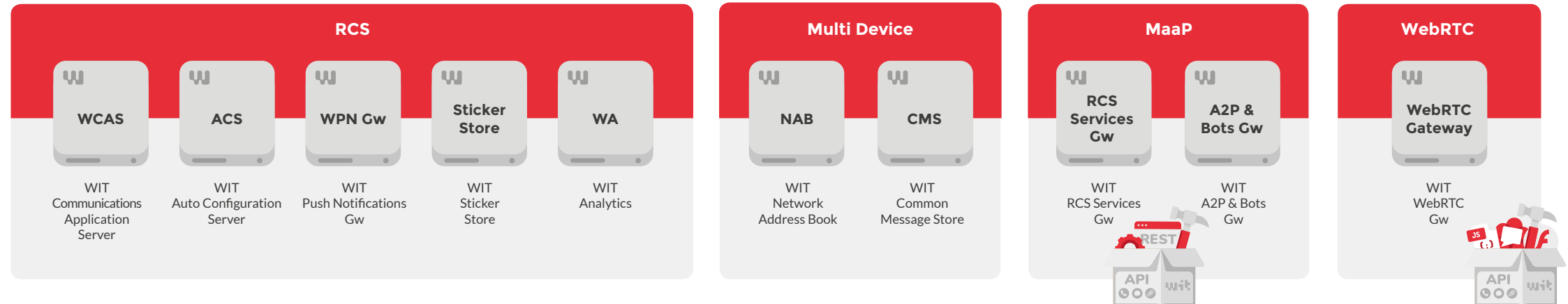
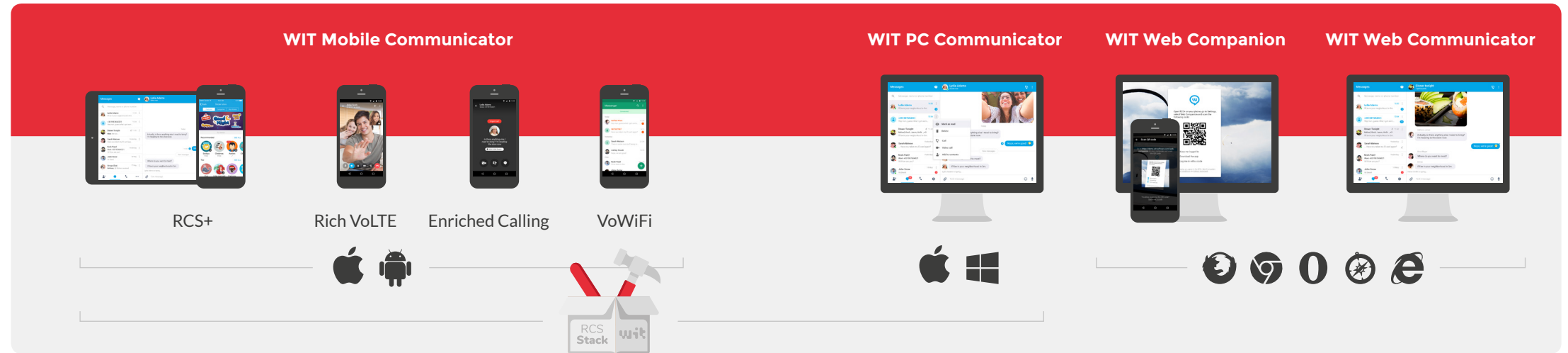


