

Reducing the Friction Between the Aggregator and the Operator

Mexico DF, June 5th



APIs Are Not Enough



- Northbound APIs require multiple steps before content can be sent
- Implementing a Southbound API is a complicated and time-consuming process for aggregators
- Generating JSON content for Rich Cards and Carousels is not trivial for non-developers
- And, how can developers know if the bot message flows are working correctly?

Key Recurring Questions for RCS Business Messaging



How can we facilitate brand on-boarding?



Which tools are available to help bot and app development?

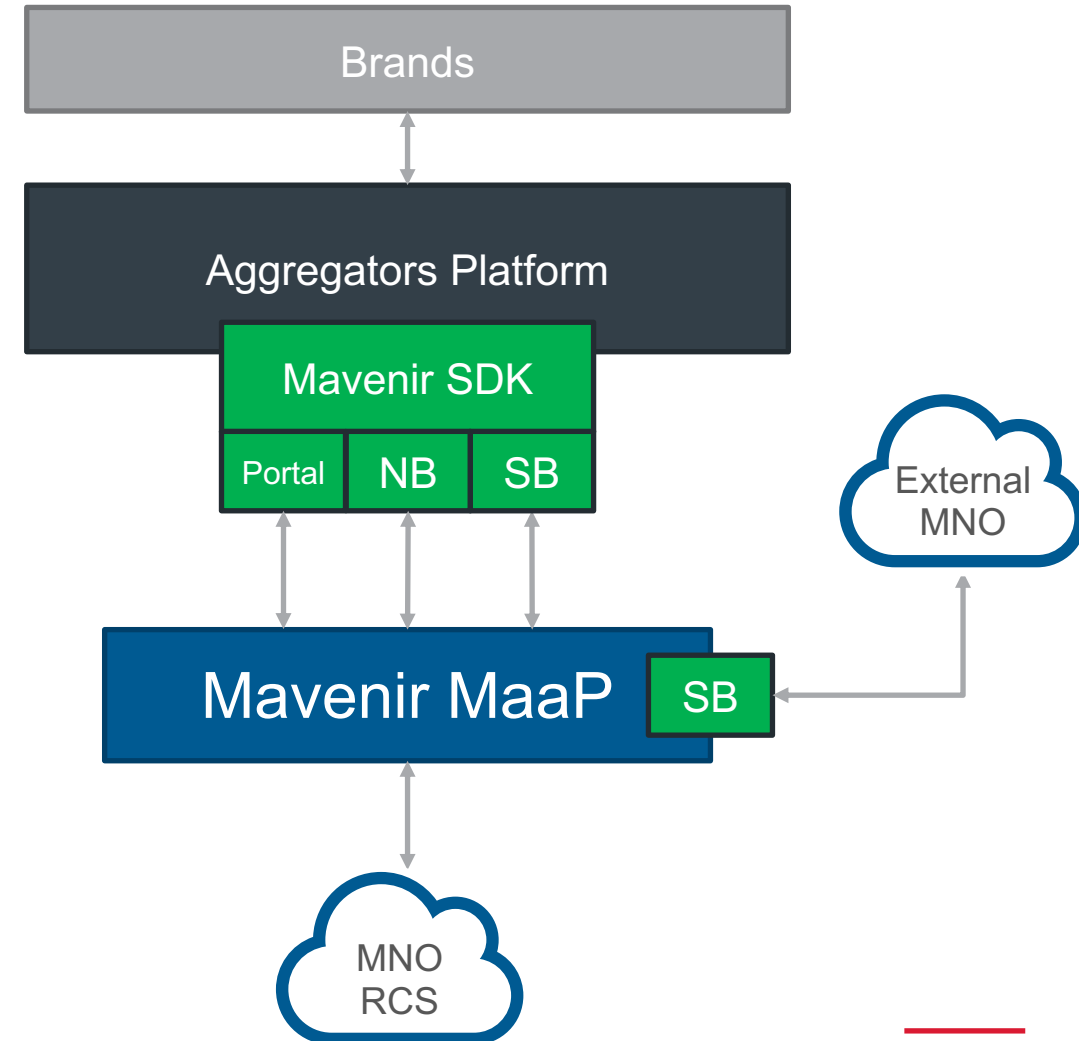


How can we accelerate brand content delivery?

