

Company Name:

This Memorandum of Understanding (MOU) sets for the terms and understanding between key players of the RCS Business Messaging industry. It is intended to promote a ubiquitous and coherent ecosystem facilitating the global launch of RCS for the benefits of businesses and mobile subscribers – and to facilitate a seamless transition from SMS to RCS services. These players include the full spectrum of ecosystem players: Mobile Operators, OEM, Communication Service Providers, Solution Providers, Solution Vendors and Users of the Services.

The related documents have been edited by members of **Mobile Ecosystem Forum** representing buyers, sellers and suppliers to the business messaging markets.

Background

RCS (Rich Communication Services) is a standard defined by the GSMA to replace SMS communication with multimedia messaging. The delivery of business communication to end users requires a consistent standardized product experience to be offered by MNOs, Communication Service Providers, Aggregators. Co-operation across the ecosystem to grow the consumer audience within the RCS offer is needed.

Intent

The above goals will be accomplished by undertaking the following activities.

A) *Guaranteeing an Open Level Playing Field*

To offer a reliable and scalable service to the industry, the ecosystem has to extend the reach of the service to a large number of users, tackling the following:

- **Device ‘Out of The Box’ Experience.** RCS enabled devices are currently not automatically set up to receive and send RCS messages. RCS enabled devices should work as soon as the SIM of an RCS enabled network operator is inserted/provisioned in the device. The experience to the user should be transparent.

Resolution: The signatories intend to support the selection and activation of devices that will implement an RCS “Out of the Box’ Experience.

- **Open Model for Commercial Interconnection.** Currently RCS business messaging services are not fully interoperable even within national markets. The fragmentation of services is potentially limiting the attractiveness of RCS for marketing communication and customer support.

Resolution: The signatories intend to provide access, tools, and commercial models that provide level-playing-field to all communication service providers. All platform at national level need to be commercially accessible to deliver traffic from business to the users.

- **Open Model for Person to Person Interconnection.** Currently RCS messaging services are not fully interoperable even within national markets. The fragmentation of services is potentially limiting the attractiveness of RCS.

Resolution: The signatories will support interconnection of P2P communications across RCS services providers.

B) Support an Open Platform for Development

- **Encourage rapid/timely development of new features** in the RCS specification to maintain parity with competing services
- **Encourage-developer program:**
 - o Encourage developers, students, and businesses to create new RCS services by starting developer programs, offering test network access, and facilitate opensource contributions with free working code examples.

Resolution: Developers should be able to support each other through online Q&A forums, hosted by the Mobile Ecosystem Forum, and creating an online community

C) Maintaining Best Practices in products and processes

Below is a list of key consistency questions in product features, this might limit a successful roll out of services:

- **Discovery of Business Chat Services (chatbots).** The inability to advertise services across mobile operators in consistent ways is a concern for businesses.
- **Brand on-boarding.** The ease of support a brand to roll out RCS services: SLA agreements, standardized processes to provide a fast and consistent approval/activation of services.
- **Verification Authority for Sender ID.** The lack of definition of processes, the uncertain timing implication and the concerns of repeated verification for each operator are concerns
- **Chatbot Verification.** The acceptance and verifications differ among operators slowing processes
- **Standard commercial templates for wholesale services** (as defined in GSMA WA09 document or MEF RCS Best Practices)

*Resolution: The signatories intend to support these issues and others by referring to the **Mobile Ecosystem Forum RCS Best Practices v2.0** in their processes and conduct. The document is illustrating processes for product settings, simplifying roll-out, and suppressing fraud, spam and network abuse.*

By eliminating these inefficiencies and barriers as well as reducing complexities in service roll out, it will be possible for the ecosystem participants to continue competing and freely differentiating on customer service, quality and pricing.

Duration

This MOU may be modified upon ratification of all signatories’ parties. The list of signatories is public and open to new partners signatories– MEF will support the publication of supporting companies and the introduction of new partners. MEF will also support ratification of further modification on a yearly review.

_____ **Date:** **(Partner signature)**
(Partner name, organization, position)

List of Signatories

(October 2020)