



WIT MaaP and Chat Bots Platform



WIT Software launches a new 'Messaging-as-a-Platform' solution fully compliant with GSMA Standards

Barcelona, 27th February 2018: WIT Software is today announcing the launch of a new 'Messaging as a Platform' (MaaP) solution that is fully compliant with the GSMA standards (called Universal Profile 2.0). This new platform will leverage the use of business (A2P) messaging to mobile subscribers and will create incredible opportunities for businesses, enterprises and mobile operators.

First and foremost, mobile operators will be able to secure their existing A2P revenues from SMS, and extend with new capabilities that take advantage of RCS messaging. With Google, Samsung and Huawei all committed to delivering native RCS on all handsets this year, the opportunity for A2P is now real and immediate. According to GSMA, by 2021 the A2P market has a global value of \$74 Billion USD.

This new platform is also a tool for mobile operators and brands to create a better engagement with their subscribers by providing A2P Apps on top of mobile messaging with a much better user-experience and interactivity. It will provide an opportunity for carriers and companies to devise compelling mobile campaigns for their products and services and to promote user acquisition, user retention, loyalty of consumers and better referral schemes. In parallel, the platform can also be used to create additional sources of revenue by leveraging the potential of m-commerce of some consumer goods. According to the Markets&Markets consulting firm, the m-commerce market will worth \$467 Billion USD in 2019.

Additionally, there is a huge potential to improve significant operational costs of call-centers by automating some of the customer interactions through the use of A2P messaging Apps and chat-bots powered by AI, NLP and deep learning. According to Global Industry Analytics, the global market for call-centers is projected to reach \$407 Billion USD by 2022. If 40% of the calls can be automated through chat-bots, as the analysts say, then in the future the consumer-centric companies will be able to experience extraordinary savings, at the same time they will be able to provide a real-time 24/7/365 customer service with better user-experience.

WIT is delighted to announce its MaaP solution and Chat-Bots platform in MWC Barcelona and to contribute to the industry with this new technology that will help to create those mentioned business opportunities.



The WIT MaaP solution is based on three key elements from WIT:

- WIT RCS Platform;
- WIT MaaP A2P & Bots Gateway;
- WIT Bots Engine.

The WIT RCS Platform is the most complete and commercially proven RCS platform in the world, supporting some of the world's largest RCS communities. This platform can be deployed on-premise or in an operator cloud. It can be deployed in an IMS-based architecture, or in a non-IMS architecture for a faster time-to-market and lower cost.

WIT MaaP A2P & Bots Gateway can deliver highly interactive A2P campaigns with text, images, videos, locations, click-buttons, carousels, coupons, tickets and interactive cards across RCS. This gateway provides a point of control for mobile operators to be able to open up their network for third parties to provide business messaging to mobile subscribers.

The WIT Bot Engine is a carrier-grade platform to create and deploy A.I. chat-bots. It leverages the best tools for NLP and machine learning by integrating with the leading providers in the A.I. industry. Together with the deployment server, it includes a graphical Bot Builder that is based on BPMN, allowing for the rapid creation of new chat-bots with complex conversational dialogs. It also includes A.I. technology to conduct sentiment analysis: if any conversation from a customer with a chat-bot is not providing the best user-experience, it will be automatically handover to a human assistant that will take care of the conversation.

The three elements of the WIT MaaP solution can be deployed together for an out-of-the-box approach, or separately for those mobile operators who already have an existing RCS server platform.

WIT Software is demonstrating this new solution at MWC '18 in Barcelona, **Hall 6 Stand E11**.

About WIT Software S.A.

WIT Software S.A. is a well-established software house that specializes in products and solutions for Mobile Operators, with extensive expertise in solutions relating to carrier messaging, RCS, A2P platforms, A.I. and Chat-Bots, IMS Applications, m-Commerce and IPTV. Located in Portugal and the UK, the company has over 300 full-time employees and a blue-chip industry client base.

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