

The logo consists of a stylized circuit board icon with several nodes and connecting lines, positioned to the left of the word "sendatel".

sendatel

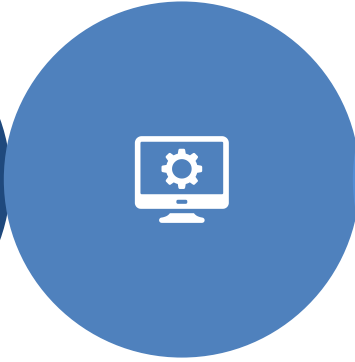
soluciones inteligentes

Understanding RCS business models and ecosystem

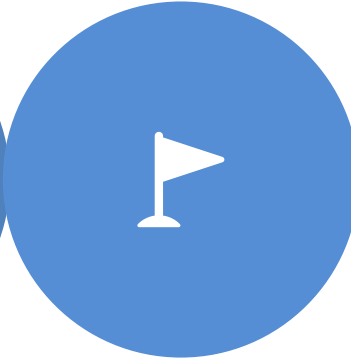
sendatel.com



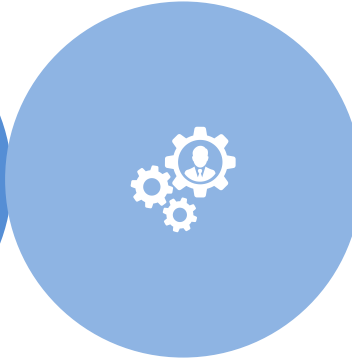
More than **10**
years in the VAS
market



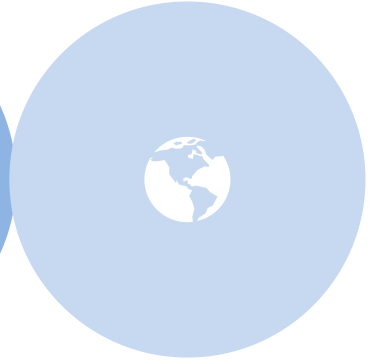
VAS Platforms
for Mobile Phone
Operators



