

Capgemini Partners with Orange to Roll Out Rich Communication Services (RCS) for Telcos



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Rich Communication Services (RCS) promise to provide telcos with up-to-date IP communications services, including SMS, MMS, chat and more services into a global offering. More than that, RCS is the foundation for a single, ubiquitous and interoperable communication service. Building on operators' investments in IP Multimedia Subsystem (IMS) and the nearly 300 LTE networks currently in service worldwide, it will enable them to deliver a range of next-generation, innovative IP-based communication services.

Branded by the GSMA as Joyn, RCS was first launched jointly in Spain in 2012 by Orange, Vodafone and Telefonica, and has now also been deployed by telcos in other countries in Europe, Asia, and North and South America. The GSMA says 87

operators have committed to launching RCS services by the end of 2015, and per GSMA, RCS is live in 29 networks. With other trials/pilots currently taking place, 2015 is the first year in which adoption and success of RCS has become a reality in the telecoms eco-system.

Capgemini has wide portfolio of products, solutions and services to help telcos implement RCS cost-effectively and quickly, in order to gain competitive advantage in the rich communications market. Our expertise in outsourcing and systems integration means we can deploy fully convergent IP services platforms, bringing value by:

- Defining a tailored approach—off-the-shelf product integration, custom development, open source solutions
- Solving interoperability issues—devices, SIP network elements, IP Multimedia sub-system (IMS) core, third-party services
- Bringing expertise in operational and business support system (OSS/BSS) integration
- Providing global reach and in-country deployment teams.

In addition, Capgemini brings many years of experience in designing, building, deploying and supporting services platforms over a wide range of telecom networks.

Taking a Lead

It can often be hard for telcos to keep pace with innovative IP communication services launched by OTT players, which have flexible service models and light regulatory constraints. OTT providers can leverage Internet standards to set up services quickly, refining the user experience via transparent service upgrades. Whereas telcos, with their legacy systems and platforms, are often slower to deploy differentiating services. But they also have weapons that OTT players do not, such as ownership of customers (MSISDN), reliability, Quality of Service (QoS) assurances, customer insights, billing relationships and convergence enablers.

Some telcos are hitting back by adopting OTT service models, but enhancing the traditional service delivery chain can also prove to be a successful co-existence strategy. Capgemini has been helping telcos to make their service layer more agile and cost-efficient by implementing component-based, IP standards-compliant solutions, as well as leveraging their legacy IN and 2G assets thanks to service brokering.

Telcos have the opportunity to take the lead in the IP communication services area and drive the market forward with the deployment of LTE networks. Convergence is key: voice and data communication services will need to be established across



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different devices and locations. WebRTC, which supports browser-to-browser applications for voice calling, video chat and P2P file sharing, is one technology that comes from the OTT world and that telcos can leverage in this way.

Creating Value

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RCS is a GSMA standard widely endorsed by the industry, and many see the upcoming ubiquity of RCS-enabled native devices as the trigger for mass-market adoption of Joyn. As a communication service, Joyn is likely to be marketed for free or at very low cost, with telcos creating value on top.

Value propositions are numerous over standardized APIs, extending rich messaging reach beyond enabled devices thanks to gateways that sit in the network next to Joyn servers (NetAPI, WebRTC). Examples of third-party applications and services with strong market traction include: collaborative business tools, call center apps, gaming, mobile learning, mobile marketing and social networking.

Capgemini takes Orange Rich Messaging Application Server to market

Capgemini has been developing Orange Joyn Instant Messaging Application Server (Joyn IM AS) in close partnership with Orange Labs since 2011. Capgemini has also acquired expertise in managing and supporting Orange rich messaging deployments, integrating Joyn IM AS in Spain, France, Poland, Slovakia.

In collaboration with Orange, Capgemini is now taking the Joyn AS product and its associated integration expertise into other markets, ensuring faster time to market compared to traditional value-added independent software vendors.

To respond to the OTT's threat to operators' mainstream business, stepped implementation shall be considered. A Proof of Concept phase allows for business interest and functional relevancy qualification, then a Cloud implementation provides full-scale service offering with an optimal OPEX model, which can evolve to customize integration with the operator's IS and OSS, IMS network, service platforms and web access services (One API, WebRTC).

Capgemini value proposition:

- Open, proven and GSMA-certified AS product;
- IM AS interoperation with Joyn-certified servers and devices, working over any major IMS flavor;
- Customized/tailored to an operator's specific needs—devices, apps, and whether IMS-based or not;
- Seamlessly integrated into the operator environment—Business and Operational Support Systems, IT infrastructure;
- Vanilla Joyn service potentially enriched through IM AS standard APIs—NetAPI, WebRTC, Network Address Book;
- Fully automated test system.





About Capgemini

Now with 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

With a network of 8,000 specialized experts, a dedicated research lab, and Centers of Excellence in the US, EMEA and India, Capgemini's Telecom, Media & Entertainment practice enables clients to transform and deliver through tailored technology solutions. Our global delivery capabilities and industry-specific service offerings serve more than 600 clients worldwide, including fixed, mobile, Internet Service Provider, cable, broadcast, publishing, & entertainment organizations.

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