

RCS/AMX

5-06-2019

CDMX



REGIONAL FOCUS • GLOBAL IMPACT



Agenda

- America Movil partnership with Google
- The value of RCS for AMX
- RCS A2P Services
- RCS status in AMX
- Strategy, Roadmap and Recommendations



AMX partnership with Google



- America Movil partnered with Google to launch advanced RCS messaging services to subscribers across all its Latin America and USA operations since 2017
- In collaboration with Google, alongside device manufacturers and the GSMA, AMX is rolling out RCS messaging in the countries where we operate over time, bringing better messaging service.
- América Movil will also offer MaaP or RCS business messaging.
- MaaP utilizes the advanced messaging capability defined in the UP to open up a range of services that enhance the user experience through the use of artificial intelligence, chatbots and plugins.

Forbes

ÚLTIMAS NOTICIAS SECCIONES POLÍTICA LIFE FORBES CA BRAND VOICE

Portada / Tecnología /

Forbes Staff
febrero 24, 2016 @ 6:25 am

Telcel y Google se unen para abandonar el SMS



The Value of RCS for AMX

AMX is pursuing 4 distinct revenue streams with RCS

A2P Messaging

- ➔ Improving existing A2P SMS business with rich cards, receipts



Conversational Commerce

- ➔ On-line Search, Digital Personal Assistants, Customer Support Call Centres and e-commerce forecasted to move to chatbots



Plug-ins

- ➔ Stickers, chat-based tools and games etc.



Artificial Intelligence

- ➔ Applications in business, local government, health, transport and many other fields



RCS Value for AMX

Our first A2P Application : UNO TV

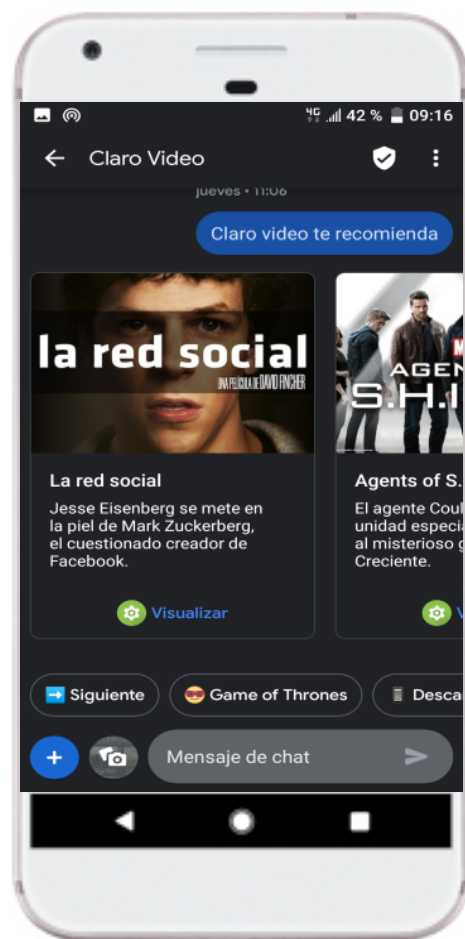


RCS enables a massive improvement in A2P messages

- Integration of graphics, and videos
- Hot-buttons to websites replacing links
- Executable code embedded in the message enabling customer to take action immediately without going to a website
- Increase Click to rate in +70%

The logo for UNO TV.COM, featuring the word 'UNO' in a colorful, multi-colored font (red, orange, yellow, green, blue) and 'TV.COM' in a bold, black, sans-serif font.

