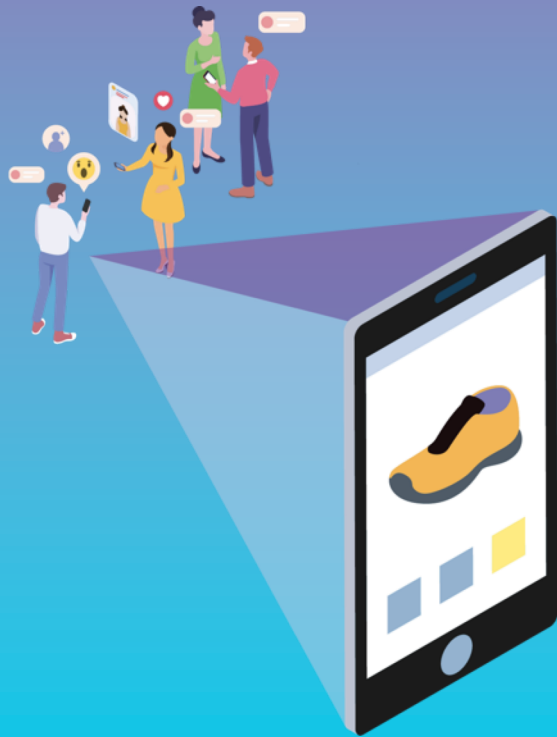




# Introducing Advanced Messaging



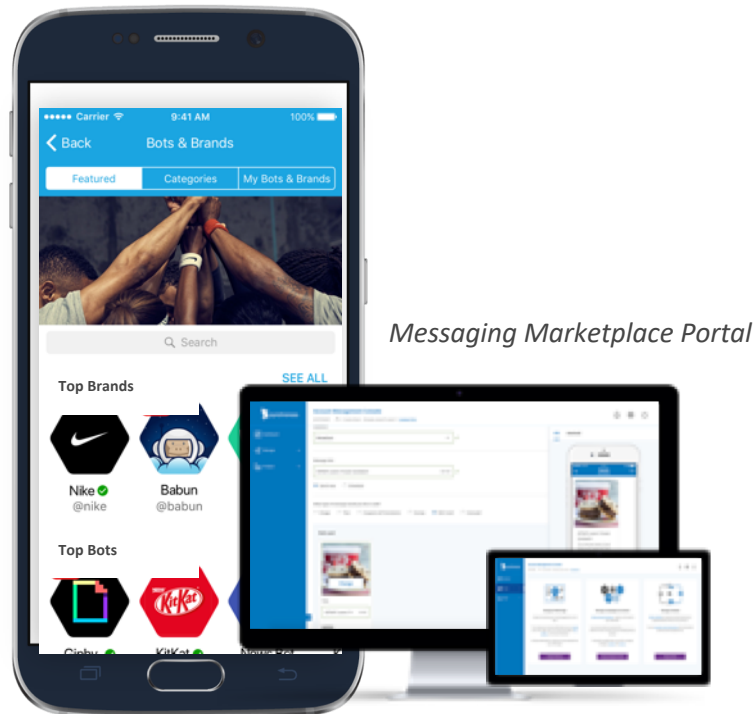
Advanced Messaging is a comprehensive platform that uses RCS technology to create new messaging experiences for Operator subscribers and brands .

Let's talk messaging. We have assembled a platform and ecosystem where subscribers and brands are brought together in new ways.

[Advanced Messaging Overview](#)

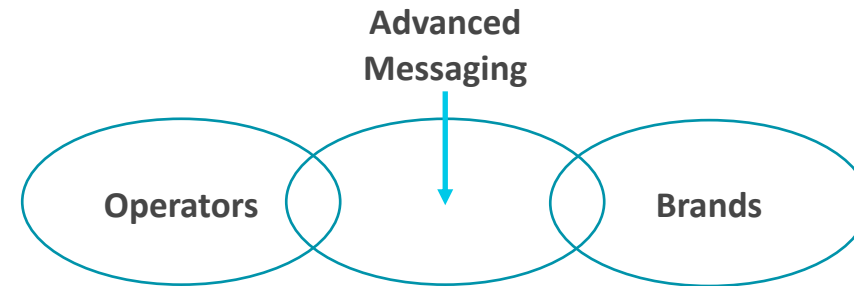


# Advanced Messaging Helps Operators and Brands Reinvent Their Relationship With Consumers.

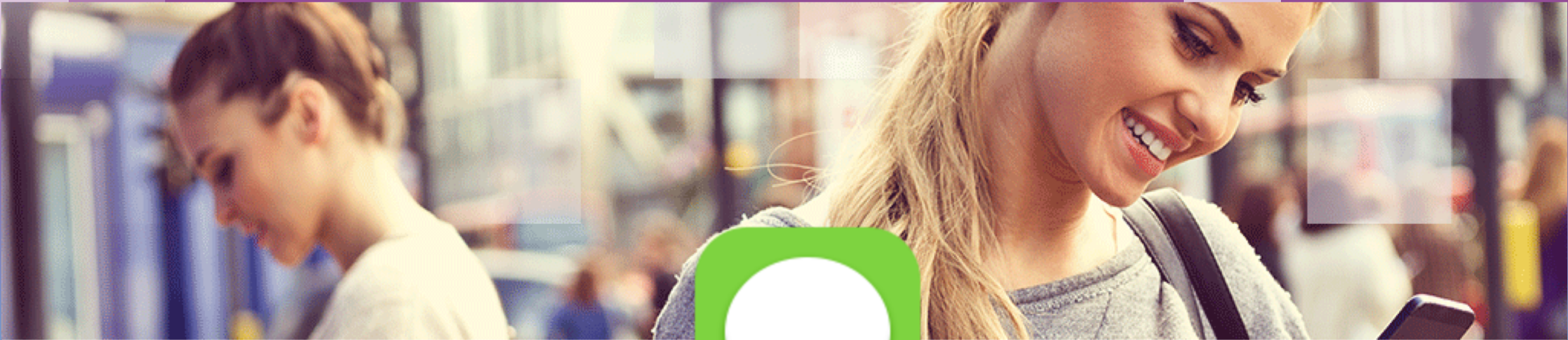


*Messaging Marketplace Portal*

*Advanced Messaging Application*



- RCS-Powered, End-to-End Messaging Solutions for Operators
- P2P, A2P
- Third Party Ecosystem
- Incremental Revenue Opportunity



