

# Make-or-break Time For RCS

How Trusted Verification Will Drive Rich Business Messaging Adoption

## What's at stake

Imperative to get RCS brand verification right from the start

415B

RCS BUSINESS MESSAGES BY 2025

5B

RCS USERS SET TO HIT BY 2028

90

SERVICE PROVIDERS IN 60 COUNTRIES

430+M

USERS

9.4%

FRAUD TAKES AN AVERAGE OF APPLICATION TO PERSON (A2P)

\$74B

REVENUE

\$439M

SAVINGS

\$112B

CUSTOMER SERVICE EXPENSES

## 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 Option is Right for Your Business?

### CENTRALIZED ATTESTATION

neutral, trusted, third-party provides impartiality and multi-factored authorization and attestation by an authoritative source that is recognized by the rest of the ecosystem.

### SELF ATTESTATION

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