Claro Video A2P RCS



RCS enables

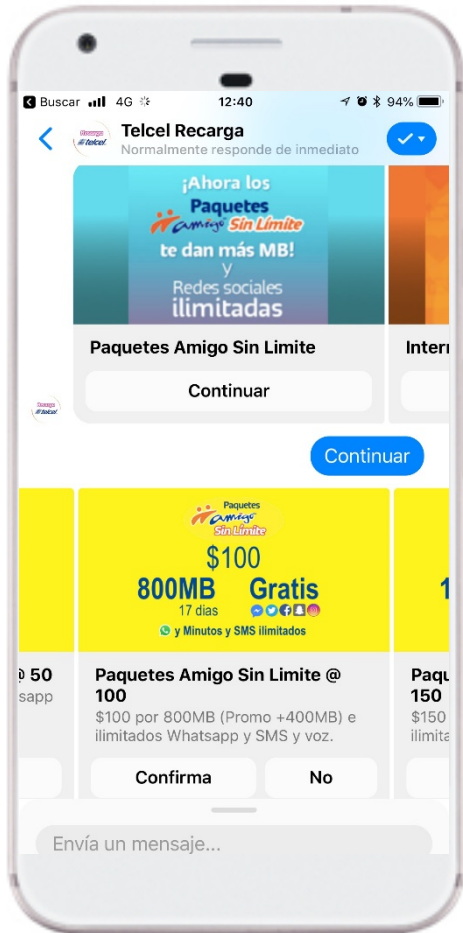
- Promotion of new content in Claro Video
- Recommendations
- Tutorials
- Direct access to the Claro Video App
- 83% Successful rate



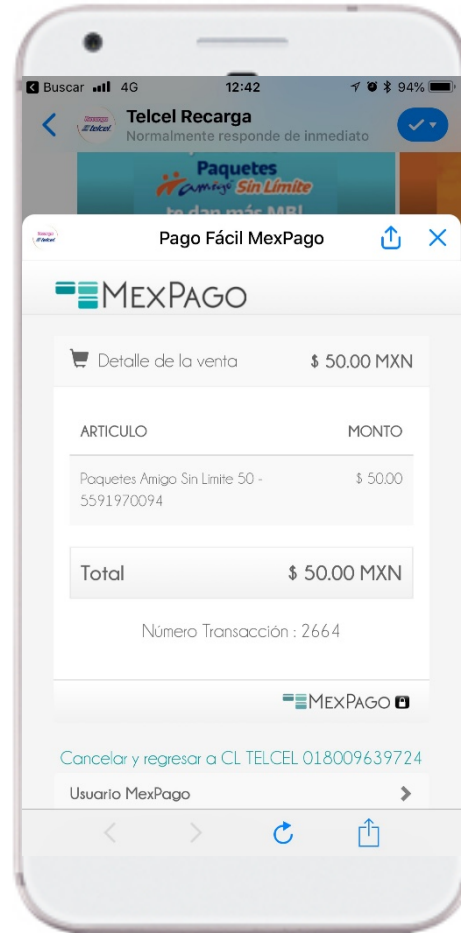
Conversational Commerce – Starting with our services



Telcel



Telcel



Customer Services

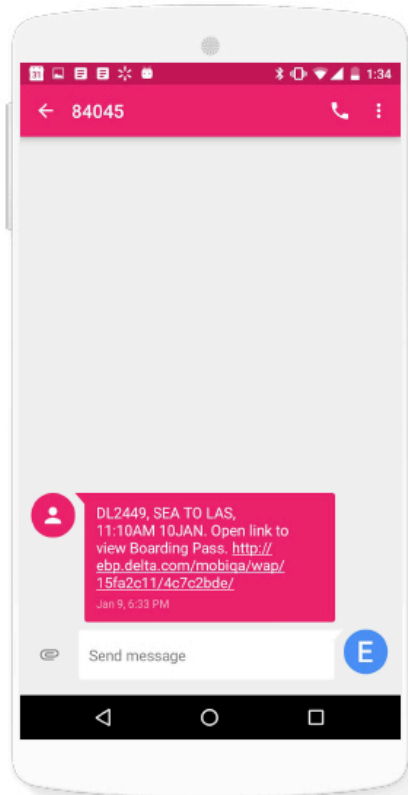
- Send queries through conversational interface
- Compose request at your convenience

Shopping

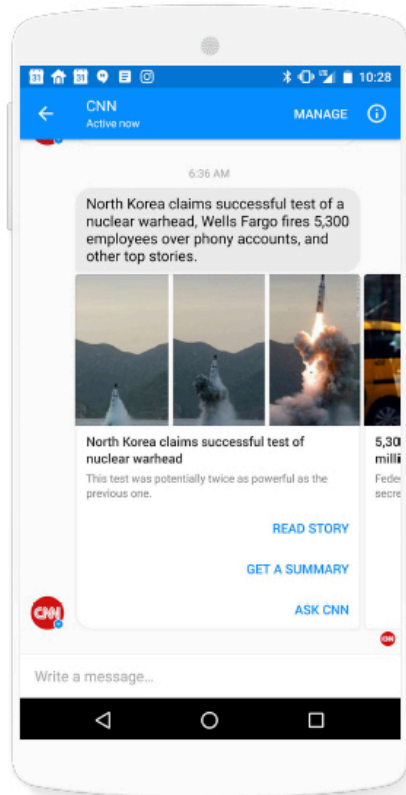
- Purchase goods online
- Conversation with our agents
- Initiate payment
- Track delivery
- Rate products