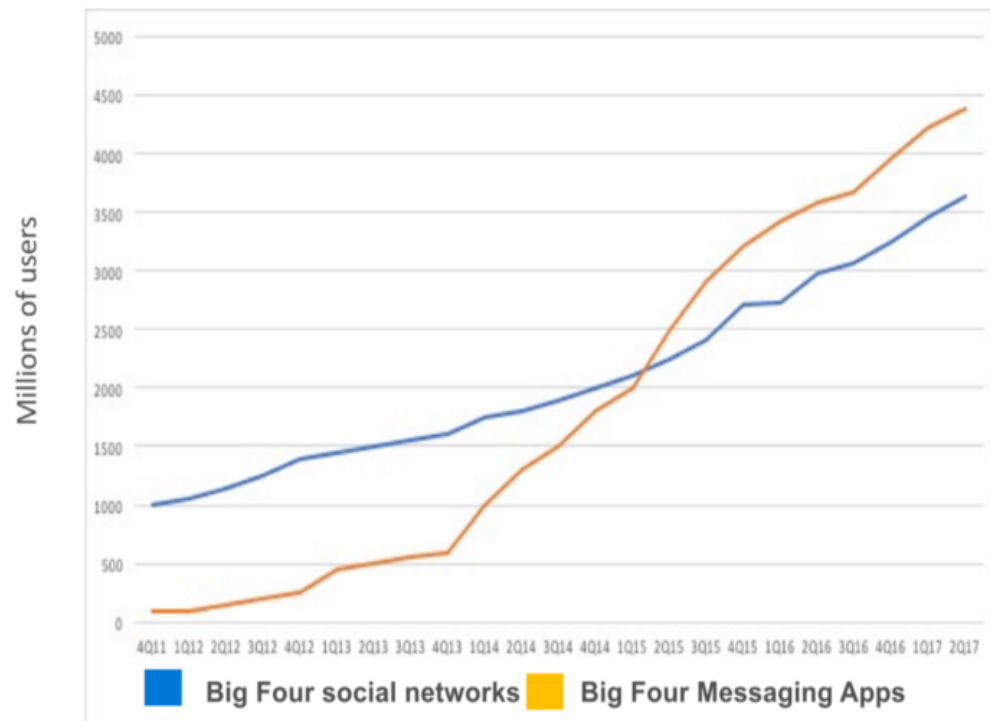
# This Little Icon Changed The World Forever.

Text messaging changed the way we communicate and today, messaging has become incredibly rich in experience and very sticky in engagement through an explosion of over-the-top messaging brands.

And text messaging has been sort of left behind...

# Then OTT Messaging Changed The World (Again).

## Messaging Apps have Surpassed Social Media



Source: Schaeffer Marketing

OTT Messaging is generating revenue with A2P business models



**WhatsApp** (launched 2009)

- MAU = 900M
- Messages Sent/Day = 30B



**WeChat** (launched 2011, China)

- MAU = 890MM
- Revenue = **\$1.55B** (2015)
- Business Accounts: **14M**



**Facebook Messenger**  
(launched 2011)

- MAU = 1.2B



**LINE** (launched 2011, Japan)

- MAU = 170MM
- Messages Sent/Day = 13B
- Revenue = **\$1.27B** (2016)
- Business Accounts: **6.1M** (631 enterprise business)

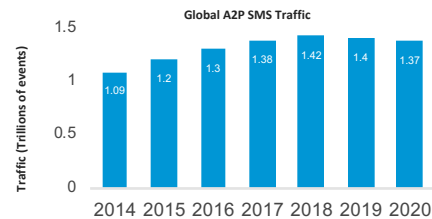
# There is a Massive Shift to Messaging-Driven Commerce

Conversation is shifting to IP and that's driving commerce.

Sticky engagement is driving frequency and eyeball share.

Messaging is emerging as the new (preferred) platform.

Premium SMS growth in next two years



# 10

Average number of sessions per day on a messaging application.

# 3X

Messaging has 3X the developers in six months than apps did after 14 months.



80% OF MOBILE TIME IS SPENT IN 3 APPS



MESSAGING APPS OPENED 5X MORE



4 BILLION USERS



23 MIN / DAY IN MSG

## 67%

of consumers agreed that businesses should be CONTACTABLE via messaging application