Mavenir RBM SDK: Facilitating Brand Onboarding

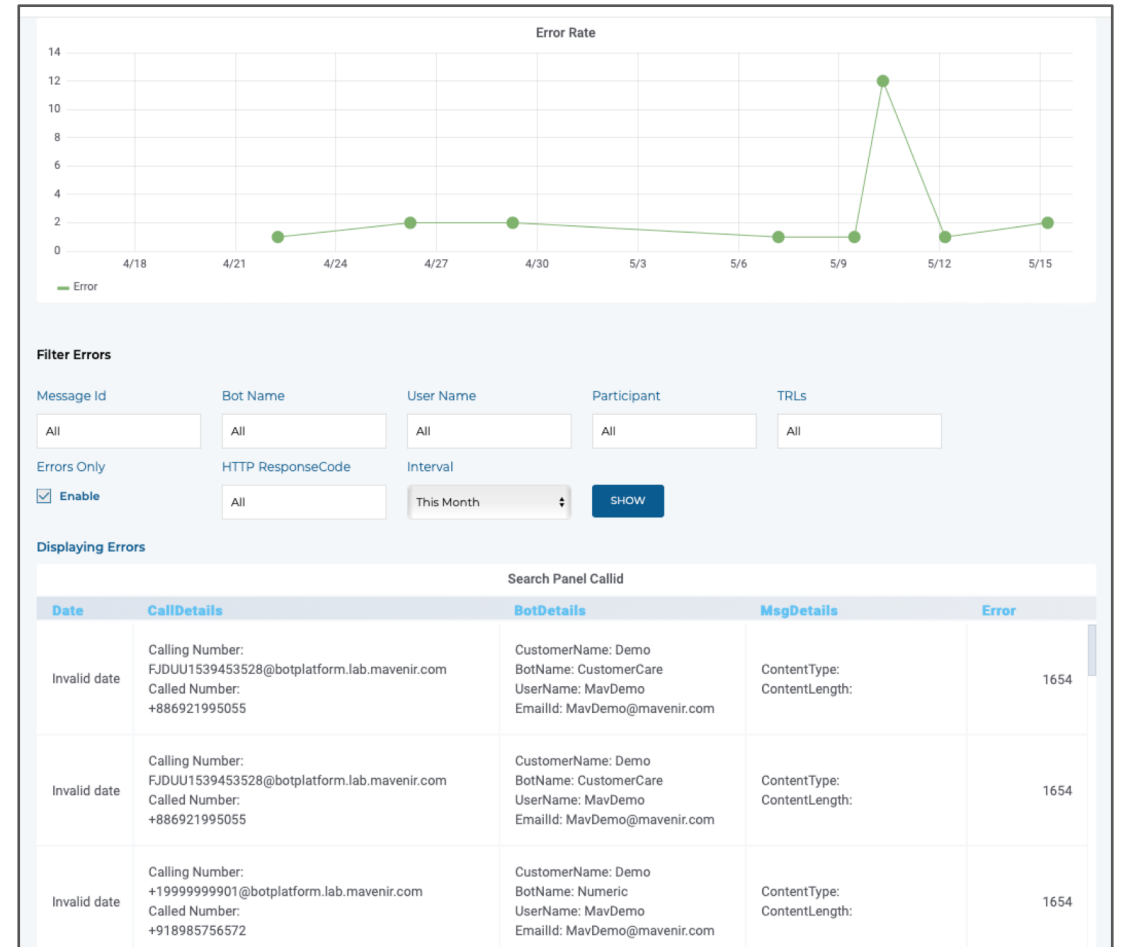
Simplifies Aggregators' Development Efforts and Improves Time-to-Market

- SDK abstracts these capabilities
 - South Bound API
 - North Bound API (Including Optional Mavenir Extensions)
 - Portal API - To allow the automation of Bot Onboarding and Registry management
- Available in two languages initially:
 - JavaScript
 - Python
- Bundled APIs to integrate with aggregators existing tools and frameworks to onboard brands, and bots automatically
- Mavenir MaaP platform also acts as a gateway to other propriety 3rd party solutions.