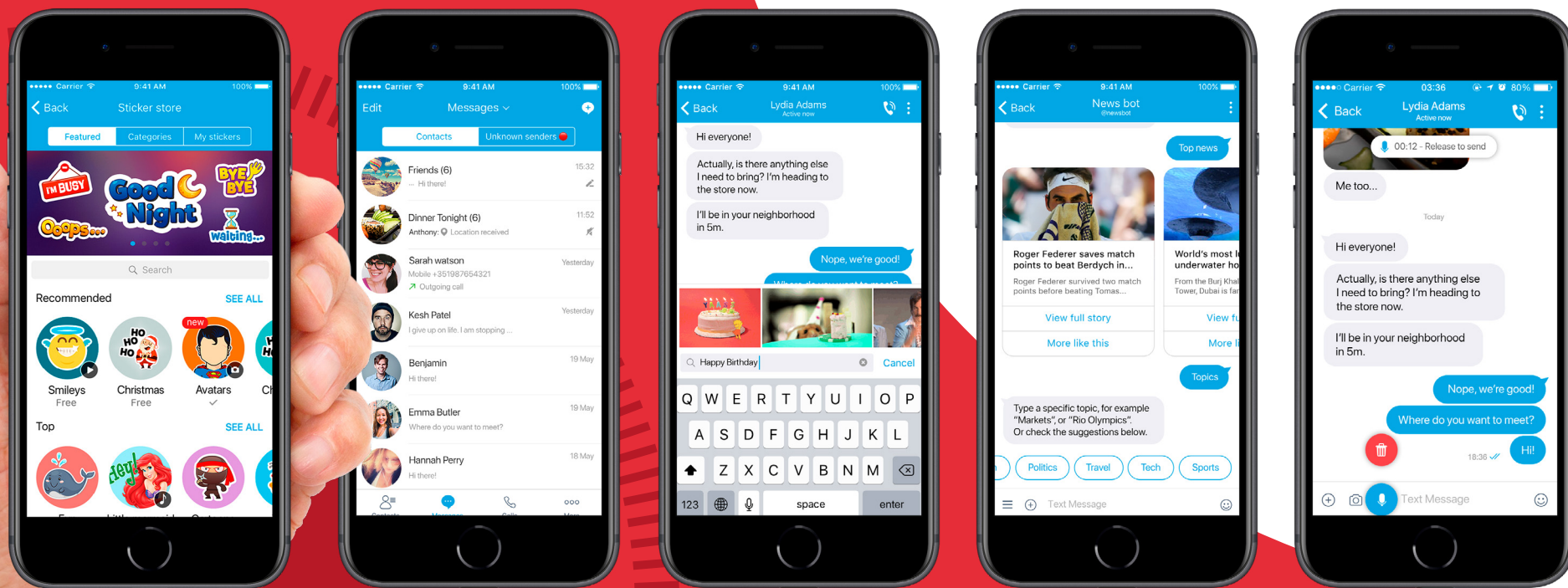
# **WIT RCS Suite**

**Unleash the  
power of RCS**

[rcs.wit-software.com](https://rcs.wit-software.com)

# WIT RCS Framework



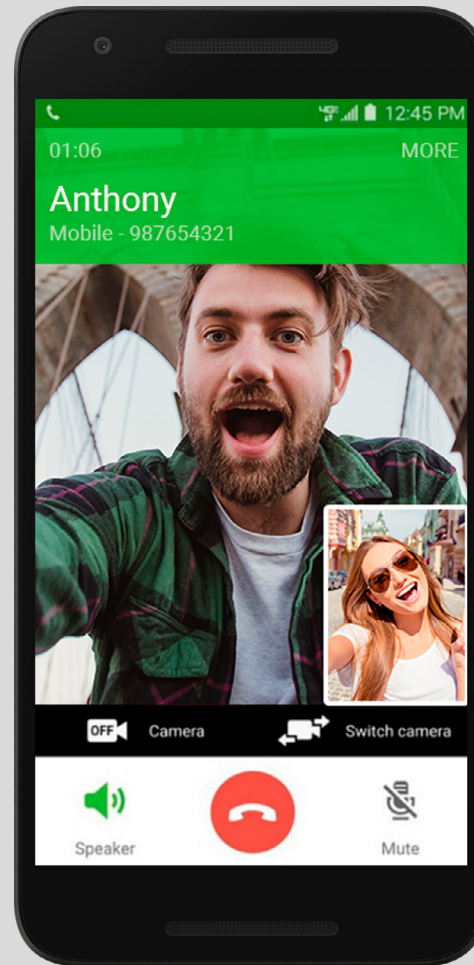
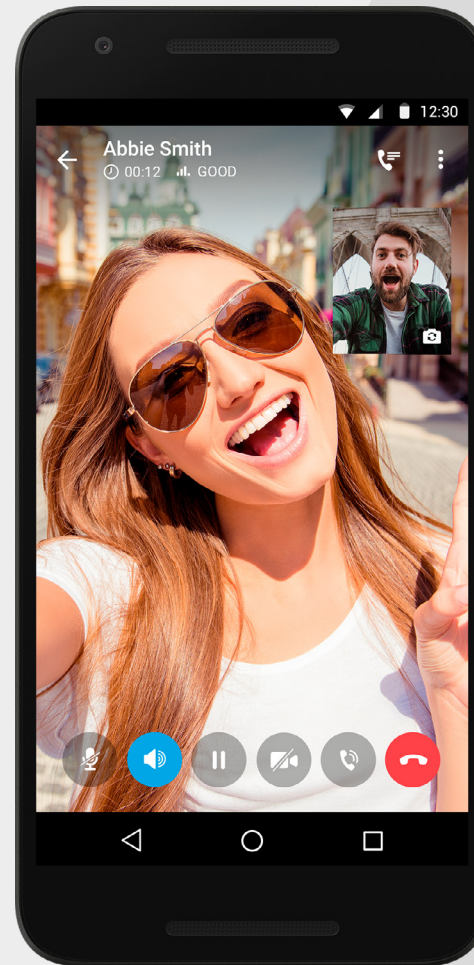


