

RBM AGENT ONBOARDING

Please keep in mind, RBM onboarding requirements & processes are still being finalized by Google & the carriers. Therefore, the onboarding information provided in this document may change.



AGENT CREATION & REVIEW

To create a new Agent, Vibes will collect the Agent's display features, high level use case information, and brand vetting details.

Vibes will collect this information using the following forms:

1. **Vibes' Agent Request Form** - Vibes will use the information collected in this form to create the brand's Agent & answer Google's launch questionnaire.
2. **Vibes' Brand Vetting Form** - Vibes will use the informational collected in this form to create the brand in Vibes & Google's system & Vibes will also use these details to submit to Aegis for brand vetting in the next step. *This form is not required for test Agents.*
3. **Additional Details for T-Mobile's Beta Period** - Only required if submitting the Agent to T-Mobile for launch in market. *This information is not required for test Agents.*

T-Mobile requires the following details for any agents that are submitted for consideration during their RBM beta period:

- Brand name, company type (Public, Private, Fortune 500), brand website, organic website traffic, message type (Rich, Rich Media, etc.), & a detailed description of unique RBM use case.
- If the brand has an existing shortcode, we'll also need to provide the shortcode number & its monthly T-Mobile traffic volume.

Vibes will use these details to submit a pre-approval request to T-Mobile to determine if the Agent will be approved for Production Launch during their Beta period. **Please keep in mind, T-Mobile has indicated that any non-fortune 500 companies should have a unique RCS use case to be considered for production launch during their RCS beta period.**

Once the Agent has been created, Vibes will confirm the Agent is ready for testing. At that stage, the brand should closely review the Agent's display features & functionality to determine if any display features need to be updated.

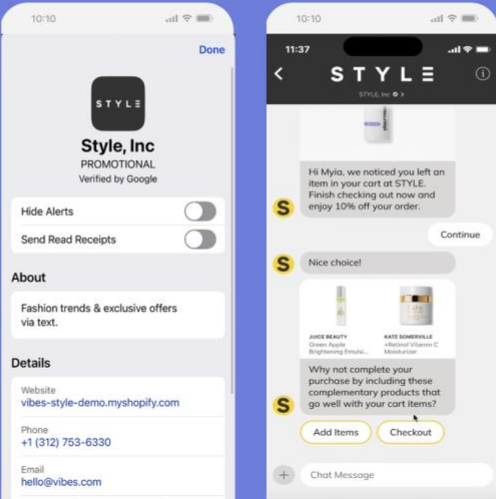
Important Note: The Agent's display features will be part of the token fingerprint, so we are unable to make updates post launch without disrupting traffic on the Agent. For this reason, it's very important that the display features are in their final state before we proceed with the next vetting stage.

Review your Agent's Display details to ensure everything looks good!

Once we submit the agent for carrier review, Aegis vetting, & a launch request to Google, we will be locked into using the display images, names, labels, and contact information. So, it's very important that you are thoroughly reviewing your agent details during this stage and if you do have any requested changes, that you submit those to Vibes during this stage.

Please keep in mind, the following fields are part of your agent's fingerprint & cannot be easily updated post launch:

- Display Name
- Description
- Hero Image
- Icon Image



Review your RBM Agent's functionality.

Reach out to the Vibes team with any questions regarding your agent testing & functionality

Vibes Suggest Testing:

- Carousel of rich cards
- Standalone rich card
- Text with quick action
- Text with quick replies

Once you've completed the review & testing of the agent's details, let Vibes know that you're ready to submit for Aegis vetting.

AGENT & BRAND VETTING

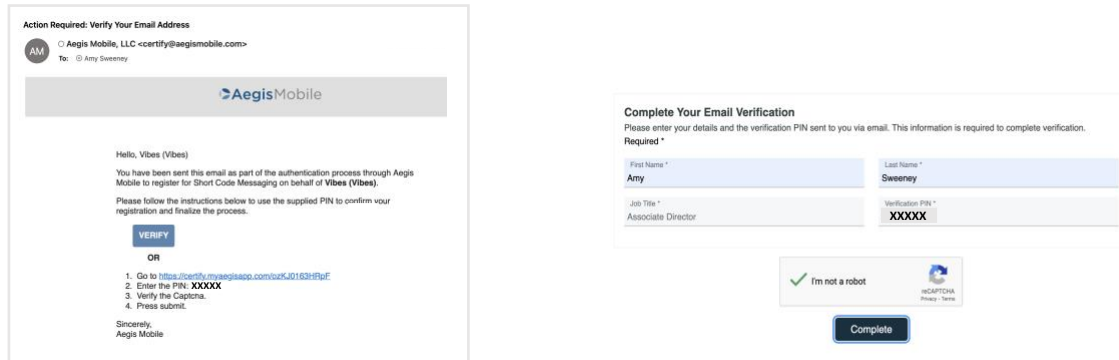
Once the brand confirms that the Agent's details are finalized, we'll move on to the vetting stage for any Agents that will be used live in production.

Vibes will submit an Agent vetting request to the carrier's third-party vetting partner, Aegis. Aegis will review the agent & brand details and provide a fingerprint token if it passes.