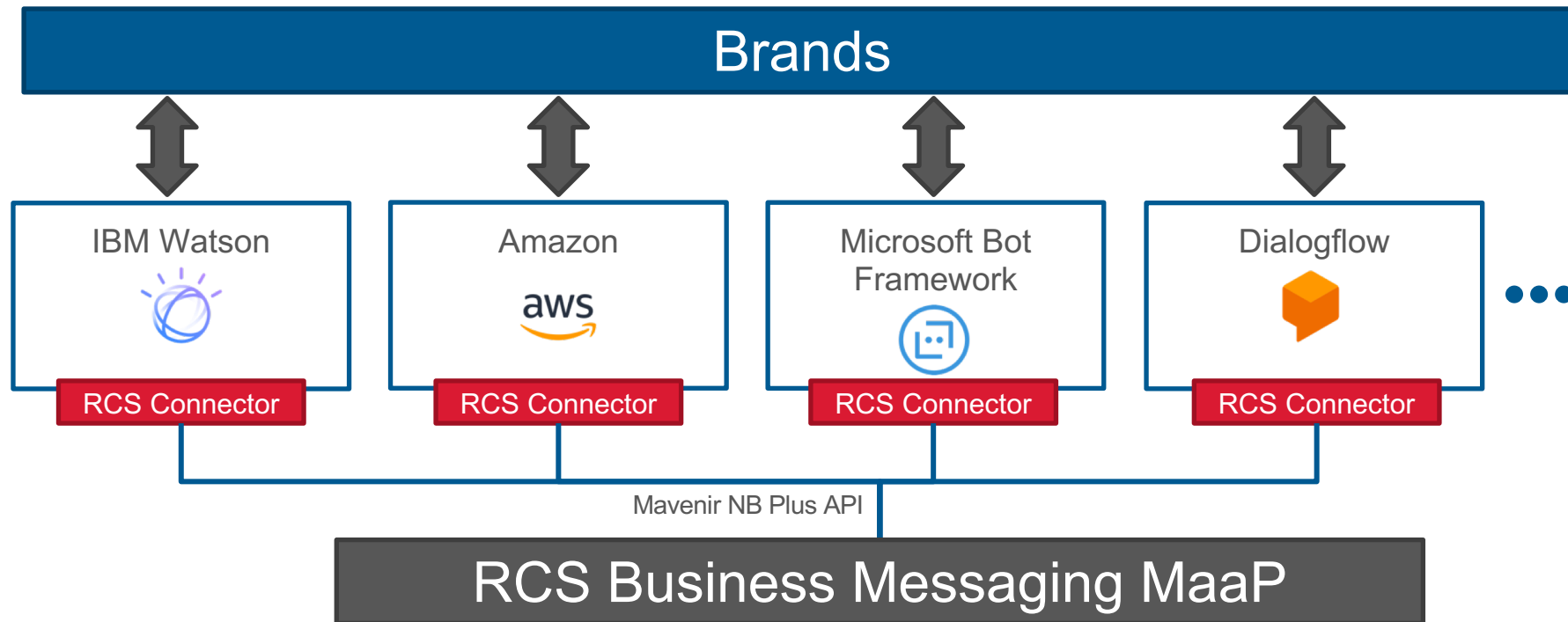
Tools to Help Bot Developers (I)

- Debugger Tool
 - Allows the user to view and filter errors from all or specific bots
 - Allows the user to trace all messages for a specific Bot to help with the troubleshooting
- Rich Card/Carousel Creation Tool
 - generate JSON body automatically