# RCS Apps

Fully featured applications including Chat, Group Chat, File Transfer, IP Voice and Video calling, Stickers and Rich Cards.

# Rich VoLTE

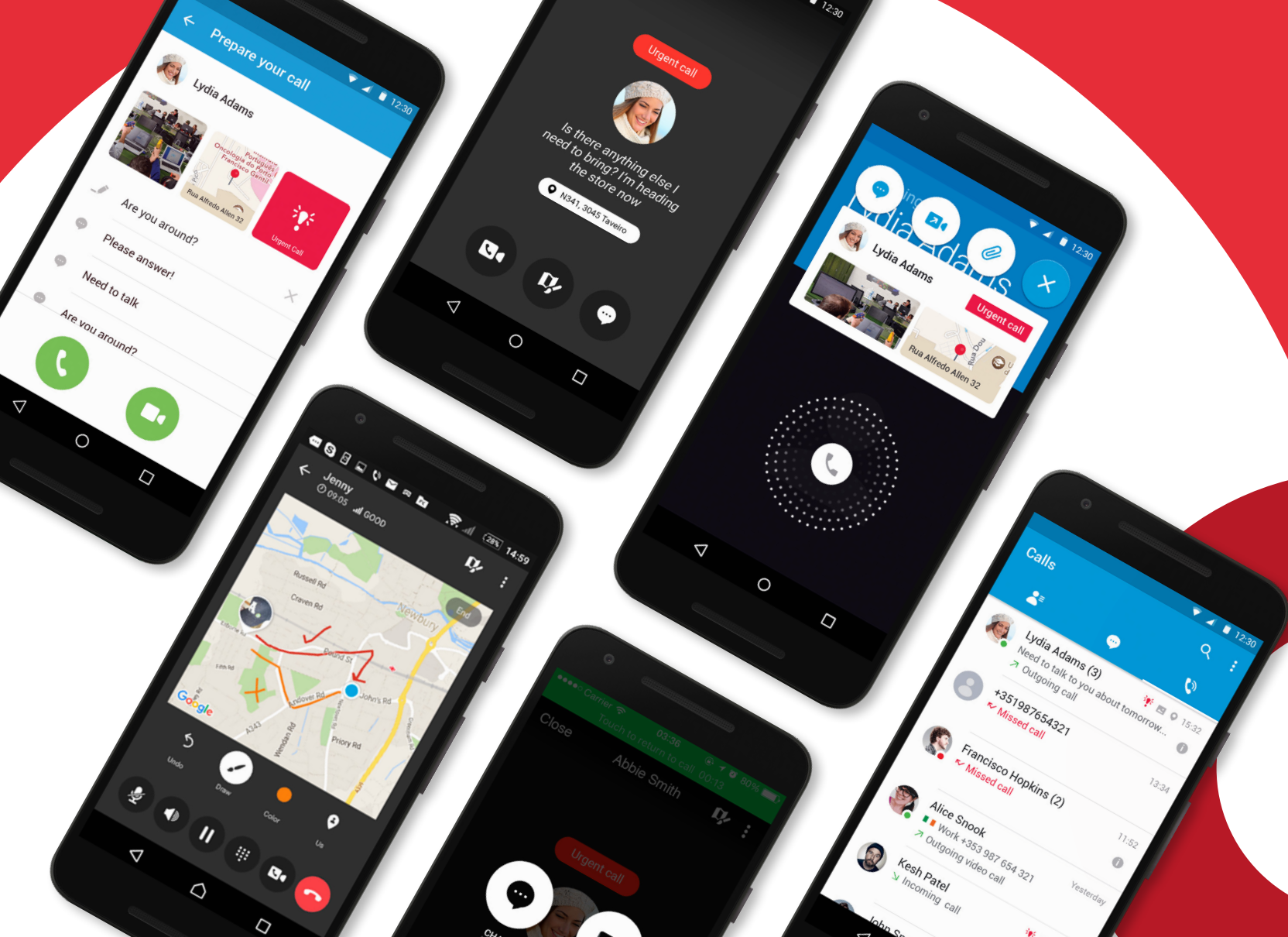
Seamless transition from SMS/CS-Voice to IP Communications, providing the path to deliver rich communications on top of VoLTE and across multiple platforms. These end-points also enable video capabilities to support the launch of ViLTE.





