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## **Capgemini brings new Joyn rich messaging server solution to market for mobile network operators**

Barcelona, Spain – February 27, 2014 – [Capgemini](#), one of the world's foremost providers of consulting, technology and outsourcing services today announced it will bring a new white label [Joyn](#) rich messaging server, developed in collaboration with Orange, to the market for mobile network operators (MNOs). The move will allow operators to brand and embed their own, out of the box version of the rich messaging service onto handsets, providing consumers with an alternative to over-the-top (OTT) applications.

The server solution – originally developed by Capgemini for Orange – is based on the Rich Communications Service (RCS) messaging standard, accredited by the international mobile trade association GSMA. The product is completely interoperable with RCS-based services from other operators.

The new white label Joyn server will provide mobile network operators with a tried and tested solution that has already been developed, built and deployed across multiple geographies and will be extremely quick and cost-effective to deploy. It is already being used by Orange customers in France and Spain.

Erwan Le Duff, Global Telecoms Practice Lead, Europe at Capgemini comments: *“We are pleased to announce general availability of our Joyn messaging offer to MNOs worldwide. Over the last three years we have worked alongside Orange to create a robust and interoperable solution for its customers to use across networks and platforms. This is the ideal off-the-shelf solution for MNOs that have not yet developed or rolled out a RCS messaging product for their customers.”*

Thierry Souche, Senior Vice President, Orange Labs Products and Services, said: *“Our customers do not care that there are borders between mobile operators, countries or technology standards. A solution should just be interoperable and work. The more operators*

*that implement RCS messaging, the more customers benefit from a seamless experience. That's why we support Capgemini's efforts to roll out this server solution across the industry."*

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