## 50%

of consumers want to SHOP using a messaging APP



## 1,000,000

Number of bots developed since April'16



# In Asia, Messaging is Becoming The **Next App Store**



LINE GAMES

**\$360M**



COMMUNICATIONS

**\$271M**



ADVERTISING

**\$594M**



PORTAL ADVERTISING

**\$94M**



MERCHANDISE

**\$181M**

**203M**

MONTHLY ACTIVE  
USERS

**\$1.5 BILLION**



# However, Text Messaging Still Has a **Special Relationship With Subscribers.**

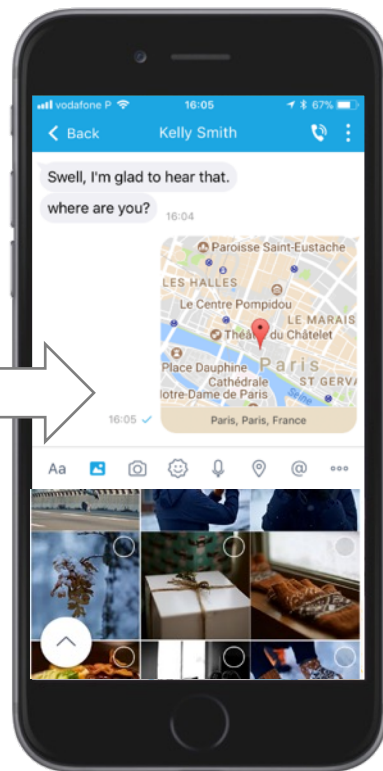


It's everywhere and it just works, no matter what. It's secure. We know who's texting us. It's what we use to contact the people we care about most. We have higher confidence the message will be seen and answered. In a word: **it's trusted.**

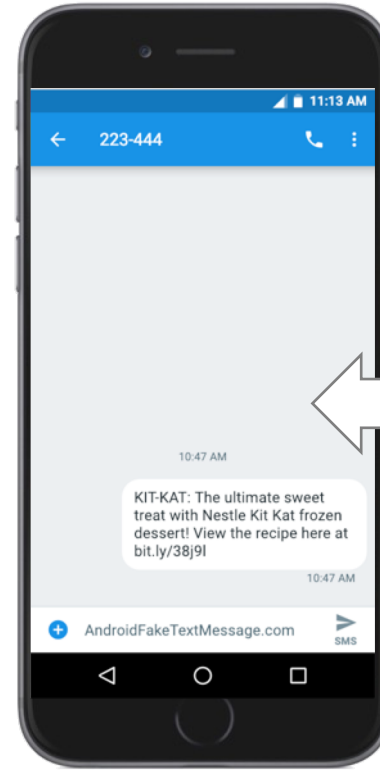
# RCS Takes SMS to The Next Level



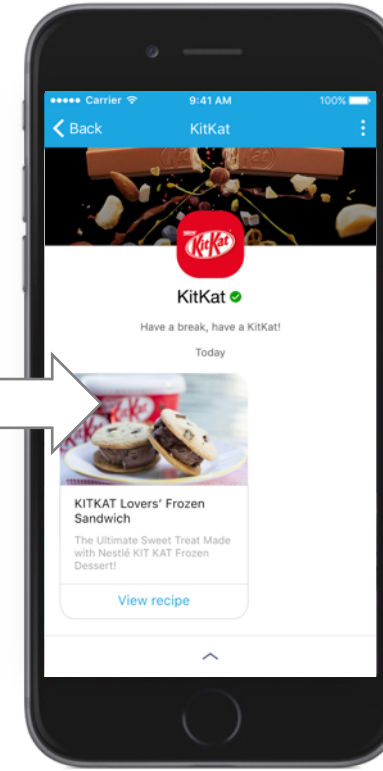
Legacy P2P SMS



P2P with RCS



Legacy A2P SMS



A2P with RCS

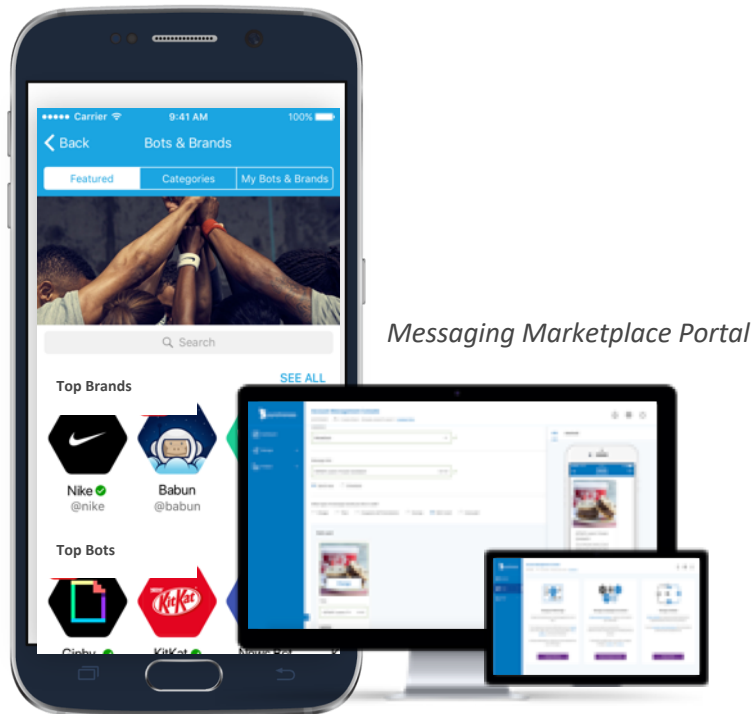
- Increased engagement rates over SMS
- Better user experience
- Personalization opportunities for brands & carriers



# Advanced Messaging: The Medium That Changes Everything.

RCS enables Operators to put more functionality into Text Messaging. Like SMS, it's a network-based technology and works with existing contacts across carriers.