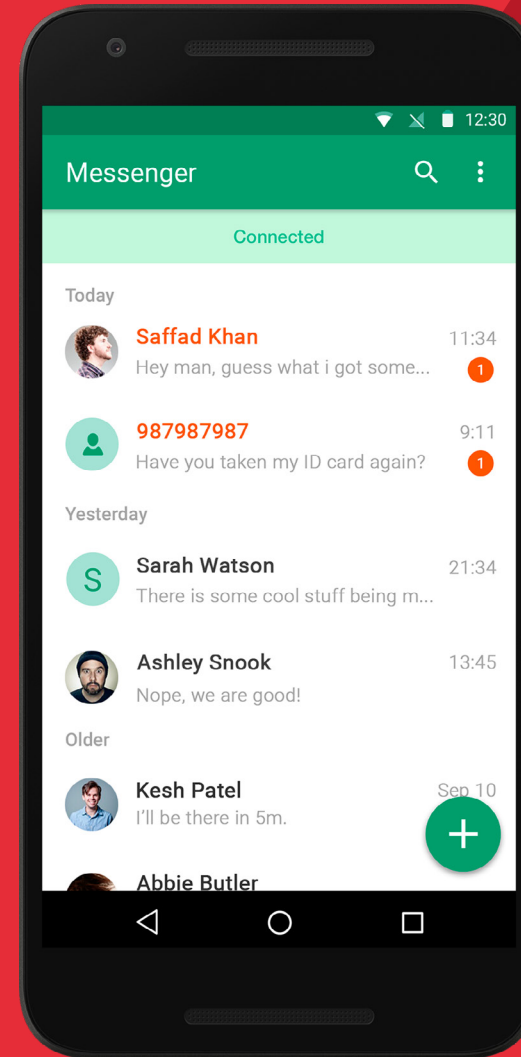
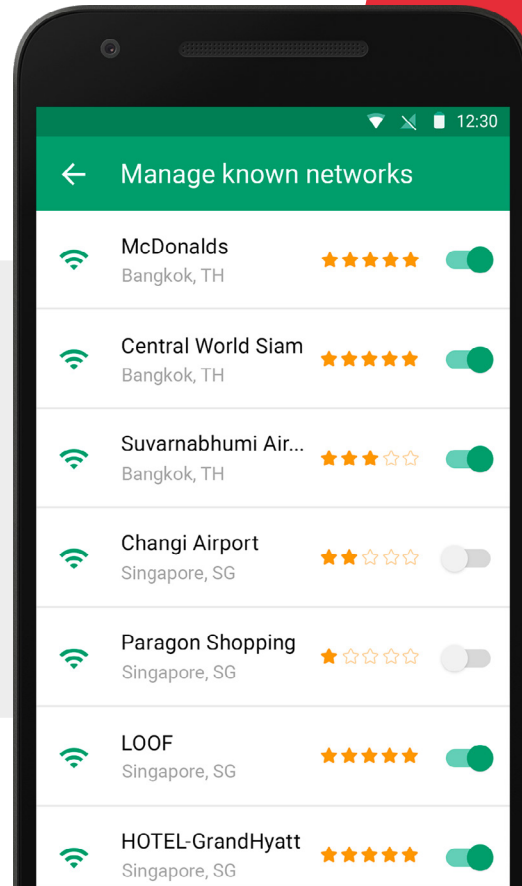
# Enriched Calling

A whole new experience in voice calling, advancing the user experience with pre-call, in-call and post-call capabilities. A firm step towards Rich VoLTE whilst fully compliant with GSMA Specs.



