




Motive Entitlement Server

The Future of Messaging

The Imperative Transition
to Rich Communication
Services (RCS)





The messaging landscape is undergoing an unprecedented transformation, and the time to act is now. With Apple and Google poised to integrate Rich Communication Services (RCS) into their platforms by early 2025, the pressure is on for service providers to adapt—or risk being left behind.

Rich Communication Services (RCS) is a GSMA-standardized protocol that elevates messaging beyond traditional SMS, offering advanced features like high-definition multimedia, secure communication, and seamless cross-platform functionality. As SMS and MMS traffic has declined by 76% over the past decade, and OTT platforms like WhatsApp and Instagram have gained over 1.2 trillion messages in the same period, service providers face a stark choice: embrace RCS or cede relevance—and revenue—to competitors.

Apple's upcoming iOS 18 and Google's alignment with RCS standards represent a defining moment. Starting in Q1 2025, seamless messaging between Android and iOS devices will become a reality. Yet this capability hinges on one critical component: the Entitlement Server.

For businesses and service providers, this is not just an opportunity—it's a necessity. The next few months offer a narrow window to prepare for this industry-wide transition and reclaim relevance in a market dominated by OTT services.

An Entitlement Server is not just a technical addition; it is the backbone of secure RCS functionality. It authenticates devices, ensures compliance with GSMA standards, and enables cross-platform communication. Without it, operators won't just fail to offer RCS—they'll be confined to providing legacy SMS services, a market increasingly irrelevant in the era of rich, interactive messaging.

Motive Entitlement Server offers a comprehensive range of functionalities, empowering CSPs to cater to the evolving business requirements. With its advanced capabilities and integration possibilities, Motive's Entitlement Server ensures a reliable and customizable user experience for ACME and TS.43 devices.

What is RCS?

RCS builds upon traditional SMS/MMS infrastructure while integrating features previously exclusive to OTT platforms with much higher security.

Key Features:

- **Security:** Reference recent PR alerting Apple users to stop messaging SMS
- **Rich Media Support:** High-definition images, videos, and embedded cards.
- **Enhanced User Experience:** Suggested action buttons, quick replies, and branded interfaces.
- **Verified and Secure Channels:** Sender authentication reduces spam and fosters trust.
- **Cross-Platform Compatibility:** Seamless communication between Android and iOS devices.



There is an opportunity to connect with customers through Rich Business Messaging (RBM) channels, creating personalized and interactive experiences. For businesses, this means RCS-enabled texts can dramatically enhance marketing campaigns, driving higher engagement and stronger customer relationships.

Research consistently shows that text messaging outperforms email in key metrics such as open rates, response times, and conversion rates. Texts boast an impressive open rate of over 90% within minutes of delivery, compared to email's average open rate of 20-30%, a far more effective channel for time-sensitive communication.

The high cost of traditional SMS has long been a barrier to scaling these benefits. SMS is a premium service for businesses, often charged per message, making it an expensive proposition for campaigns requiring large volumes or multimedia elements. RCS addresses this challenge by providing a cost-effective alternative with significantly greater functionality.

Business Use Cases:

- **Marketing Campaigns:** Send interactive promotions with embedded calls-to-action.
- **Customer Support:** Provide real-time assistance through secure and verified messaging.
- **Transactional Messaging:** Enable seamless sharing of invoices, tickets, or confirmations with rich multimedia elements.



Rich Communication Services Opportunity

- SMS continues to account for 98% of total business messaging traffic
- RCS attention span 26 seconds
Banners: 01s
Facebook: 1.6s
TV: 13.8s
YouTube: 46s
- RCS Business Messaging Traffic to Grow 50% in 2025
- Apple's first full year of support for the technology. This represents a single-year growth from \$33 billion in 2024

Region	Revenue	Revenue	Traffic	Traffic
	2024	2029	2024	2029
Asia & Oceania	\$169m	\$2.2bn	5.6bn	64bn
Americas	\$113m	\$1.5bn	4.7bn	54bn
Europe	\$22m	\$324m	800m	11bn
Middle East & Africa	\$13m	\$220m	545m	8bn



Why Urgency is Critical

The transition to RCS is not optional—it's an industry imperative. Apple and Google's RCS rollout represents a deadline, not a suggestion. By early 2025, operators without an Entitlement Server will find themselves locked out of this ecosystem, unable to support RCS or deliver the modern messaging experiences that consumers demand.

The Cost of Inaction

Failing to implement an Entitlement Server now could mean being excluded from the next generation of messaging capabilities. Beyond diminished relevance, operators will miss out on the lucrative opportunities presented by Rich Business Messaging (RBM), such as:

- **Interactive Campaigns:** Engage users with branded interfaces, embedded calls-to-action, and rich multimedia content.
- **Customer Engagement:** Deliver verified, secure, and interactive communication to enhance trust and responsiveness.
- **Operational Efficiency:** Reduce the cost of traditional SMS while unlocking superior functionality.

IMPACT Mobile's RCS Ecosystem

Motive's IMPACT Mobile platform is engineered to address the critical challenges faced by operators in deploying RCS capabilities efficiently, securely, and at scale. It combines technical innovation with operational simplicity, ensuring operators can meet the growing demands of modern communication without disrupting existing infrastructures.

Key advantages of the IMPACT Mobile platform include:

Rapid Deployment: Designed for seamless integration into existing carrier networks, the platform reduces time-to-market for RCS services. Its modular architecture ensures compatibility with diverse network configurations, minimizing the need for extensive reengineering.

Entitlement Server at its Core: The Entitlement Server is the backbone of the solution, delivering:

- **SIM-Based Authentication:** Ensures only authorized users access RCS, maintaining security and compliance with GSMA standards.