Pioneers of region
in **Subscription**
Control



More than **60**
Providers
integrated



Presence in
South America
and **Europe**



RCS

RCS Future



RCS

PLATFORM TESTING

2 MONTHS

BUSINESS MODELS

2 MONTHS

PRICE AGREEMENTS

2 MONTHS

INTEGRATING CONTRACTS

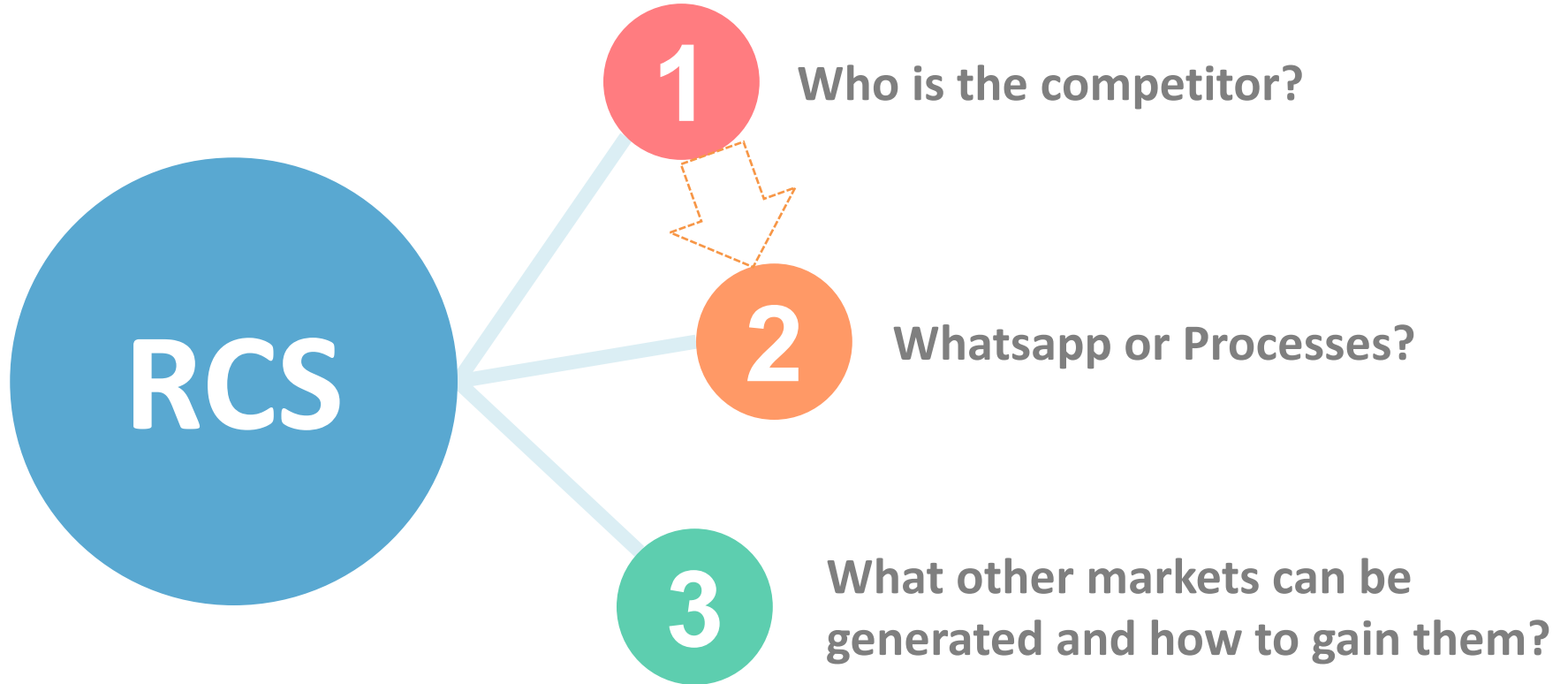
2 MONTHS

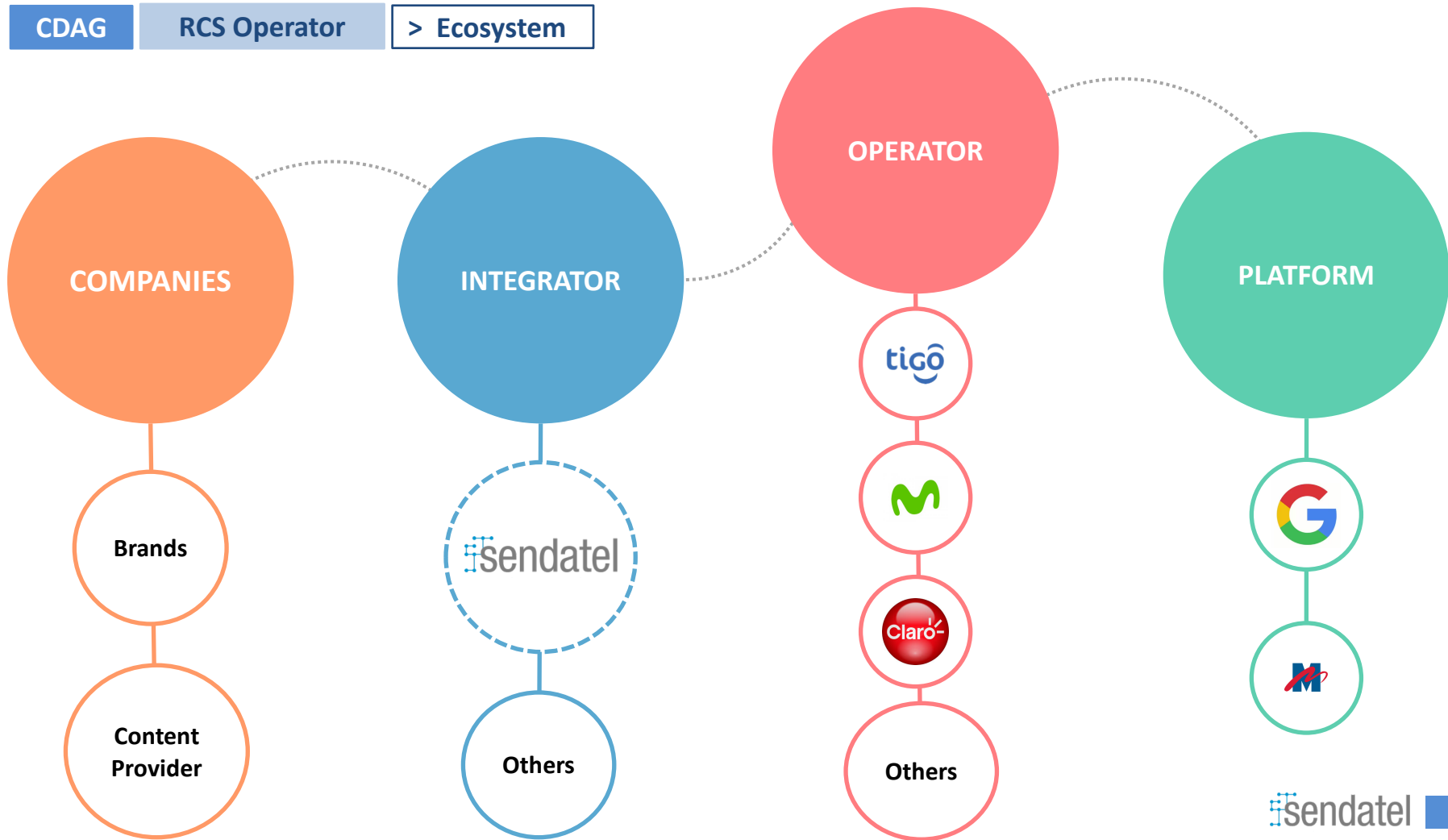
LAUNCH TO MARKET

