

Advanced Messaging Case Study

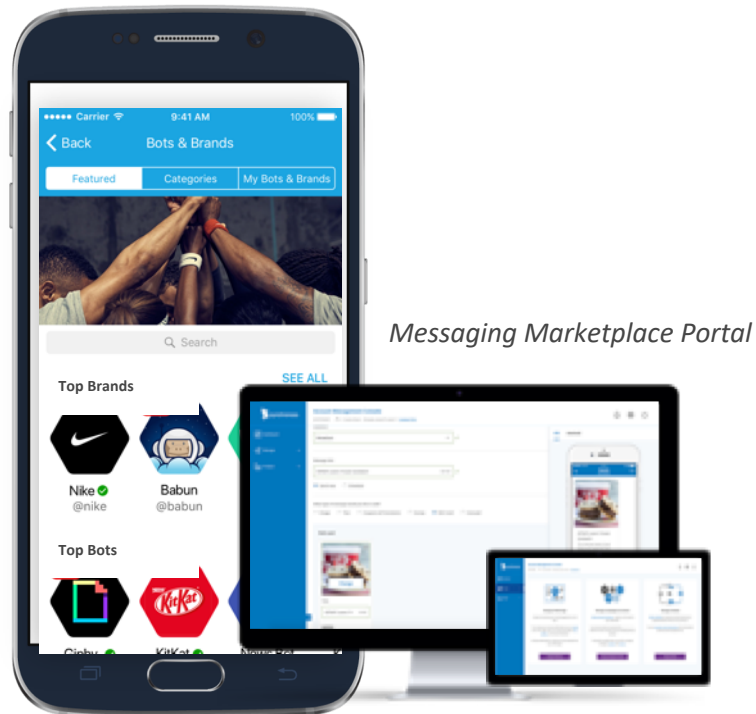


Advanced Messaging is a comprehensive platform that uses RCS technology to create new messaging experiences for Operator subscribers and brands .

Let's talk experience. Synchronoss is the only platform in the world to supply RCS technology to the world's first a messaging-based Operator Partnership.

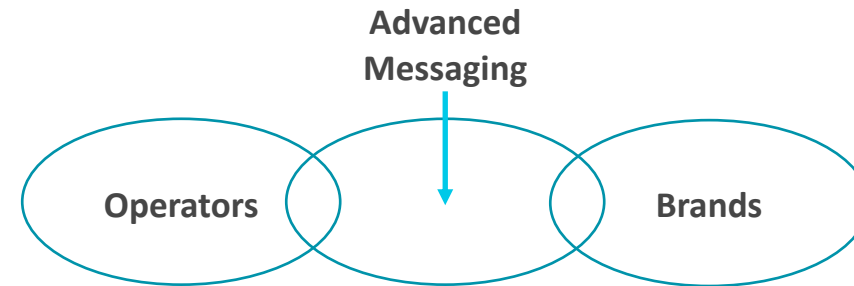
[Advanced Messaging Case Study](#) →

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



BACKGROUND

Operators had lost relevance to messaging to the likes of OTT competitors such as WeChat, WhatsApp and LINE. More importantly they had lost out on the revenue created by these services.

ADVANCED MESSAGING CASE STUDY |

Use RCS Technology to Give Subscribers an OTT Messaging Experience and Create New Revenue

CHALLENGE

Create a common Advanced Messaging Service that spanned multiple Tier 1 Operators and drive user Engagement and revenue

APPROACH

Synchronoss created new technology to give its Operator customers a more compelling solution than email.