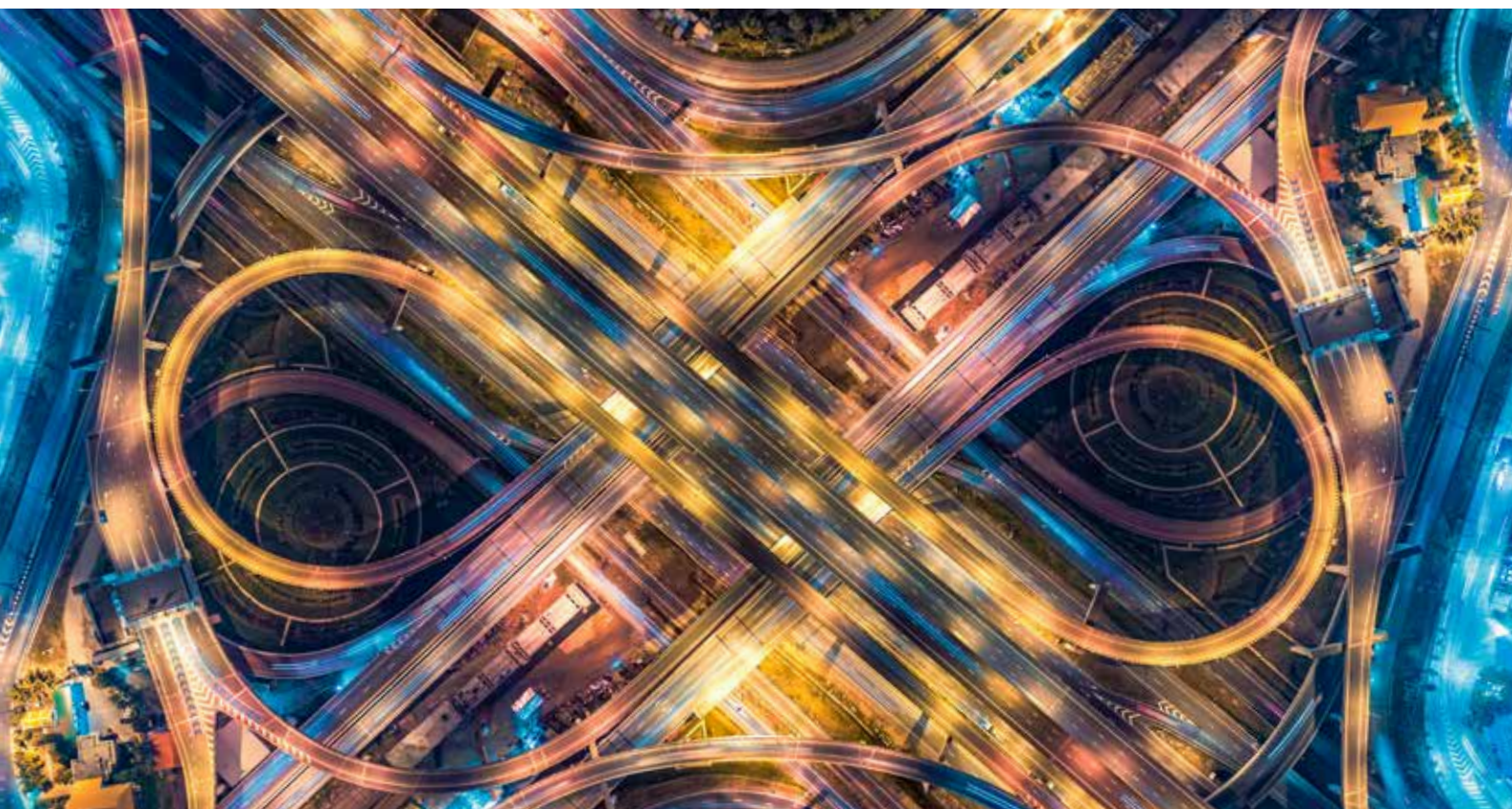
- **Cross-Platform Interoperability:** Bridges the gap between iOS and Android devices, enabling smooth, unified communication for all users.

- **Efficient Device Provisioning:** Automates configuration updates, reducing manual overhead and enhancing user experience.

High Scalability: Built to handle the demands of both small and large networks, the platform is optimized to scale alongside operator

Future-Proof Design: With support for emerging RCS features and compliance with evolving industry standards, the platform is positioned to adapt to future innovations, protecting operator investments.

RCS is no longer a future concept—it is today's imperative to stay competitive in a rapidly shifting market. The looming deadlines from Apple and Google make immediate action critical for businesses and service providers aiming to remain competitive. Transition seamlessly to this transformative technology, with a comprehensive solution; reclaim market relevance, and unlock new growth opportunities. **Don't let your network fall behind!**



Learn From the Leaders

This leading American telco revolutionized messaging services by deploying Rich Communication Services (RCS) at scale, leveraging Motive's advanced Entitlement Server platform. The solution seamlessly integrated with their OSS/BSS systems to enable multimedia sharing, real-time chat, read receipts, and typing indicators across 23 million devices.

This automated platform accelerated time-to-market, minimized manual workflows, and delivered real-time analytics for enhanced operational efficiency and service reliability. By addressing the complexities of large-scale device management, they set a new standard for messaging innovation and scalability, positioning itself for future growth in a competitive market.



With decades of experience spanning the largest and most successful service operators, Motive is the proven leader in device and service management solutions. At Motive, we are pioneering the future where networks meet cloud to realize the full potential of digital in every industry.

We manage over 1 billion devices across 150+ global deployments, enabling communication service providers to oversee devices in Fixed, Mobile, and IoT networks. This helps telecom operators worldwide maximize their infrastructure and deliver next-generation services. We offer software-as-a-service models, private or public cloud deployment, or on-premises technology to support the specific needs of your business.

motive.com