

RBM Early Access Q&As

Please note, RBM details are still being finalized by Google & the carriers, therefore, the information provided in this document & Vibes RCS API documentation are subject to change.

TERMS TO BE AWARE OF:

RCS Sender Agent - An RCS agent or RCS Sender Agent is a digital identity that represents a brand in a customer's Rich Communication Services (RCS) messaging experience. RCS agents use the RCS Business Messaging (RBM) API to communicate with users through messages, events, and requests

RCS - "RCS" means the Rich Communications Services message protocol that allows users to send texts, photos, videos and more. RCS provides a richer message feature set than the legacy SMS/MMS message protocol.

RBM - "RBM" means RCS Business Messaging, otherwise known as non-consumer RCS and provides a messaging protocol to allow business to engage and interact with customers using rich, interactive message features.

Rich Media Messaging - "Rich Media Messaging" means non-consumer text messages that include images and videos.

Rich Messaging - "Rich Messaging" means non-consumer text only messages.

RBM AGENT ACTIVATION PROCESS:

What's the process for RCS Agent's approval?

The RCS process will be very similar to the U.S. short code approval process. The branded Agent will need to complete third party vetting in order to be approved to launched on select carriers. The carriers will require a review of the details of the Agent's program to ensure it meets their compliance requirements before approving it for launch. Google also requires their own review, vetting, and certification process to launch an Agent.

There are 2 phases to enabling a new RBM Agent:

Phase 1

Agent Creation, Setup & Testing

✓ Complete RBM Intake Form

Vibes will review your agent request form & provide any feedback if updates are needed.

✓ Add MDNs for Agent Review & Testing

Once your agent is ready for testing, Vibes will notify you. Test MDNs may be added through the API. But please keep in mind, T-Mobile will not work during this pre-launch testing stage.

✓ Test Agent & Integrations

Notify Vibes if you experience any issues testing on RCS enabled devices.

✓ Approve Agent Details & Appearance

Make sure the agent's images and language are final before approving agent to be submitted for launch approval.

Phase 2

Vetting, Campaign Review, & Launch Request

✓ Pass Aegis & Google Vetting

Vibes will submit your brand & agent details for vetting and launch approval. This will trigger two emails to be sent to the brand's POC. One will come from Aegis & the second vetting email will come from Google.

✓ Get Approval from the Carriers

Vibes will submit the program's details to the carriers for compliance review & provide any feedback.

✓ Submit for Pre-Launch Testing

To initiate pre-launch testing, please provide a method for reviewers to trigger the agent, such as a website where reviewers can invite and add phone numbers or view a video.

✓ Launch your Agent!

Once the agent has passed vetting, campaign review, and certification, it's ready to launch in production!

RBM ENABLED DEVICES:

What devices support RCS capabilities?

Most iPhones with iOS 18 or higher & Android devices 5.0 or later.

How can I update my iPhone to support RCS?

