make-or-break time for RCS

trusted verification to drive rich business messaging adoption

5G is an accelerant

415B RCS BUSINESS MESSAGES BY 2025

5B PROJECTED RCS USERS BY 2028

90 SERVICE PROVIDERS IN 60 COUNTRIES

What's at stake

Imperative to get RCS brand verification right from the start

$74B REVENUE

$439M SAVINGS[1]

$112B RETAIL SALES[2]

Considerations

INTEROPERABILITY
Works across all service providers

OMNI-CHANNEL
Extends across chatbots, voice and SMS text

SECURE
Protects consumers and brands

COST-EFFECTIVE
Operational and human resources

FRAUD PREVENTION
Protect consumers from business imposters

Which RCS Verification Options is Right for Your Business?

CENTRALIZED ATTESTATION

provides impartiality and multi-factored authorization and attestation by an authoritative source recognized by the ecosystem.

• Easy to implement
• Cost-effective
• No dedicated resource needed
• Interoperable

SELF ATTESTATION

allow brands or messaging service providers to self-sign their digital identities.

• Complicated to implement
• Expensive
• Needs dedicated resources
• Bespoke/custom built

Source data for Savings[1] and Service Expenses[2]: Estimated that retailers alone will save $439M annually in customer service expenses and drive $112B in retail sales by 2023