# Advanced Messaging, Takes RCS, Up to **an Entirely Different Level.**



Advanced Messaging Application



**Only Synchronoss offers an end-to-end communications and commerce platform and solution suite.**

- RCS, GSMA-Standard, Messaging as a Platform and Cross Platform Rich Client
- Distributed Through Operators
- Game-changing Peer 2 Peer Functionality
- Standardized, Rich Brand Discovery and Interaction
- Brand Portal and Commerce Ecosystem

# For Operators, Advanced Messaging Helps **Level The Playing Field.**



## **It has the reach of SMS**

Because it is a network technology RCS provides the ubiquity subscribers have come to expect with technology. It even works with legacy SMS

## **It has the feature functionality of OTT apps**

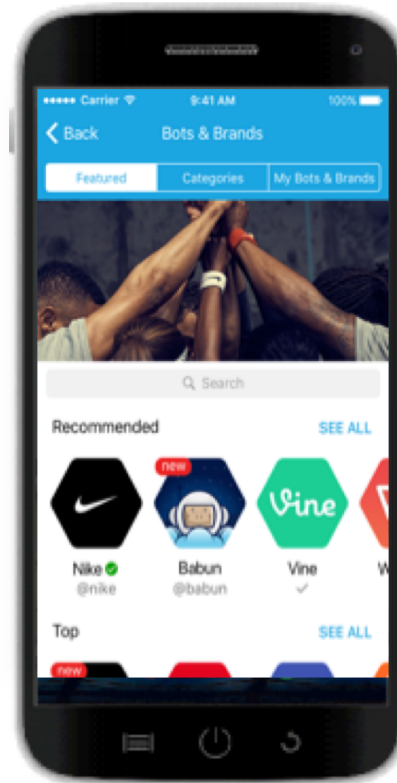
RCS gives text messaging interactive features comparable to leading OTT messaging providers.

## **Like Text Messaging, it has higher engagement**

All the contacts, trust and engagement carries over. Plus with rich messaging, response rates are 200-300% higher.

# Advanced Messaging's A2P Can Create Record Levels of User Engagement.

Early tests are showing order of magnitude levels of engagement with brands, ads, services and content when encountered in a RCS Messaging app.



## Discovery

Brands can be discovered in an “app-store” like environment and through in-line promotion during a bot messaging session.

## Services

Every day services that are typically used as apps themselves can provide personalized, focused, one-click services in the messaging app.

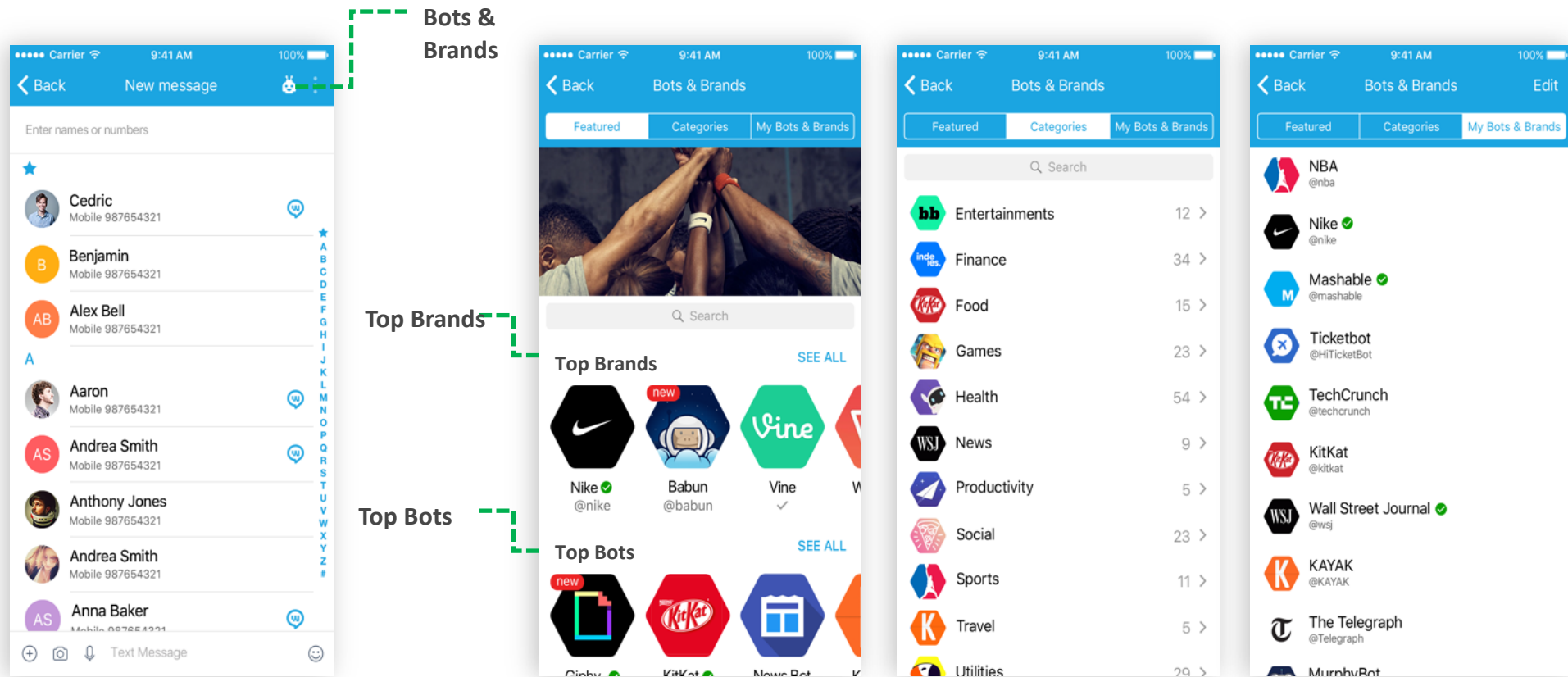
## Chat Bots

Chat bots help facilitate a conversation with users and gives them rich interaction possibilities without having to leave the thread or the app.