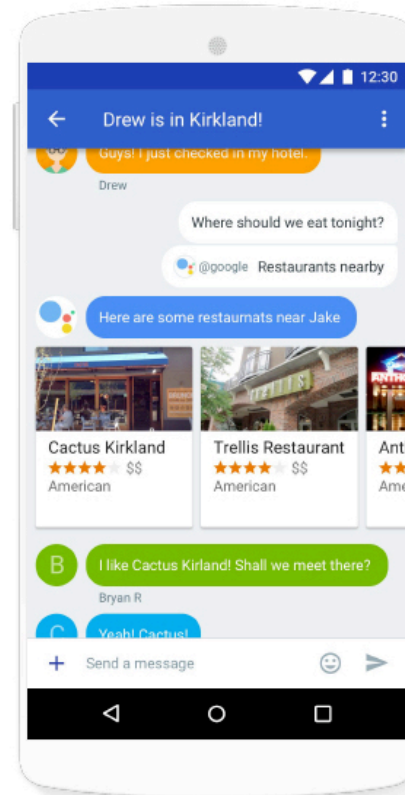
We are interested in BOTS – and Conversational Commerce



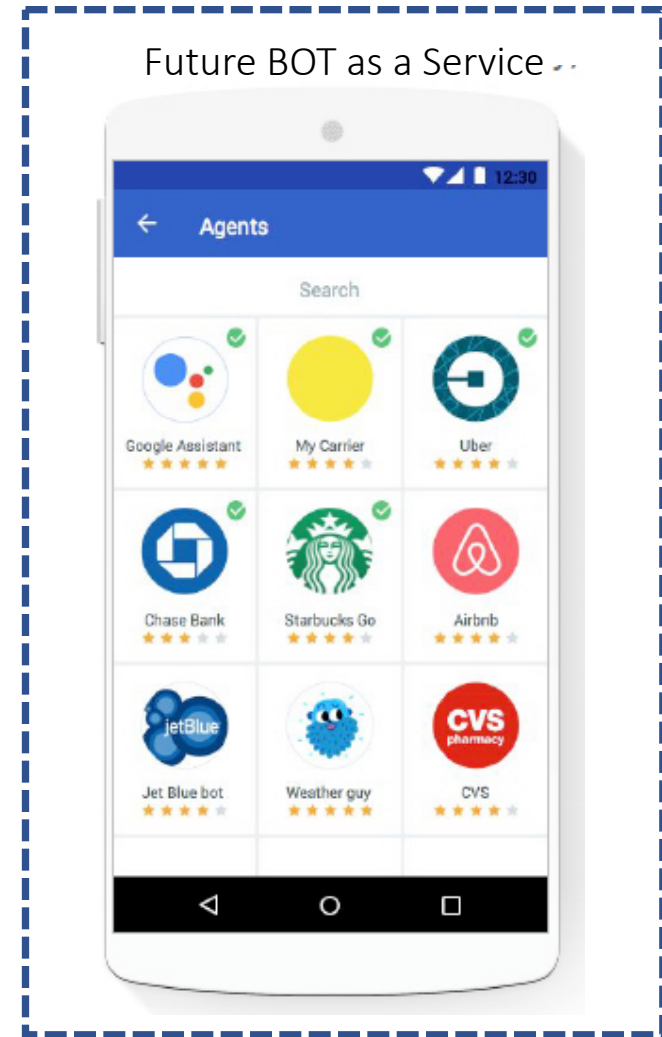
Basic, non-interactive bot (A2P SMS)