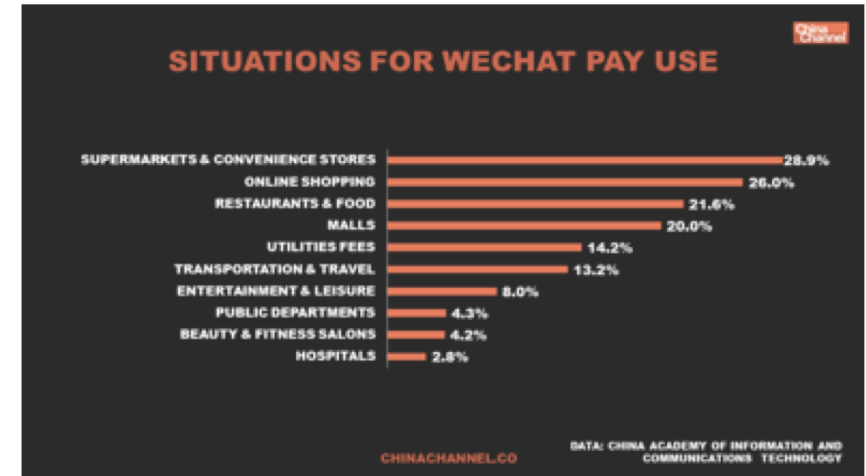
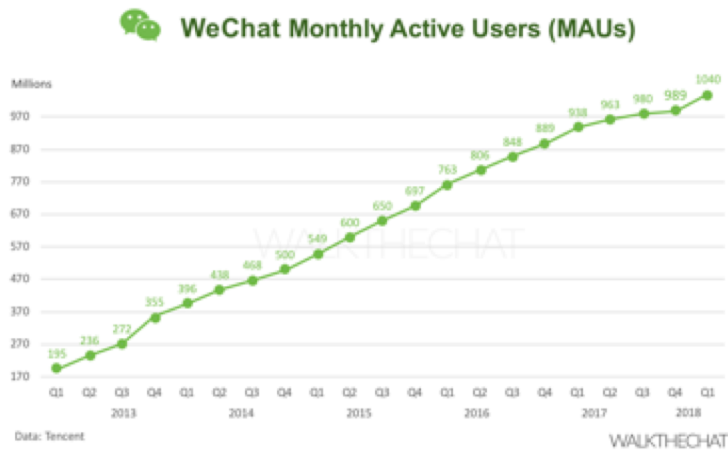
- Deployed MaaP across the three carriers to create the basis for RCS technology and the advanced Messaging Experience
- Work with the Operators to standardize the user experience and feature functionality through a common client
- Partner with the Operators to promote user adoption of a common client across channels

DIFFERENTIATED VALUE

Synchronoss helped operators completely transform their messaging business by adopting the very approach and business structure of the OTT competitors—They are now growing active subscribers by the millions as they begin to launch their A2P offering.

