

10 RCS MYTHS

DEBUNKED



1

RCS IS A GOOGLE PRODUCT

RCS is an operator protocol developed by the GSMA and enabled through the Android OS.

2

RCS WILL MAKE SMS OBSOLETE

RCS offers superior messaging but SMS will continue to be a key network component for operators.

3

RCS DEVICES ARE NOT AVAILABLE

All OEM devices running Android 9.0 and newer will support RCS messaging features.

4

RCS DEVICES ARE OPERATOR CONTROLLED

OEMs must activate the RCS clients within the devices to work on each operator's RCS network.

5

RCS IS INFERIOR TO OTTs

RCS has the secure "mobile number only" ubiquity and interoperability that no OTT service can offer.

6

RCS ADOPTION IS SLOW

The RCS adoption curve has been normal and operator launches are accelerating.

7

RCS MEANS CHAT

RCS is an operator messaging protocol while Chat/IM are just market names for RCS functionality

8

RCS REDUCES THE OTT THREAT

Any app that enhances mobile interaction competes with native operator messaging.

9

RCS IS EXPENSIVE TO LAUNCH

RCS can be delivered and managed exclusively from the cloud to minimize costs for operators.

10

RCS REQUIRES AN IMS CORE

RCS requires IMS functionality to work but a full IMS Core is not required for launch.

Know the facts about RCS, the future of enhanced messaging.