Bot with options for interaction



Natural language AI bot in a group



AMX



Tracphone

Sprint

Rogers

ROADMAP

Nov 2017



Mar 2019



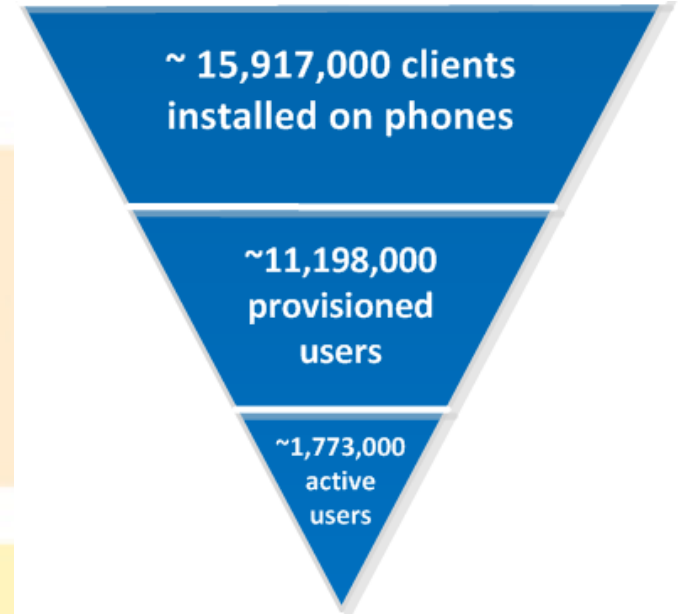
Jun 2019



Jul 2019

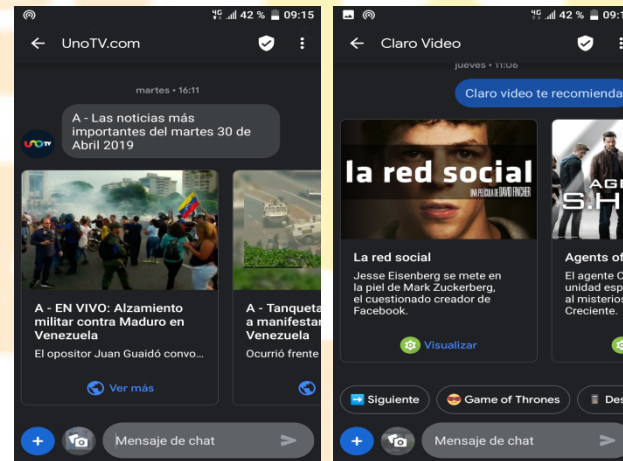


STATISTICS



RBM SERVICE

GOOGLE/ SAMSUNG INTERCONNECTIVITY



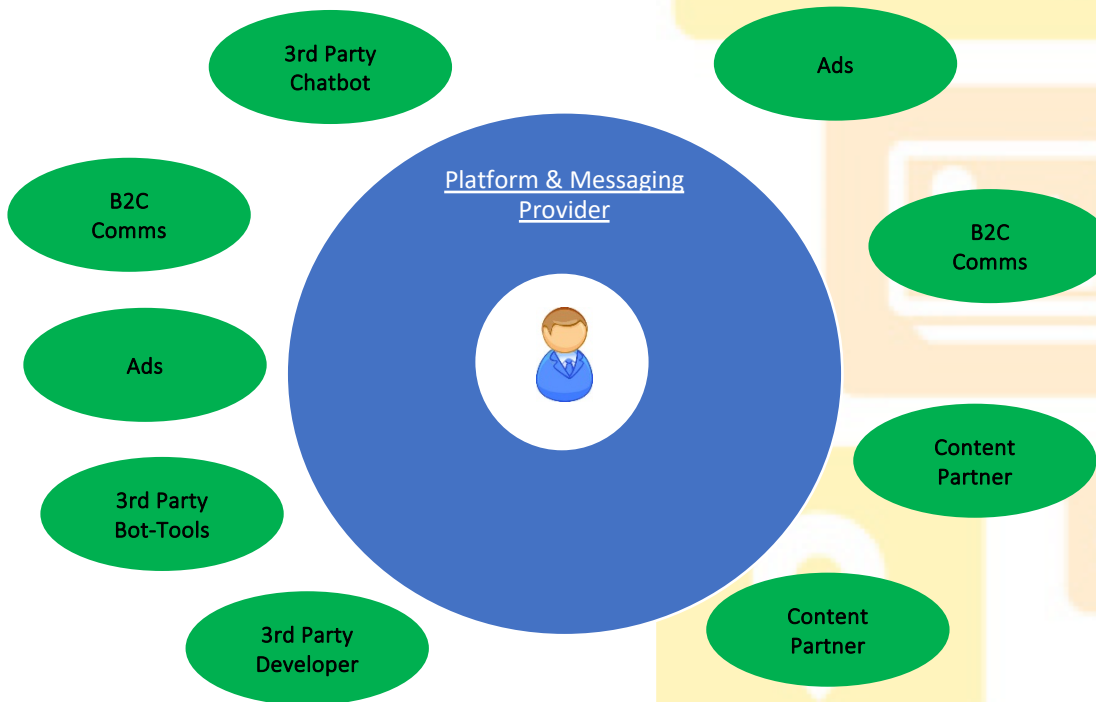
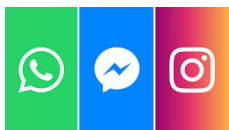
FUNCTIONALITIES