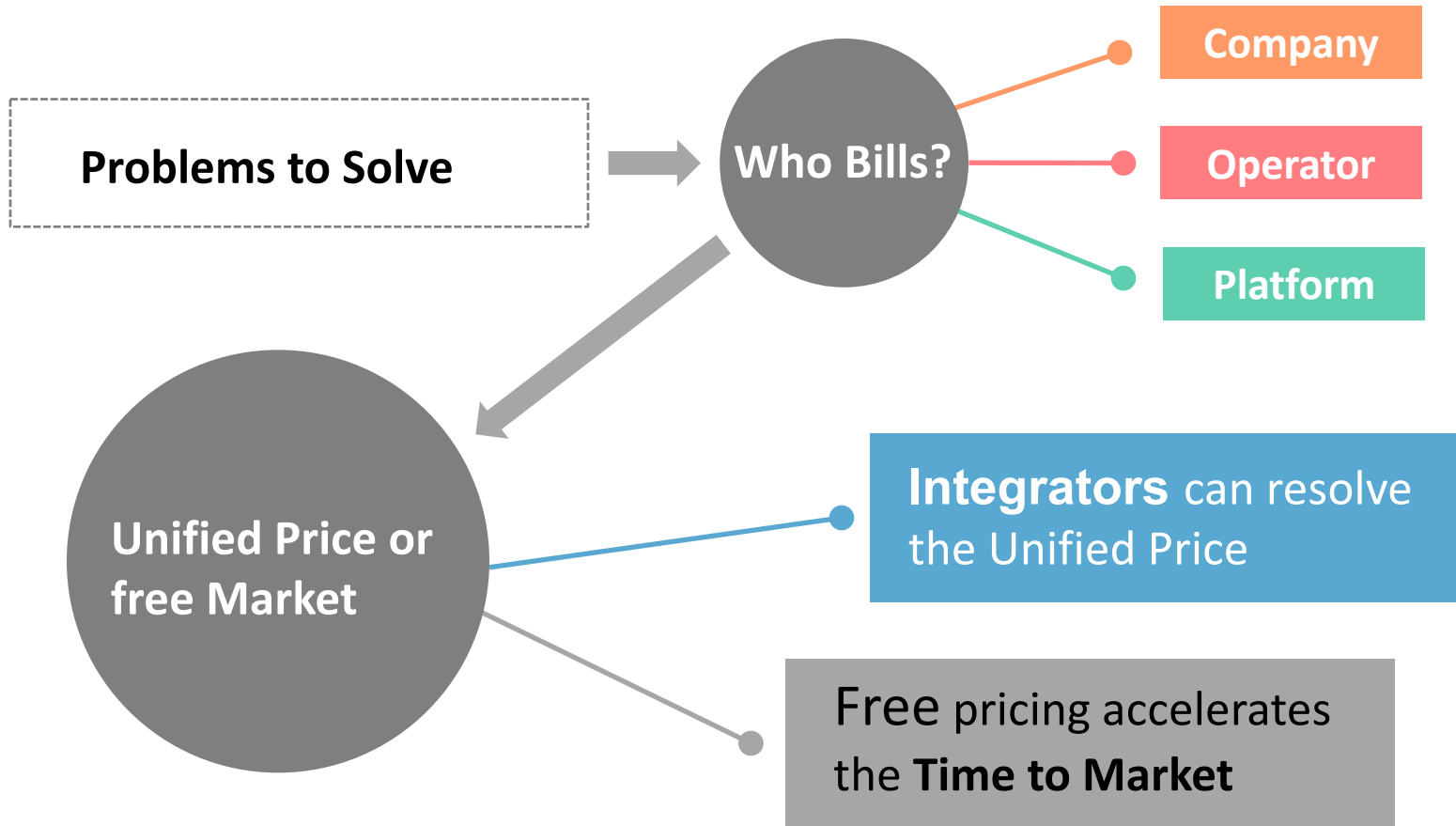
2 MONTHS



SALES







What Model?
Bulk/Revenue



Bulk needs Volume

Revenue is more attractive
to start and try different
business models

What is the
Target Market?

P2P
B2C
B2BG

BIG ENTERPRISE

SME

ENTREPRENEURSHIP

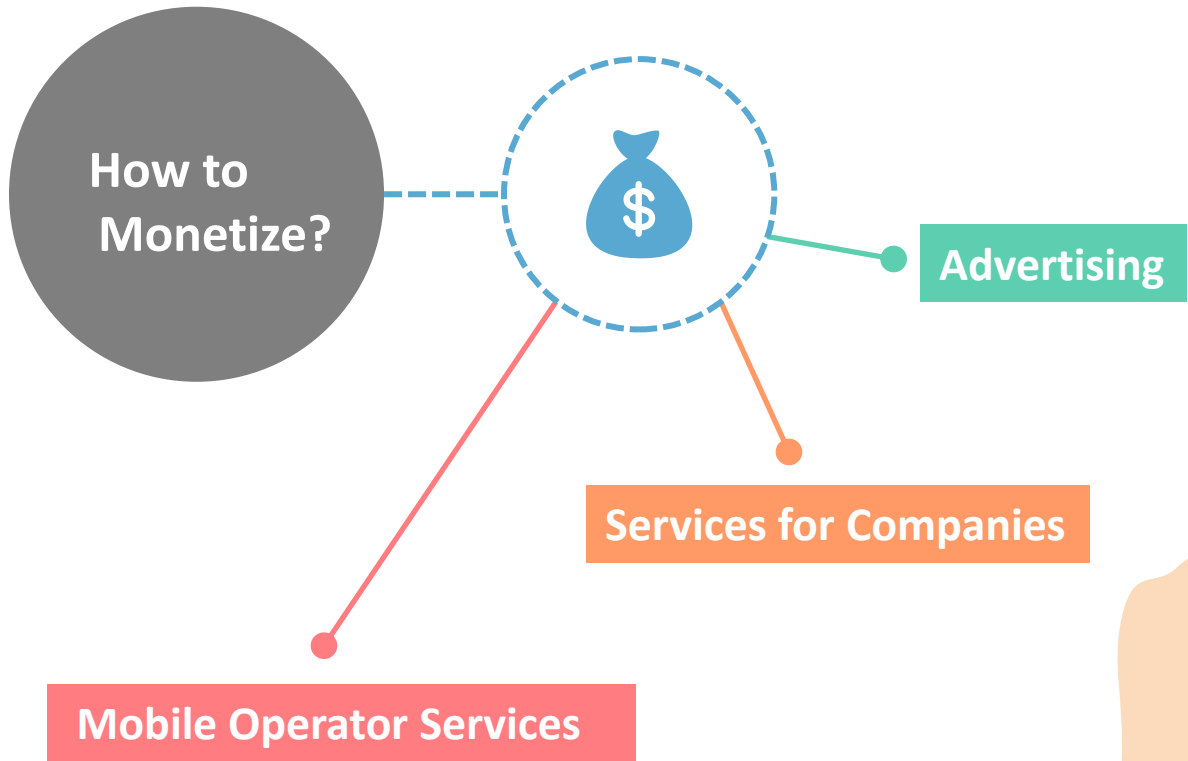
What models did work?

The **SMS** became popular because it was cheaper than the Call

Whatsapp became popular because it was cheaper than the SMS

Users definitely do not want to pay to communicate

60% In LATAM 60 to 70% of terminals are prepaid





CONCLUSIONS



Multiple Business Models



Integrators support for deployment



Accelerating Test Times

Thanks.



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