To begin this step, Vibes will need [**The Brand's Aegis Attestation Letter**](#)

It's important to note that we will be locked into the Agent's display features once we begin Aegis vetting. Therefore, if there are any display changes that the brand would like to make, please notify your Vibes Account Manager before we submit for Aegis vetting.

After Vibes submits the vetting request to Aegis, the brand's POC will receive an email asking them to enter a PIN into a web form to confirm the brand's POC email address. For example:



Action Required: Verify Your Email Address
 Aegis Mobile, LLC <certify@aegismobile.com>
 To: Amy Sweeney

AegisMobile

Hello, Vibes (Vibes)

You have been sent this email as part of the authentication process through Aegis Mobile to register for Short Code Messaging on behalf of Vibes (Vibes).

Please follow the instructions below to use the supplied PIN to confirm your registration and finalize the process.

VERIFY

OR

- Go to <https://certify.myaegisapp.com/actKJ0163Hpf>
- Enter the PIN: XXXXX
- Verify the Captcha.
- Press submit.

Sincerely,
 Aegis Mobile

Complete Your Email Verification
 Please enter your details and the verification PIN sent to you via email. This information is required to complete verification.

Required *

First Name * Amy Last Name * Sweeney

Job Title * Associate Director Verification PIN * XXXXX

☒ I'm not a robot

Complete

CARRIER CAMPAIGN REVIEW & APPROVAL

Once the brand passes Aegis vetting, Vibes will submit a launch request to Google, T-Mobile, U.S. Cellular & Verizon. The carriers & Google will review the RBM program details and brand's use case to determine if it's approved to launch in production on their network.

To begin this step, Vibes will need:

1. [The RBM Program Brief](#) that outlines how the Agent will be used in production. Please keep in mind that, similar to shortcode programs, [the CTIA & carrier's U.S. compliance requirements will apply](#) to the RBM program.
2. [The Agent's preview video or opt-in URL](#) - Only required if submitting to Google carriers. You'll include the certification details in the RBM program brief. Please see the Agent Preview & Campaign Certification section below for more details.

After Vibes submits a launch request to Google for the Agent, Google will send an email to the brand's point of contact, asking them to confirm that they've authorized Vibes to enable an agent on their behalf. The brand's POC will need to respond to this email with the prompted statement.

For example:

Hi Amy Sweeney,

Vibes has registered an [RCS Business Messaging \(RBM\)](#) agent with Google on behalf of your company. Registration allows Vibes to send messages on behalf of your company to users that are reachable from Google's RBM Platform.

We have received a request from Vibes to launch this agent, which has the following information:

- Agent name: Style, Inc
- Agent logo: https://agent-logos.storage.googleapis.com/_m4lu4iv4R8g0zNWU8iklUgMH
- Agent hero image: https://agent-logos.storage.googleapis.com/_m4lu8u30nfrDBAxxYZrepIZ
- Agent description: Fashion trends & exclusive offers via text.
- Terms of service: <https://www.vibes.com/company/acceptable-use-policy>
- Privacy policy: <https://www.vibes.com/company/privacy-policy>
- Agent ID: [style_inc_news1rsc_agent@rbm.goog](#)

Your approval is required in order to (a) validate the correctness of the information above, and (b) confirm that Vibes has the right to control an RBM agent that represents your brand. We would like to obtain your approval to continue the launch.

To grant your approval, respond with the following: "I, Amy Sweeney as a company representative, grant Vibes the right to operate an RCS Business Messaging agent using the information specified in this email."

If you have any questions, contact us by replying to this email or reach out to amy.sweeney@vibes.com at Vibes.

Thanks,
 Google RCS Business Messaging Team

AGENT PREVIEW & CAMPAIGN CERTIFICATION

Google Agent Preview:

Google requires a way to preview the Agent to review opt-in/out and message content before it can launch on the Google controlled carriers. Those carriers include Spectrum, C Spire, Google Fi, & Tracfone.

Options for the Google Agent Preview:

- A video URL (URL must be public)
 - If the Call-To-Action is not included in the video, please provide an image of the CTA
- A web URL for previewers to opt-in & interact with Agent

The Agent Preview Must Show:

- An opt-in that shows the end user is consenting to receiving messages being sent by the Agent. Please ensure the CTA description aligns with the content being sent by the Agent.
- The Agent's core functionality such as product information or services that you are providing to the users. If the Agent will send both promotional and transactional messages, please include both message types in the example content.
- The Agent's opt-out functionality

T-Mobile Campaign Certification:

T-Mobile also requires a certification process for RBM Agents.

The Agent will be required to respond to:

- START with the opt-in confirmation message's approved copy & required compliance disclosures
- HELP with the approved copy & required compliance disclosures
- STOP with the approved copy & required compliance disclosures

T-Mobile also requires a deep link QR code that will be used by the tester to initiate the opt-in message(s) using the START keyword. Vibes will create the QR code for T-Mobile testing, but the brand will need to ensure START, HELP, & STOP have been setup on the Agent with the approved copy. However, START does not need to be a production keyword used by the Agent in market or promoted in the brand's call-to-action.