## Advertising

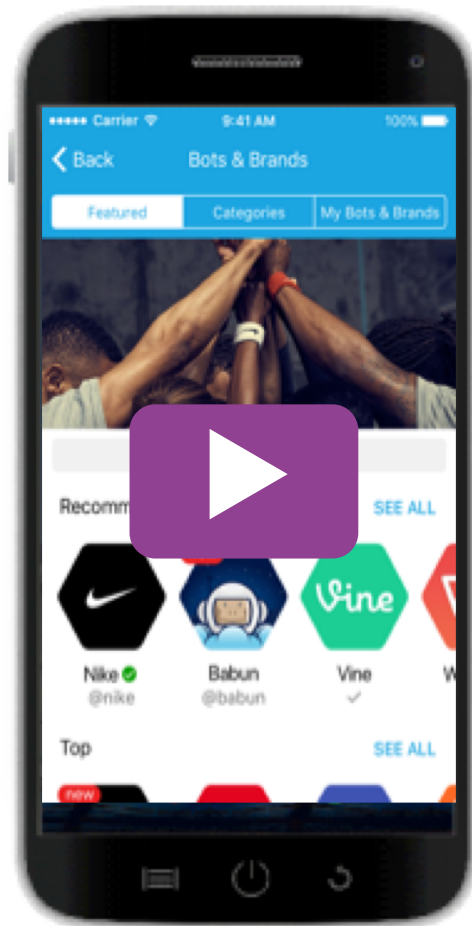
Banner ads can become interactive and immersive experiences allowing for real-time fulfillment within the ad experience itself.

