



RCS Business Messaging

Best Practice Guidelines revision 2
Update and discussion

December 2 2019

- RCS is continuing to gather momentum
 - RCS is live on 78 networks with ~300 million monthly active users
 - By 2020 GSMA forecasts 130 networks with 800 million monthly active users
 - Approximately 50% YoY growth of users and networks
- Some drags to momentum remain
 - Lack of clarity on pricing models and levels
 - Implementation detail for Verified Sender
 - Differentiated implementation of the specifications
 - Lack of clarity on Fraud and Spam prevention
 - Several issues related to P2A messaging including chatbot discovery
- In June 2019 MEF issued “RCS Business Messaging Best Practices”
 - Made specific recommendations towards a Best practice
 - Not normalizing existing behavior, seeking to influence in right direction
- In this session we discuss additions to the Best Practice document.



<https://mobileecosystemforum.com/programmes/future-of-messaging/market-development/rich-business-messaging-best-practices/>

- Key Topics examined
 - Interoperability
 - Interconnect
 - Security
 - Privacy
 - Plus looking at existing topics from P2A perspective

- Today, we can discuss key themes



“The Mobile Ecosystem Forum is the place for cross industry discussion, and it will continue to host debates for A2P and P2A messaging via RCS, SMS and other platforms.”

Thanks to our contributors to date



These guidelines are part of MEF's ongoing industry programme to promote best practice in enterprise messaging. The best practices will be updated via a series of roundtable discussions to reach agreement on key enablers of successful RCS BM implementation. The Working Group is currently looking at key areas such as Discovery, Payments and Security."



Interoperability

Main themes

- Intra-version interoperability
- Inter-company interoperability
- Specification alignment and interoperability going forward



“Biggest issue is still monetization”



“Accreditation against accredited devices and networks doesn’t work because no incentive to accredit other competitors”

“Interoperability issues still common”

“Issues are rectified as they arise but on best-effort model, no SLA”

“Work-arounds are the rule not the exception”

“Gaps in GSMA testing and accreditation heirarchy”

“Not enough test-fests and virtual ones don’t really work”

“What happens if specification development stalls? “

“Lack of spec adherence is an issue today 0 going to be a major issue in P2A, chatbot discovery

“Handset upgrades is an over- long process“

“Webview will bring more issues”

- Is there a recommendation beyond “Implement the spec” that we can make to ensure clients and networks are - and remain – interoperable by design?



Interconnection

Main themes

- Role of hubs
- Role of aggregators
- Paid vs Free



“No business case for hubs, that’s why no-one is doing it”

“Natural progression to international and inter-regional interconnect – no rush“

“Aggregators have key role to play in delivering complete cover.”

“Peering is important to reach ubiquity”

“Roaming will be another challenge”

“Natural progression to international and inter-regional interconnect – no rush“

“We need a MaaP hub – brands and aggregators want the hub more than MNOs do”

“Some MNOs may become super-aggregators”

- Is providing Interconnect and a one-stop-shop for brands the future role of the aggregator community?
- Hubs are arguably the engineers solution – IPX as an example – but not the business one. Can or should MEF comment on the emergence of hubs or say they are best practice?



Privacy

Main themes

- P2A raises lots of issues
- Design of Privacy Impact mitigation
- Use of existing rules and standards



“Privacy is not a big issue in A2P but a huge one in P2A”

“Probably needs new Data Privacy Impact Assessments”

“Privacy solutions have to be designed – combination of organizational, contractual and technical ”

“Chatbots need live data to be retained in order to train and improve - there are work-arounds ”

“Need to think about handover between chatbots and agents – in call centres people are used to dealing with personal information – are the agents in RCS scenarios trained?”

“Use existing approaches and standards i.e. in UK, Information Commissioner’s Office, Data and Marketing Association, Payment Card Industry, etc.”

“Everything a customer tells a chatbot may not be OK to harvest ”

- Best Practice seems straightforward – do the “right thing” on RCS as you do elsewhere. Is there a contrary view?



Security

Main themes

- Encryption
- Areas of weakness and potential mitigations





Q and A