# VoWiFi

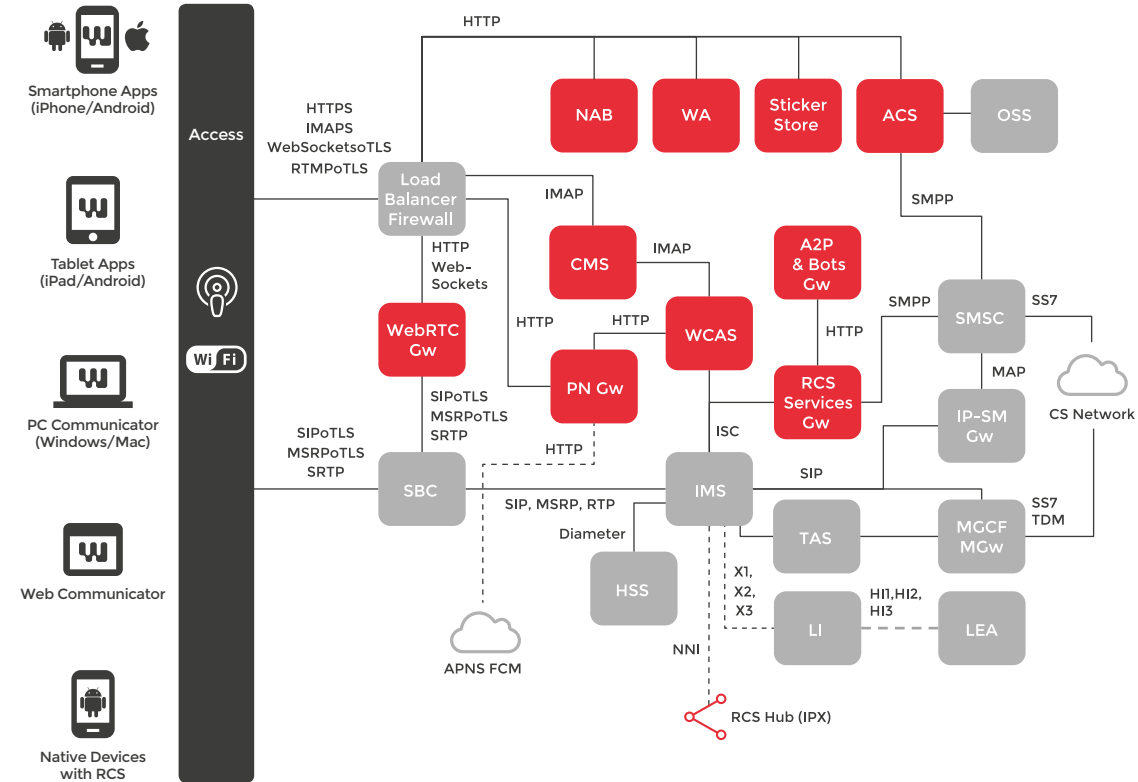
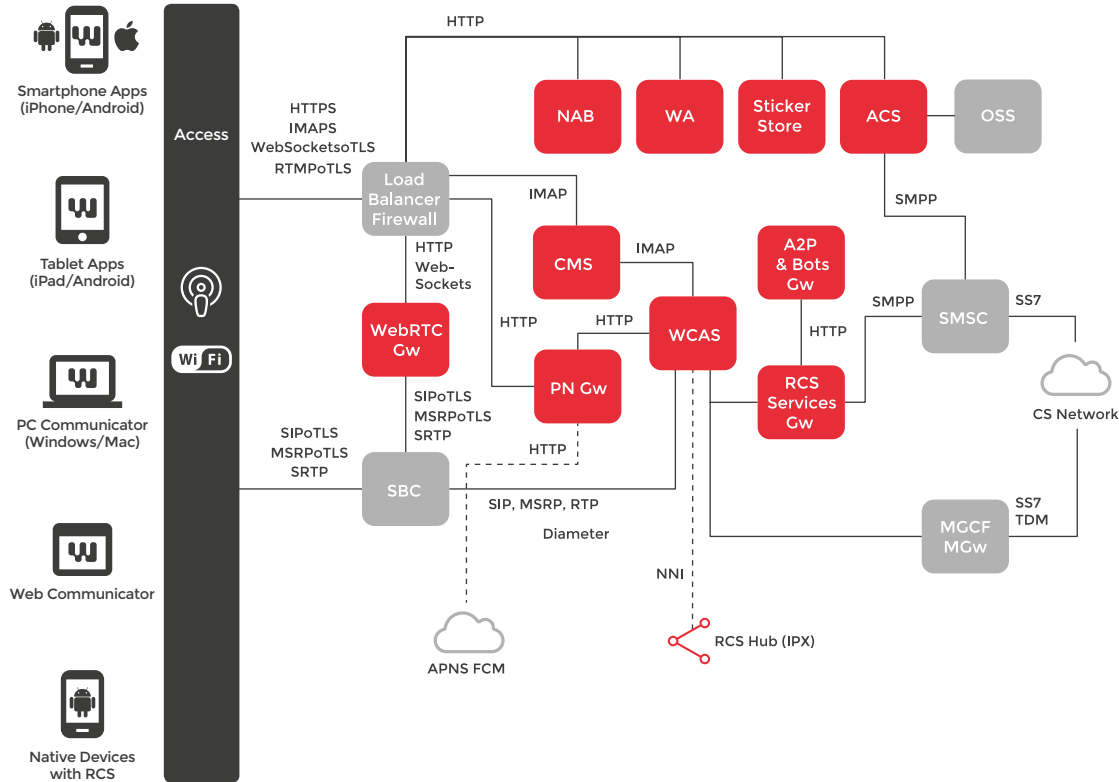
Increase network coverage by offloading traffic from cellular network to Wi-Fi. Offer subscribers an alternative to Skype when roaming.