# Advanced Messaging's A2P Features **Rich Means of Brand Discovery**

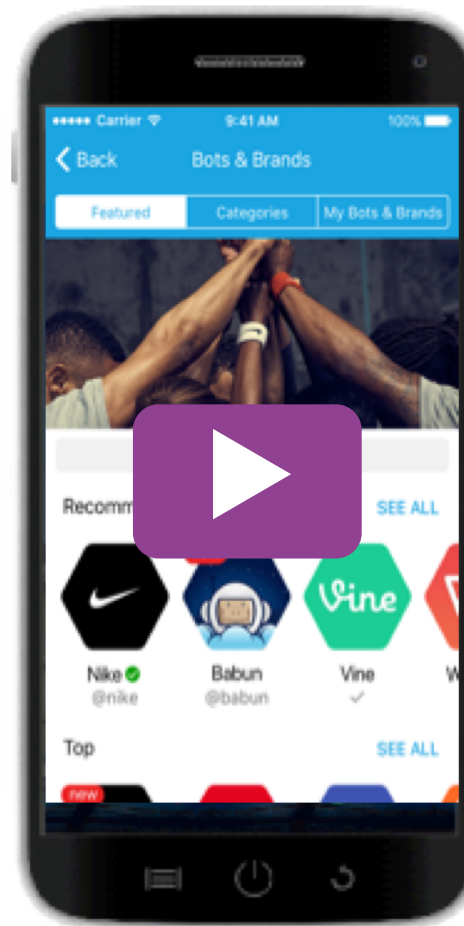


# Nearly Unlimited Engagement Potential.

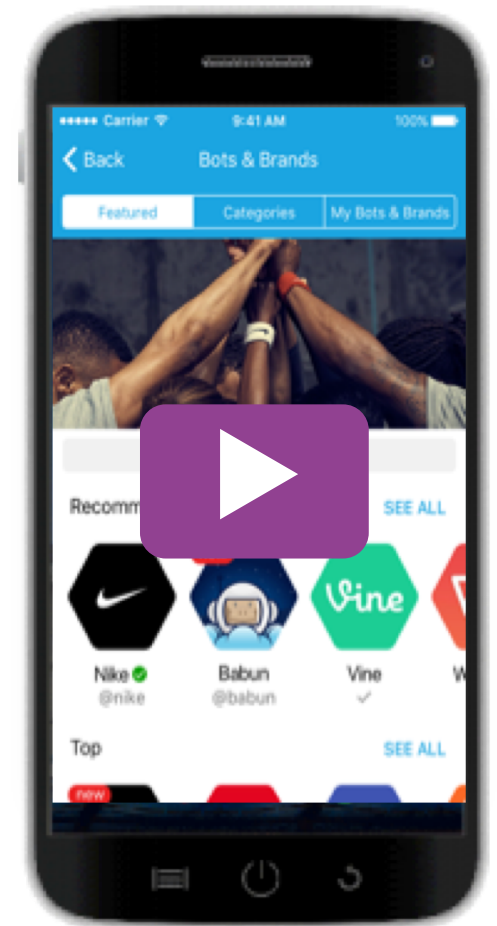
*(at national scale)*



Advertising

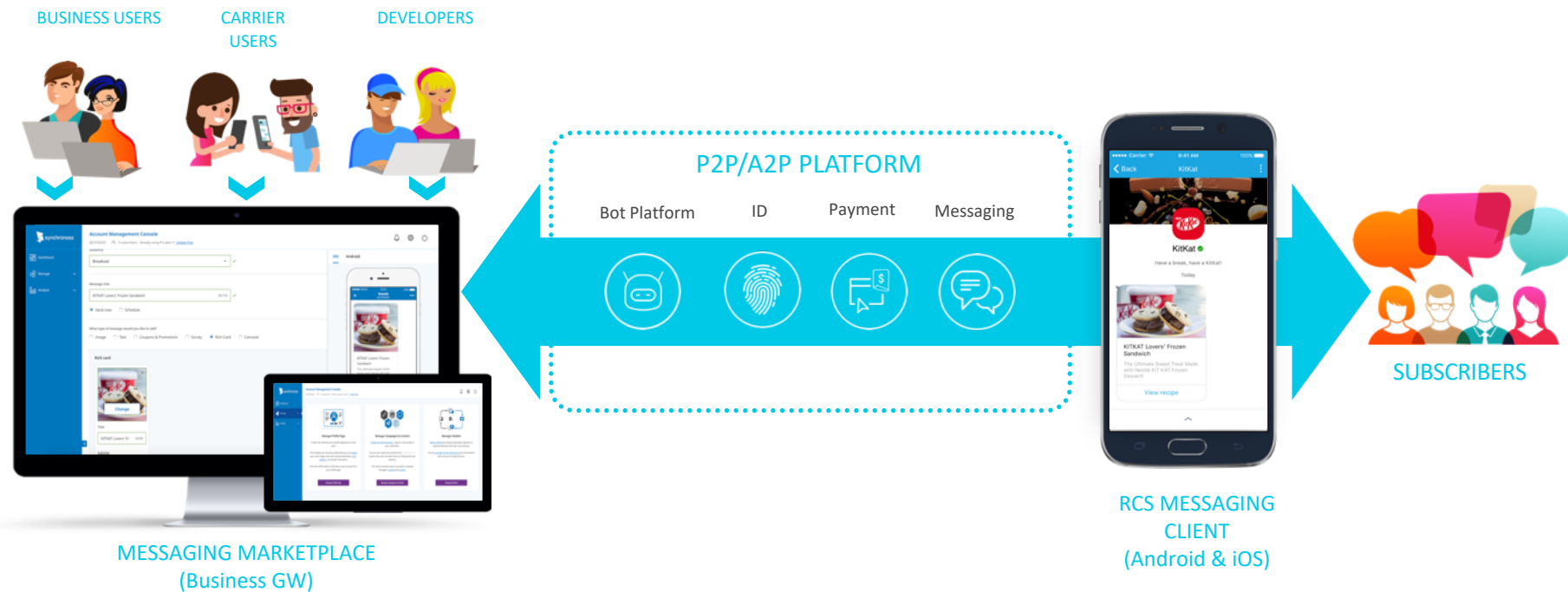


Reservations



Travel

# A White Label Platform and Ecosystem for Operators and Brands.



GSMA Universal Profile 1.0 Accredited  
GSMA Universal Profile 2.2 Compliant



# Carrier Distribution and Promotional Channels Function as Accelerators to **Subscriber Adoption and Engagement.**



## PRELOAD

OEM preloads create the first, best distribution for messaging applications.



## RETAIL

Retail promotion and assisted, in-store downloads create distribution on IOS.



## PROMOTION

On-air, Digital, In-store, Care, CRM are just some of the high touch channels available.



## DIRECT MARKETING

Mobile & digital campaigns create steady growth in adoption and usage

**Maximizing these channels dramatically impacts revenue growth.**

# With Advanced Messaging, Operators Have **New Revenue Opportunities.**

## MT A2P AGGREGATORS



**BETTER THAN TEXT**  
Incremental revenue via a rich platform – driving deeper engagement and higher conversion rates for existing A2P Brands

Near Term Revenue

## MERCHANTS CARRIER LISTING



**MOM AND POP**  
New, powerful engagement tool for listed businesses to engage subscribers for commerce via carrier billing (#1 in We Chat)

New Listing Service

## BIG BRANDS COMMERCE, CONTENT



**GREATER REACH**  
A new, nation-wide venue for brands to engage subscribers beyond their own applications - using their existing chat bots and operations.

Revenue Share

## DATA ADVERTISING



**BIG DATA**  
Rich transactional data, used responsibly, to create robust engagement profiles and increase the value of advertising at scale for brands.

