



Telenity RCS

RCS Business Messaging



1. Telenity RCS Business Messaging (RBM)

1.1. Overview

Telenity RBM help operators launch their Business Messaging Channel to RCS.

Introducing the RCS Business Messaging as another channel to the enterprise customers, combining it with existing trusted channels like SMS and MMS is valuable. The enterprise customers will demand more on operators for the increasing Digital Marketing needs. The new RBM channel will help them both for increasing customer engagement and presenting a new channel for their marketing campaigns.

Telenity RBM solution resides on Telenity Digital Services Platform that has proved itself in the industry and allows operators to onboard any third-party enterprise customer who wants to launch RBM campaigns.

1.2. Market Forecast

RCS Market size is expected to:

- exceed \$10 billion by 2027,
- dominated by the large enterprise segment.

1.3. Features & Benefits

Telenity RBM offers a complete end-to-end and turn-key solution. Key features and benefits of this solution are outlined below:

- Messaging solutions R&D experience of more than 20 years
- RBM is an addition to existing Intelligent Campaign Management channels and modules
- Conformance with relevant GSMA standards
- Advanced Billing, Performance Management, and Monitoring functions
- Telenity Digital Services Platform capabilities extended specifically for RBM:
 - Partner Onboarding
 - Partner Management
 - Consent Management
 - Service Subscription Management
 - Intelligent Campaign Management
 - Reconciliation and settlement
 - Blacklist, Opt-in – Opt-out support

- API Manager to expose capabilities
- Advanced Reporting and Analytics

1.4. Telenity RBM Topology