## Pre-IMS Network

# Deployment Scenarios

## IMS Network



# Platform Features Highlight

## WIT Communications AS

- SIP Registrar.
- IM Server (including Store & Forward).
- Best effort Call Routing.
- Options AS.
- Security & privacy.
- High availability and scalability.
- Management Console.

## Common Message Store

- Message synchronization.
- Call log synchronization.

## Network Address Book

- Backup and synchronization of contacts.

## Auto-Configuration Server

- Provisioning and Configuration.
- Fast Contact Discovery.
- Mandatory App updates.

## Push Notifications Gateway

- Integration with Firebase Cloud Messaging.
- Integration with Apple Push Notifications Service.
- VoIP Push Notifications.

## Sticker Store

- Featured, Recommended, Top, New and Management of purchases.
- Integrated with Android and iOS in-app purchase systems.

## WIT Analytics

- API for receiving events.
- Data manipulation and storing.
- Real-time information, pre-defined and customized reports.

## RCS Services Gw

- IMS Integration.
- Delivery via RCS and SMS.
- SPAM control.
- Alias and control function.
- NNI Traffic Control.

## A2P & Bots Gw

- Discovery and Bot Store.
- Bot Identity.
- Content Adaptation.
- Campaign Management.
- SLA & Throttling Control.
- Alias and Control function.
- Operator Accounts, Authorised Accounts, Bots and Brands.



# MaaP Platform

## Accounts

“Operator Accounts” are accounts that allow the MNO to communicate with its users. Users don’t need to subscribe, and the messages from these accounts can’t be blocked.

“Authorized Account” are accounts that the MNO authorises to businesses or enterprises to use its’ network and communication service in order to reach a pre-defined list of the MNO’s subscribers. Like Operator Accounts, there is no subscription to these accounts.

“Brands” are searchable accounts, that can be discoverable by the user, and the user needs to subscribe them to receive messages. This type of account may or may not allow the user to reply back to the account.

“Chatbots” are very similar to Brands, the difference being that a chatbot has an bi-directional automated conversation with the user.