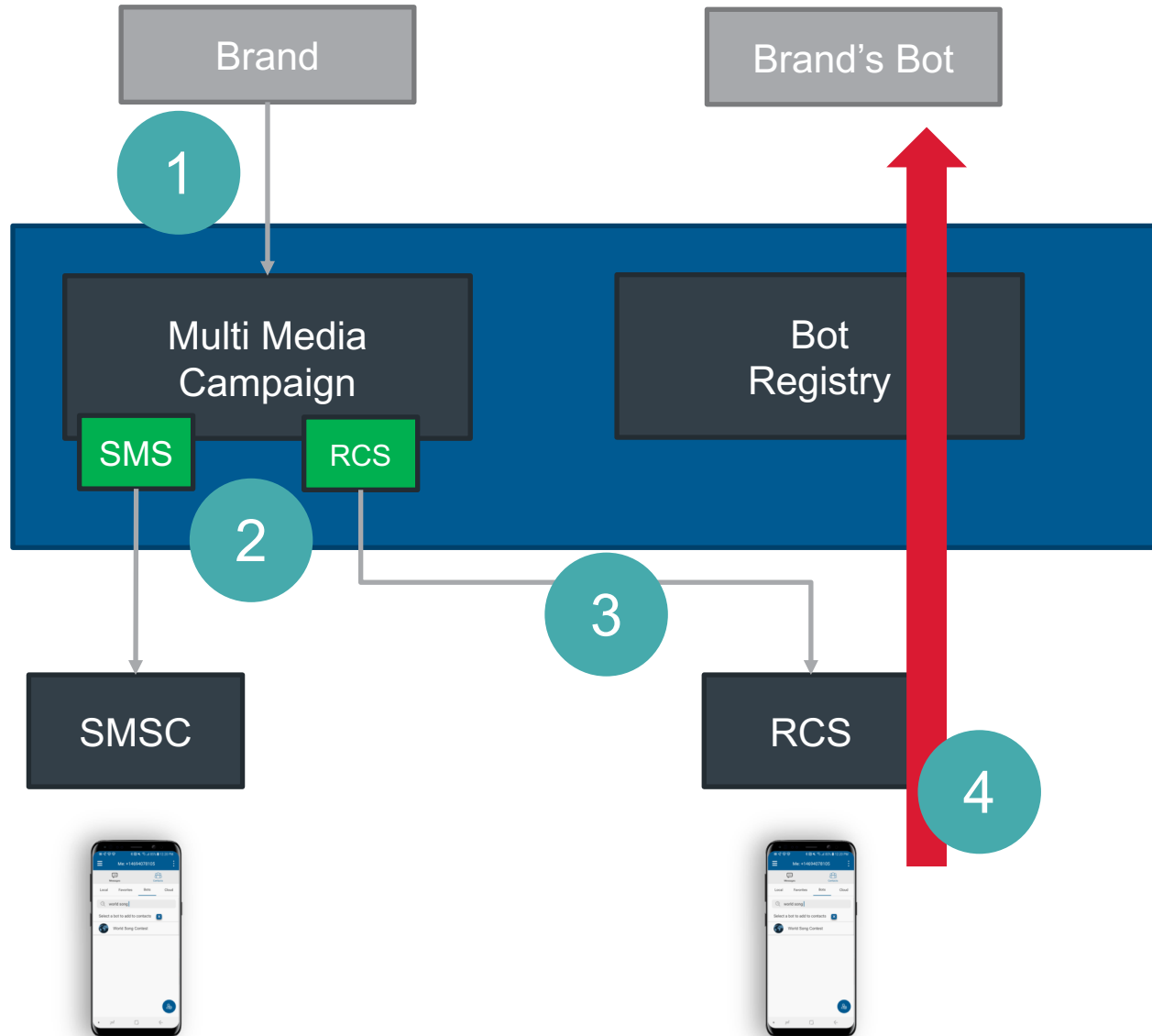
Tools to Help Bot Developers (II)

- Open Source Bot Connector code for popular commercial bot frameworks
 - e.g.: Microsoft, Google Dialogflow, AWS, IBM, etc.



[GSMA Support could accelerate this initiative](#)

Accelerating Brand Content Delivery



A2P Campaign to Bot Conversion

1. Brand Executes a multi media campaign with SMS and RCS content
2. MaaP uses Capability Discovery to decide which channel to use (RCS or SMS)
3. RCS User receives a rich card with a promotion
4. RCS User Responds to the promotion and is connected to the Brands Chat Bot (Not the Campaign Manager)

Campaign A2P can be used to stimulate Bot awareness and stimulate the first P2A message to the Bots

Thank You