Higher Value CPM

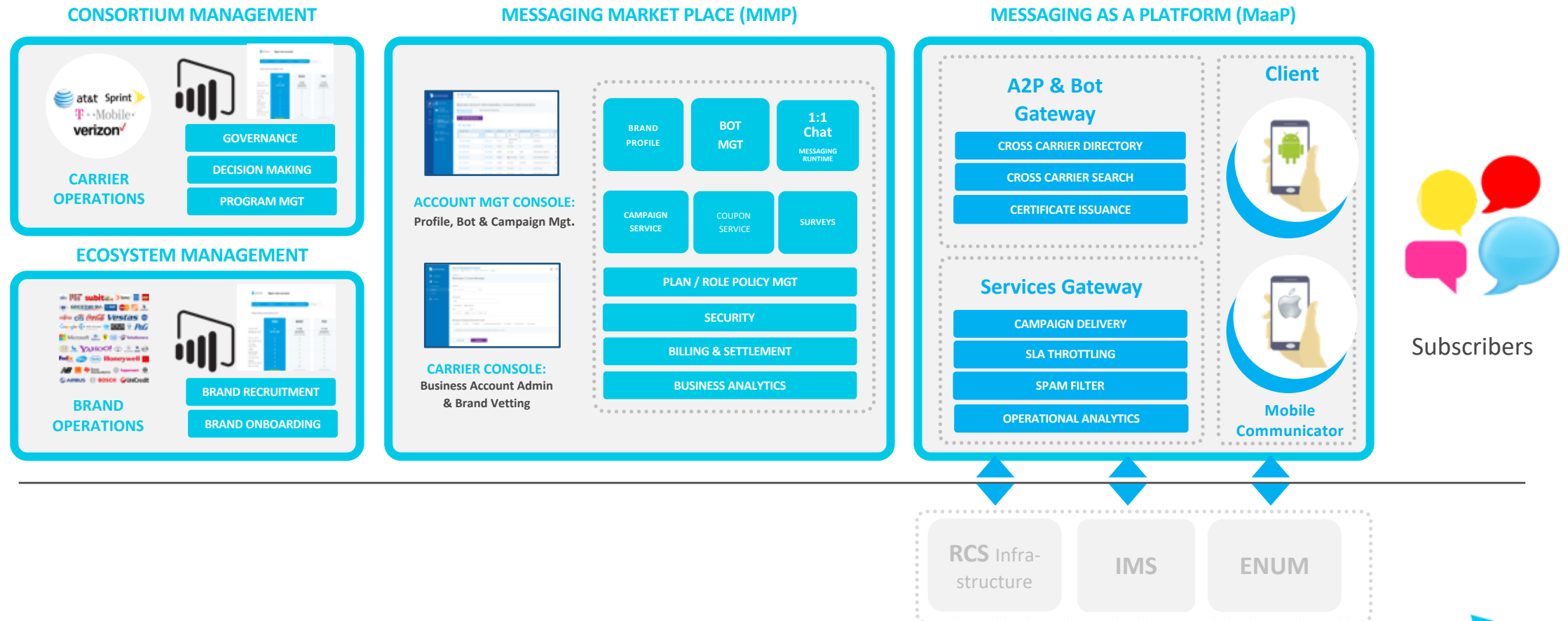
## CARRIER CROSS/UPSELL



**PERSONALIZATION**  
A new channel to create personalized engagement for carrier services, care, more efficient vehicle to expose carrier apps vs preload

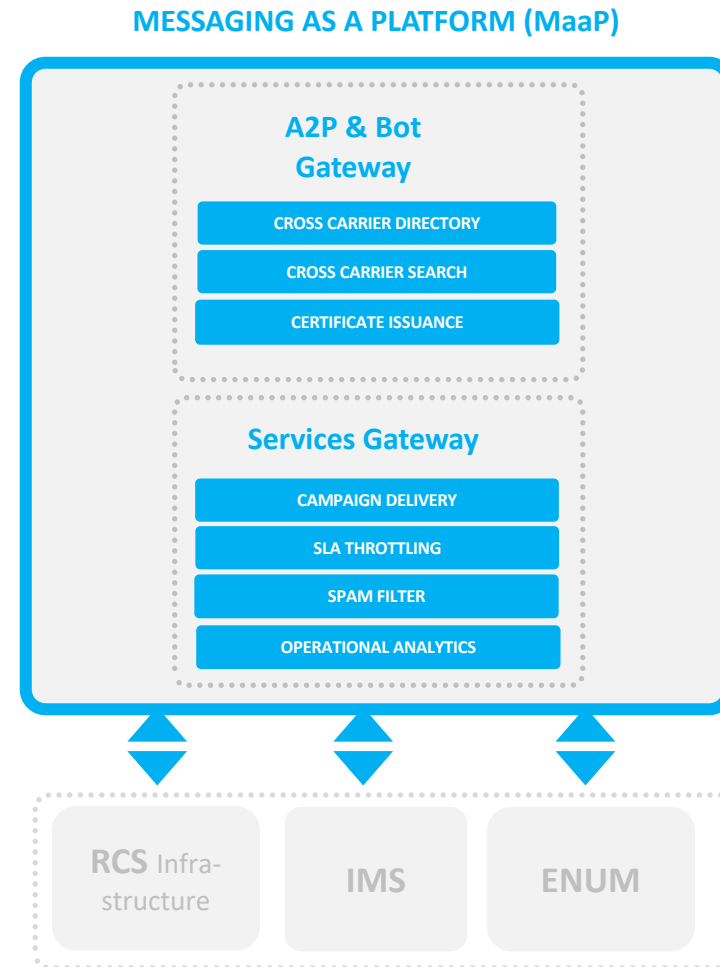
Service Engagement

# With Advanced Messaging, Operators Have **New Revenue Opportunities.**



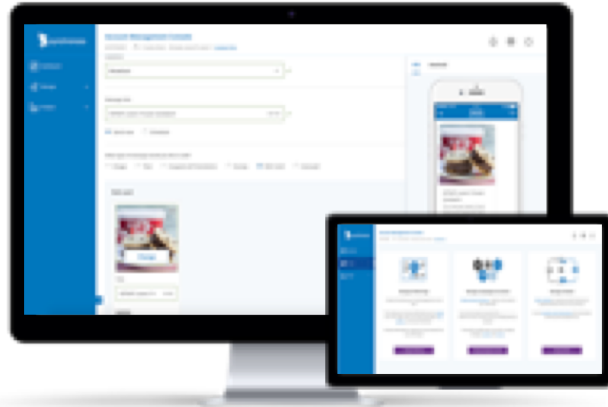
# Advanced Messaging's Messaging as a Platform (Maap) Enables **Operator Integration and Commerce**

- Combines the features of advanced messaging with standardized interfaces for brands and chatbots to provide rich A2P messaging experience
- Common merchandising experience for end-user brand/Bot discovery across carriers
- Rich messaging service capable of delivering text, images, videos, locations, contacts and more from Companies/Brands to consumers
- GSMA Universal Profile compliant with support for Anonymous / Control, Rich Cards, Discovery



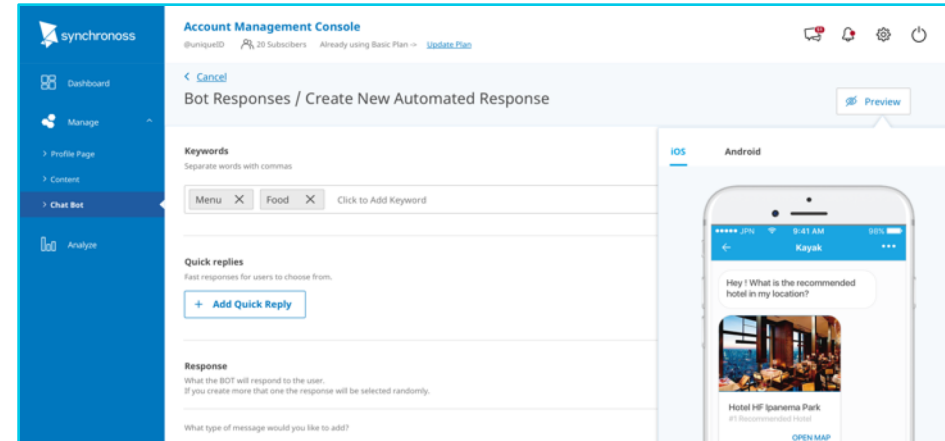
# Introducing Messaging Marketplace





# National Scope, Advanced Platform: Brand-Friendly

Messaging Marketplace helps brands enter this new ecosystem with confidence – from on-boarding new experiences to managing campaigns in real-time across completely new brand touch points.



