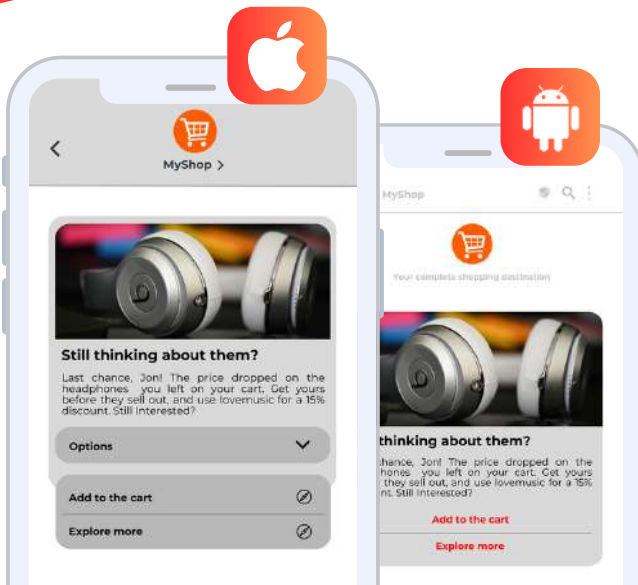


# RCS: The future of Business messaging is here

RCS Business Messaging (RBM) is revolutionising how businesses connect with their customers. Think interactive, engaging, and personalised - all within your customers' intuitive and default messaging app they already use.

**With Apple soon-to-be in the game, RCS is set to become the universal standard, reaching billions of users worldwide.**

As a business-to-customer messaging channel, RCS delivers significant benefits for enterprises, with Omdia forecasting a compound annual growth rate of 68% for RCS until 2029. No matter their device, you can deliver exceptional experiences that drive results.



## **RCS** *Rising Communication Star*

**12x**

increased global revenue  
by 2029 up to \$4.2bn

**772%**

Grow in user  
base by 2029

**129%**

Traffic growth  
comparing H1 2023 and H1 2024

## The power of RCS

RCS offers a compelling suite of features that empower businesses to create more engaging and impactful messaging campaigns.



**Enhanced  
CX**



**Brand  
Trust**



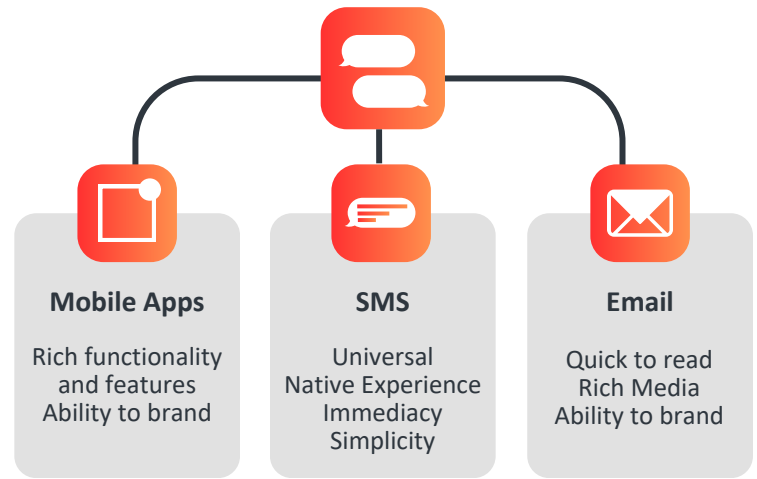
**Drive  
Conversations**



**Deeper  
Insights**

## ALL-IN-ONE SOLUTIONS

# RCS combines the best of email, SMS, and mobile apps



## RCS features

- ✓ IP-Based
- ✓ Multimedia messages
- ✓ Android & (soon) iOS compatibility
- ✓ Notification availability
- ✓ SMS fallback
- ✓ Interactive interface
- ✓ Native integration
- ✓ Group chat

## Experience the benefits of RCS. Automation, Artificial Intelligence and... ROI!

Navigating the world of RCS can be complex, but you don't have to do it alone. Becloud is your trusted partner for RCS implementation and maximising its potential. Our comprehensive suite of enterprise-class solution includes:

 **RCS Campaign Management**  
Easily create and manage engaging RCS Campaigns

 **Chatbot Building**  
Take advantage of our ready-to-use Chatbots

 **RCS Analytics**  
Gain insights into campaign performance and customer behaviour.

## About BeCloud

An international company and a market leader in Customer Experience and Customer Service. Our 100% Cloud-based services and solutions are designed to optimise Customer Care operations for any business, regardless of the industry.