- Group chat
- Smart replies
- Web Messages
- AntiSpam
- Fall back to SMS/MMS

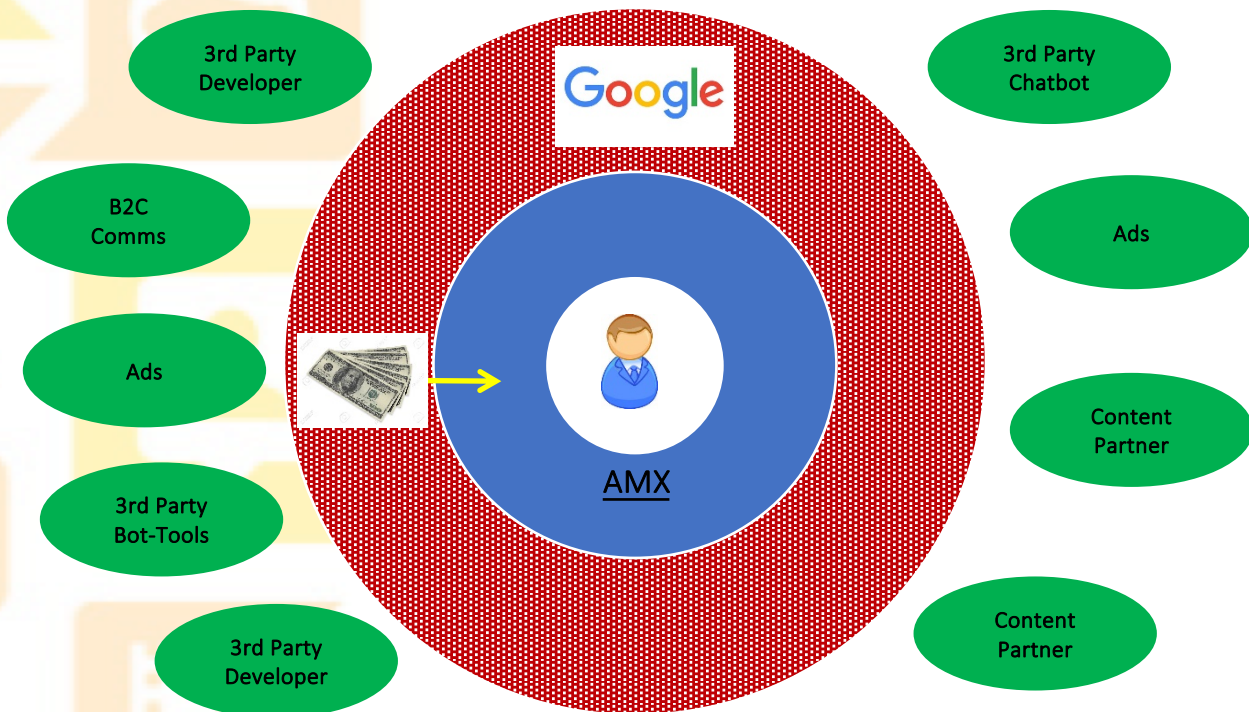


Strategy and Roadmap

Proprietary Messaging Platforms



Open global RCS Messaging Platform



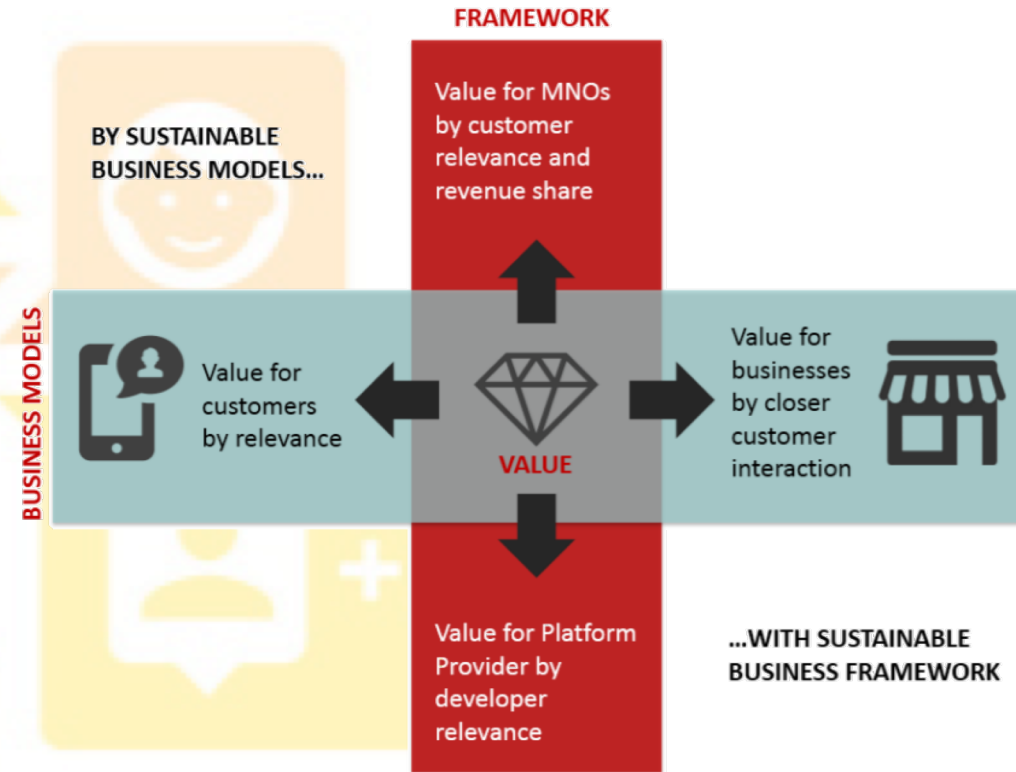
Interconnection Challenge with the large ecosystem : The problem is not only technical

Google advantage

- ➔ Standards based ecosystem: works out of the box
- ➔ Best technical solution for seamless migration of A2P business
- ➔ Global reach through interconnection
- ➔ Open standards welcomes new players, foster innovation
- ➔ Seamless integration with other operator services
- ➔ MNOs deliver trusted relationship, security

Monetization

- ➔ Direct and Indirect monetization models
- ➔ Both require **interconnection**



Upgrade Legacy Handsets

- Upgrade Legacy Handsets (on going)
 - Under close cooperation with leading OEMs, tens-of-millions of legacy handsets will be upgraded to enable RCS
 - Huawei has already launched RCS-enabled FOTA, covering several legacy flagship models
 - Xiaomi and Meizu are cooperating to launch FOTA shortly
- New RCS-enabled native devices are rocketing
 - Monthly growth exceeds 100+%
 - HUAWEI: Mate10, Mate10 Pro, Mate10 Porsche, P20, P20 Pro, Honor 10
 - SAMSUNG: S8, S9
 -
- Legacy FOTA will potentially bring up to 40 million devices this year
 - HUAWEI: just launched FOTA (EMUI 8.0/8.1/8.2)
 - Xiaomi and Meizu are preparing
- Invoke-able RCS SDK

Recomendations

- The best strategy for carriers to succeed in this space is evolution, RCS is evolution for SMS, MMS, USSD including AI + BOTS
- Start building on RCS Conversation Platform today (A2P + Chatbot)
- Messaging as a Platform relies on RCS-enabled users (Client)
- Brands and developers require a large reachable user base
- We need to continue accelerating RCS adoption in all the Region

Contact Info

