RCS-e services: operator strategies for next-generation messaging

Description: So far, operators have failed to fully participate in the smartphone revolution and, unless they address this shortcoming, will have little say in its outcome.

RCS-e is mobile operators' much-anticipated and much-delayed response to alternative messaging services from OS and application providers such as Apple, Research In Motion (RIM), Google, Meebo and WhatsApp. This Viewpoint assesses the prospects for RCS-e and outlines some of the critical success factors for operator-provided messaging.

This Viewpoint provides:

- a status report on RCS-e services, including details about forthcoming commercial launches
- analysis of the extent of cannibalisation of SMS services in Western European markets
- analysis of RCS-e's position within operators' broader next-generation communications strategies.


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