Work with brands directly, or  
brand aggregators & partners

## Carrier-controlled pricing & plan configuration

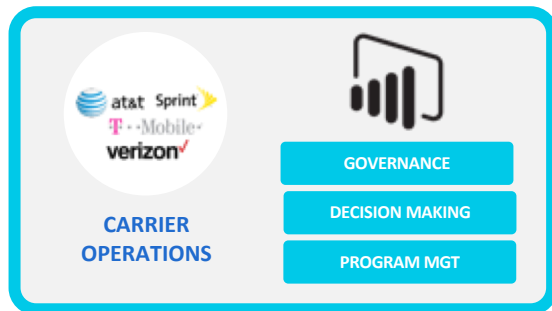
Gives MNO the ability to define business models (e.g. Subscription, pay-per-message, hybrid)

## Business Account control

UP2.2 Carrier-enforced verification process for larger brands

# MMP Enables Brand and Carrier Integration with MaaP and Client

## CONSORTIUM MANAGEMENT

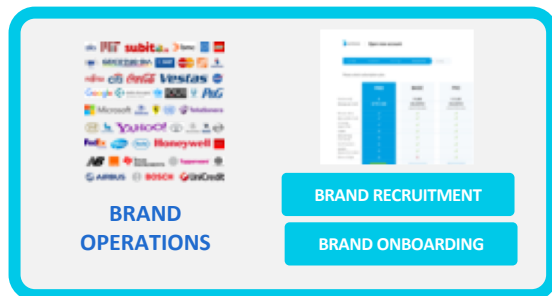


at&t Sprint  
T-Mobile  
verizon

CARRIER OPERATIONS

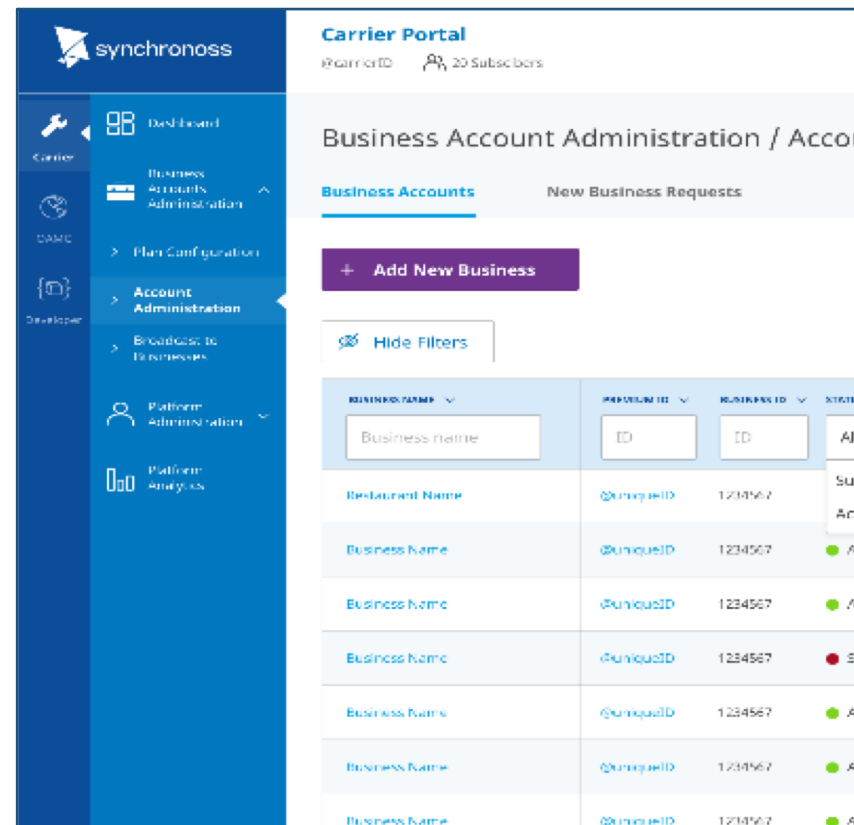
GOVERNANCE  
DECISION MAKING  
PROGRAM MGT

## ECOSYSTEM MANAGEMENT



BRAND OPERATIONS

BRAND RECRUITMENT  
BRAND ONBOARDING



synchronoss

Carrier Portal  
@CarrierID 20 Subscribers

Business Account Administration / Account Administration

Business Accounts New Business Requests

+ Add New Business

Hide Filters

BUSINESS NAME	PERSON ID	BUSINESS ID	STATUS
Business Name	ID	ID	All
Business Name	@UniqueID	1234567	Susp
Business Name	@UniqueID	1234567	Acti
Business Name	@UniqueID	1234567	Acti
Business Name	@UniqueID	1234567	Acti
Business Name	@UniqueID	1234567	Sus
Business Name	@UniqueID	1234567	Acti
Business Name	@UniqueID	1234567	Acti
Business Name	@UniqueID	1234567	Acti

- Brand / chat onboarding, vetting and Admin Portals
- Billing and Settlement support CDR flows, usage data and settlements
- Subscriber adoption and engagement campaigns
- Business and operational analytics to support managing and growing the business

If you'd like to know more about changing the way  
use messaging to drive new revenue...

[messaging@synchronoss.com](mailto:messaging@synchronoss.com)

We'd Love To Talk More.

