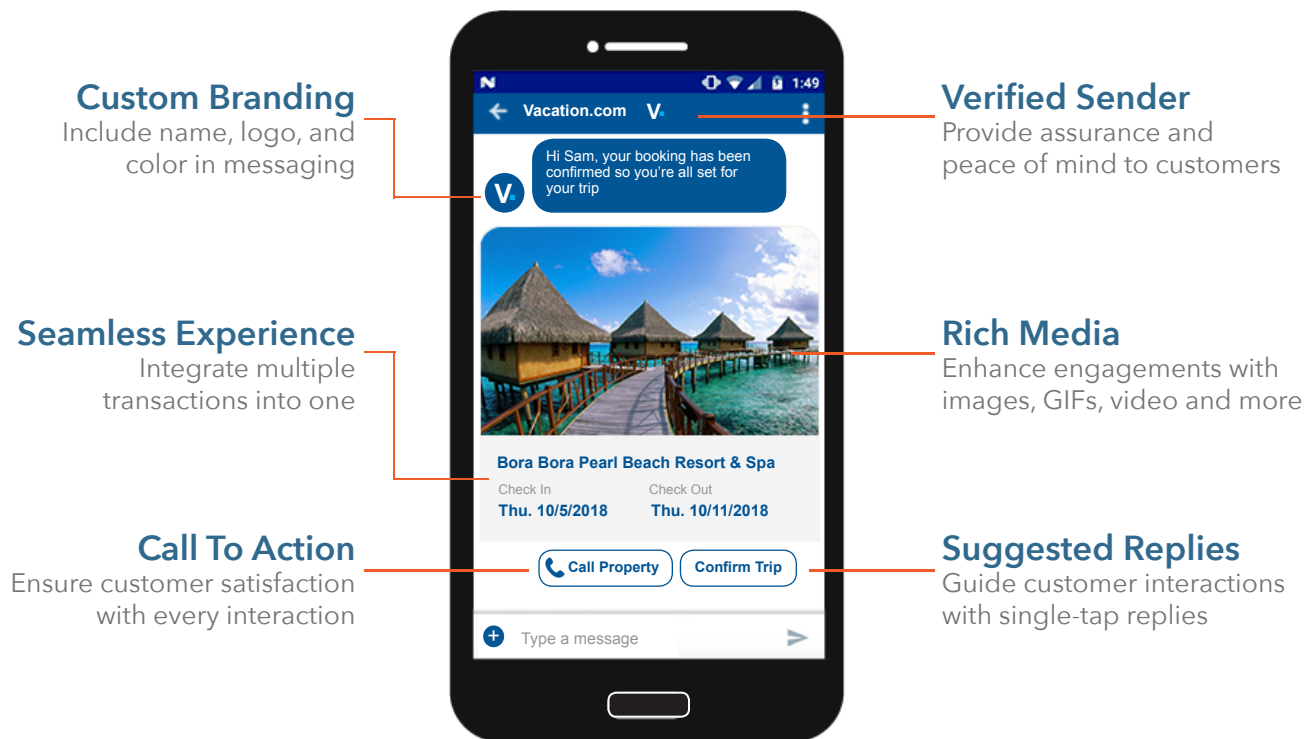


Figure 2: RCS Business Messaging Features

## RCS Business Messaging Functionality

The Interop Technologies RCS Business Messaging Platform provides direct connection to chatbots and A2P RCS content aggregators, as well as avails APIs for the development of chatbots per GSMA standards for operator and 3rd party development use.

- UP 2.x-Compliant Chatbot Platform
- Spam Controller and Blacklist Management
- Chatbot Information and Directory Server
- Web-based Tools and Reports
- Chatbot and Provider Management Tools
- Billing and Charging
- Northbound Chatbot APIs
  - » Complies with GSMA FNW.11 v.1.0
  - » Includes text, files, audio, location, rich card, message status, chiplist, capabilities discovery, and subscriber availability
  - » Includes Webhook for callback
  - » Provides OAuth authorization

## Points of Integration Supported:

- NNI to IMS/RCS: SIP, MSRP, and HTTP interface to network and client.
- Aggregator NNI: Interface for direct connection with aggregator/chatbot that support SIP/MSRP.
- HTTP: Northbound API available for integration to Chatbot Platform.
- SFTP: Subscriber and provider details records provided via Secure File Transfer Protocol (SFTP).
- SN MP: Management Information Base (MIB) file provided for platform counters and alarms.

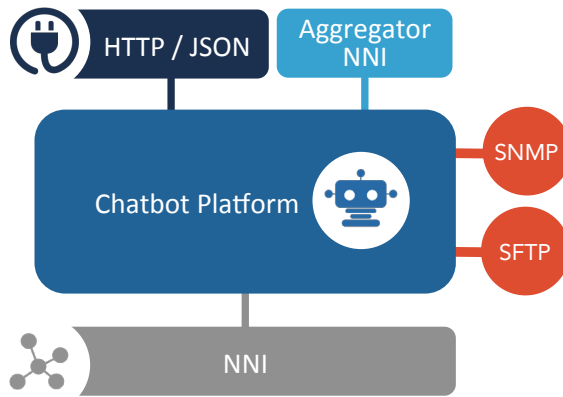


Figure 3: RCS Business Messaging Platform points of integration.

## Platform Performance and Management Tools:

Tools and reports are available via the Interop Technologies Control Center, which is an intuitive Web-based Graphical User Interface (GUI) that operators can access to view chatbot activity, performance and session traffic data.

A variety of administrative tools are available in the Control Center to manage associated operators, users, notifications, and roles.

- Operator Management
- User Management
- Notification Control
- Role Management
- System Performance Statistics
- Chatbot Management
- Spam Management
- Platform Reports
- Aggregator Management
- API Management

# WHY INTEROP?

## A Strong Foundation

Interop Technologies launched its messaging suite in 2003 and followed with an RCS solution in 2007. Below are some of the highlights of our RCS solution and our strong foundation for RCS Business Messaging.

## Standards: OMA/IOP

- OMA
- RCS
- SIMPLE IM
- 3GPP

## Accreditation:

- GSMA UP 2.0
- GSMA Meta Event: UP 1.0
- GSMA Hosted RCS-e
- OMA TestFest

## Specifications:

- RCS-e
- RCS 5.0 UNI/NNI
- RCS 5.1 UNI
- RCS 6.0 UNI
- UP 1.0/2.0

## Interoperability:

- OEM Handsets
- Android/iOS Clients
- IMS Cores
- International Interconnect

## Deployments:

- Hosted/Managed
- Private Cloud
- In Network/On Premise



### Interop Cloud™

Interop Technologies delivers the latest Network Function Virtualization (NFV) technology from the cloud – providing communication service providers of all types with the infrastructure they need to quickly launch the services their market demands most. Our flexible cloud solutions can be deployed as fully managed from our secure cloud or deployed on-premise with systems management to suit individual operator needs.

**World Headquarters:**  
13500 Powers Court  
Fort Myers, Florida USA 33912  
Telephone: +1-239-425-3000

**European Headquarters:**  
40 Fitzwilliam Square West  
Dublin 2, Ireland  
Telephone: + 353 1 539 4399



[www.interoptechnologies.com](http://www.interoptechnologies.com)