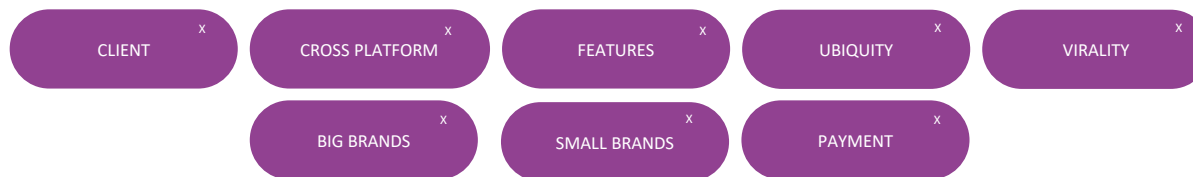


The Operators Looked To The Success Model Perfected by We Chat

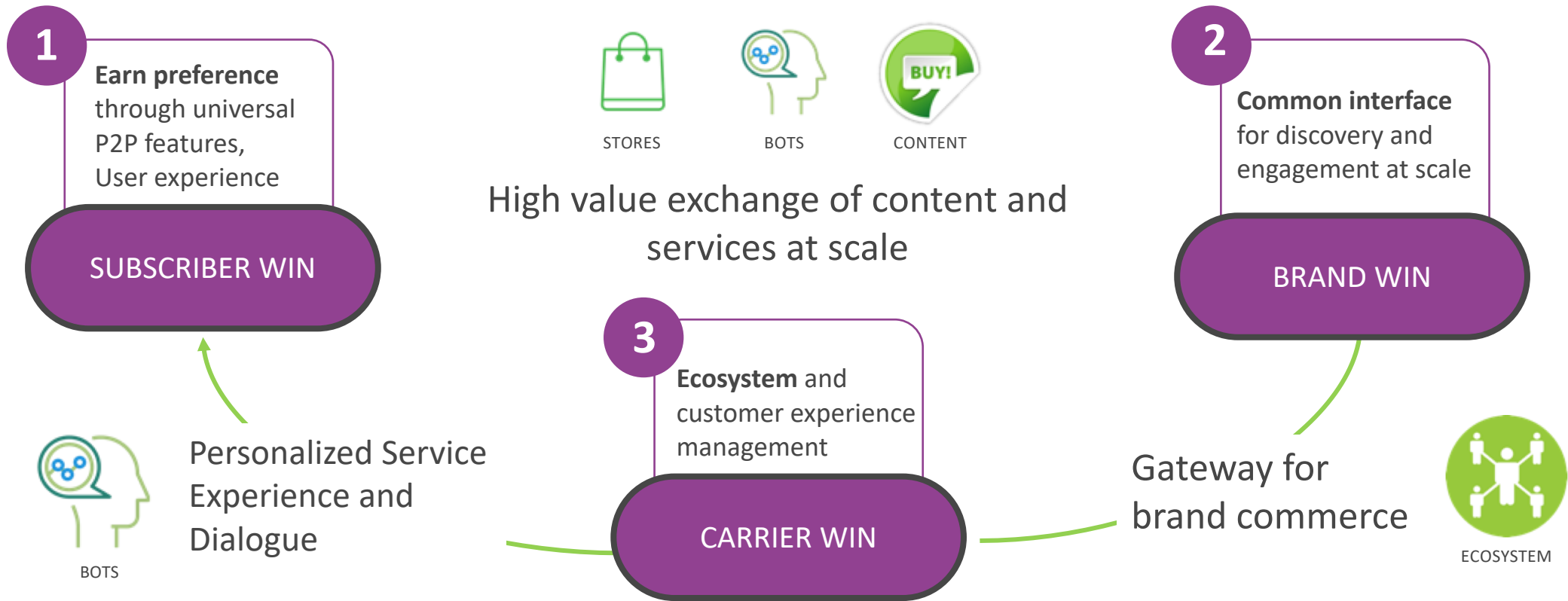


WIN THE USERS, THE BRANDS WILL FOLLOW.

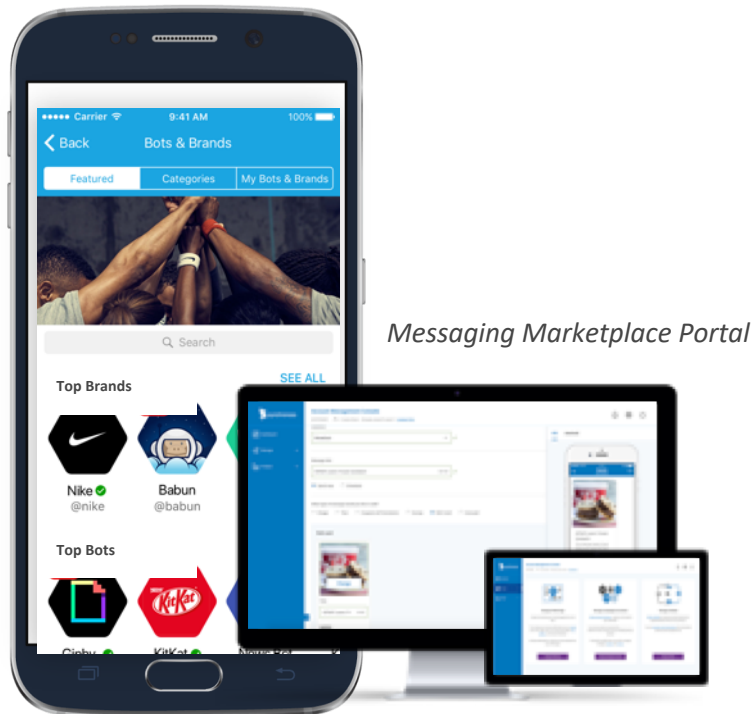
Line and WeChat usurped Carrier messaging by creating new experiences with a viral-worthy, client-based user experience in P2P and A2P.



Operators Formed Together to Create a **Win-Win-Win** Ecosystem.



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

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

messaging@synchronoss.com

We'd Love To Talk More.