## MaaP and A2P API's

- MaaP API compliant with Universal Profile 2.0.
- A2P API to manage campaigns.

## Discovery and Bot Store

- Universal Profile discovery mechanism.
- Innovative Bots & Brands Store allowing featured, top, categories and subscription management.

## Campaign Management

- Powerful and direct marketing channel for MNO to reach its subscribers.
- Brands and Chatbots’ target subscribers are the users that have opt-in to the account.
- Ability to push text, images, videos, locations, stickers, rich cards and carousels.
- Campaigns can be prepared and scheduled based on marketing demands.
- Support for throttling and blackout period.

# Multi-Device

- Message synchronization.
- Simultaneous ringing.
- Address book synchronization.
- Phone number is the key identity.

## Network Address Book

- Organize and manage contacts across devices.
- Contacts are available on all platforms.
- Compliant with CAB 1.1.

## Common Message Store

- Message synchronization across multiple devices.
- Enables a ubiquitous messaging experience.
- Allows storage of user history (Chat, Group Chat, File Transfer, SMS, Call log).
- Compliant with GSMA RCS 5.3.

## Smartphones and Tablets

**Android:** 4.4; 5.0; 5.1; 6.0;  
7.0; 7.1; 8.0; 8.1

**iOS:** 10.0; 10.1; 10.2; 11.0

## PC

Windows 7; 8; 10  
Mac OS X

## Web Browsers

Google Chrome,  
Mozilla Firefox,  
Opera, Safari,  
Internet Explorer,  
Microsoft Edge



# Features Highlight

## **Integrated Messaging experience**

One inbox and a single composer for SMS, MMS and Chat.

## **Enriched Calling experience**

Call composer, In-call video sharing and sketch, Audio and text messages for unattended calls and Enriched call log.

## **Chatbots**

Carousels, Suggested actions and Suggested replies, Discovery and Bot Store.

## **Group Messaging**

Group Chat, Message Broadcast and Group MMS.

## **Sharing possibilities**

Images, Videos, Audio clips, Location, Stickers, Contacts and Files.

## **HD Voice and Video Calls**

IR.92 for Voice and IR.94 for Video.

## **Web Companion**

All RCS features mirrored on the web browser for more convenient communications

## **Multi-device**

Smartphones, Tablets, PC, Web, TV and Smartwatches.

# RCS Facts

Since Google joined the RCS ecosystem in 2015, many of the world's leading operators have given their support for the RCS program, and are planning their own service launches, in the belief that collaboration and partnership with Google opens the door for new, innovative services and revenue models.

Universal Profile is a GSMA initiative, supported by Google, Samsung, WIT and other RCS vendors, to unify the regional variances of RCS and to accelerate the mass-market reach of RCS in all Android devices. Whilst not aiming to extend the feature set of RCS, Universal Profile will simplify and unify, and lay the foundation for future A2P and Chatbot services to be injected into RCS communities.

Chatbots provide an opportunity for mobile operators to exploit their combined 4.7bn users by offering conversational services through the RCS service.

It presents a golden opportunity to protect and migrate existing A2P SMS revenues, whilst finding new revenue models and reducing their own customer care costs.

Reliance Jio launched the brand new 4G network across India in September 2015, with WIT powering the flagship 'Jio4GVoice' service. The 'Jio4GVoice' community is the largest, and fastest growing RCS community in the world.

# Why WIT?

- WIT is fully committed to the evolution of RCS delivering Apps, Application Servers, and focusing on providing Innovation with great User Experience.
- WIT rapidly adopts new messaging trends and delivers them to market quickly providing new products such as WIT A2P&Bots Gateway and WIT Bot Engine.
- WIT complies with GSMA Accreditation, to guarantee interoperability and smoother RCS deployments.
- WIT is a trusted partner of some of the world's leading tier 1 operators, with strong engineering background and over 17 years of experience in IP Communications.



## Key Benefits

- WIT is able to provide a fully accredited RCS App Server platform and fully accredited RCS Apps.
- Apps and App Server from one vendor allow faster time-to-market and more agile innovation.
- Can be deployed in pre-IMS and IMS networks.
- Proven support for native RCS from device OEMs.
- Mature solution, commercially launched in several operators.



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