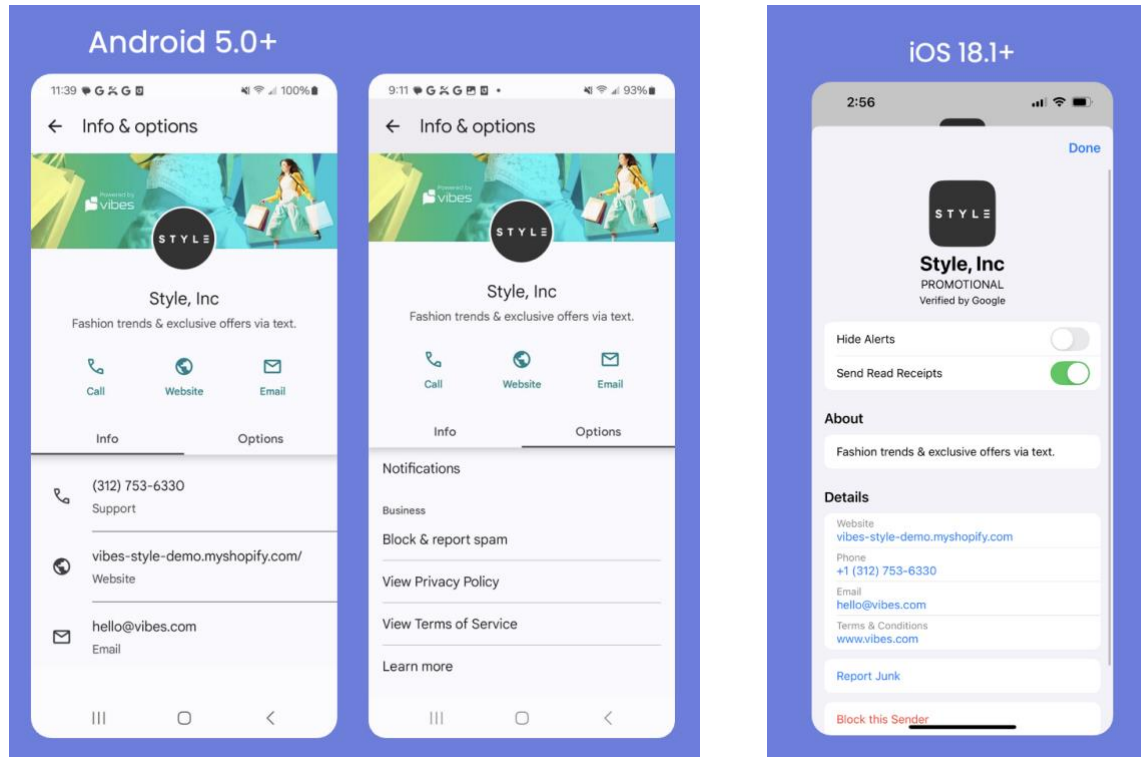
To update your iPhone to enable RCS messaging you'll go to Settings > General > Software Update. However, please note that some AT&T iPhones do not appear to offer the ability to enable RBM at this time. Additionally, T-Mobile will not work until the Agent has been launched.

How will I know if an MDN is RCS enabled?

Google allows for MDNs to be pinged to identify for RBM capabilities. Please see Vibes RCS documentation for more information.

Does the RBM Agent appear the same on both Apple and Google devices?

No, there are significant visual differences between Google & Apple:



BRAND/AGENT VETTING:

Who will the 3rd party verification provider send the verification email to and when is it sent?

The verification email will come from a company named Aegis and will be sent to the email provided in the "Brand POC" field of the RCS Brand Vetting form. This step is required before an Agent can be submitted to T-Mobile for enablement. So, Vibes will submit the agent for vetting once the brand confirms that the Agent's display features have been approved and finalized.

Who will the Google verification email be sent to and when is it sent?

The verification email will come from rbm-support@google.com and will be sent to the email provided in the "Brand POC" field of the Agent Onboarding Request form.



Vibes will submit the agent for launch request once the brand confirms that the Agent's display features have been approved and finalized.

CARRIER RBM REQUIREMENTS:

Will the carrier's compliance requirements differ for RBM?

At this time, the same carrier compliance requirements apply to RBM as U.S. short codes. Opt-in and opt-out consent requirements still apply. However, the carriers may release a RBM specific handbook in the future.

Do messages need to follow a pre-approved template?

The carriers do not have a pre-approved template for RCS messages, but programs should follow same requirements and content restrictions as SMS.

If the RBM Agent or Brand is rejected, do we have the option to resubmit details for approval?

Most likely yes, if the reason for the rejection was related to missing compliance disclosures or other minor updates to the program. For brand rejections, we may request additional documentation in order to resubmit for brand vetting. However, if a brand or program is rejected for reasons that cannot be addressed, then we may be told we're unable to resubmit.

What brands are eligible for T-Mobile's beta trial?

T-Mobile will be allowing a beta launch for RBM efforts for select Fortune 500 or premium brands in addition to qualifying use cases from well-known and highly trustworthy brands that also have active T-Mobile approved non-consumer messaging campaigns.

AGENT TESTING:

Will we be able to Review & Test the Agent before the provisioning and verification step?

Yes, the brand's testing and approval of the agent will always occur before we complete 3rd party vetting or submit the program details to the carriers for review.

How many numbers can be used to test your RBM Agent during pre-production?

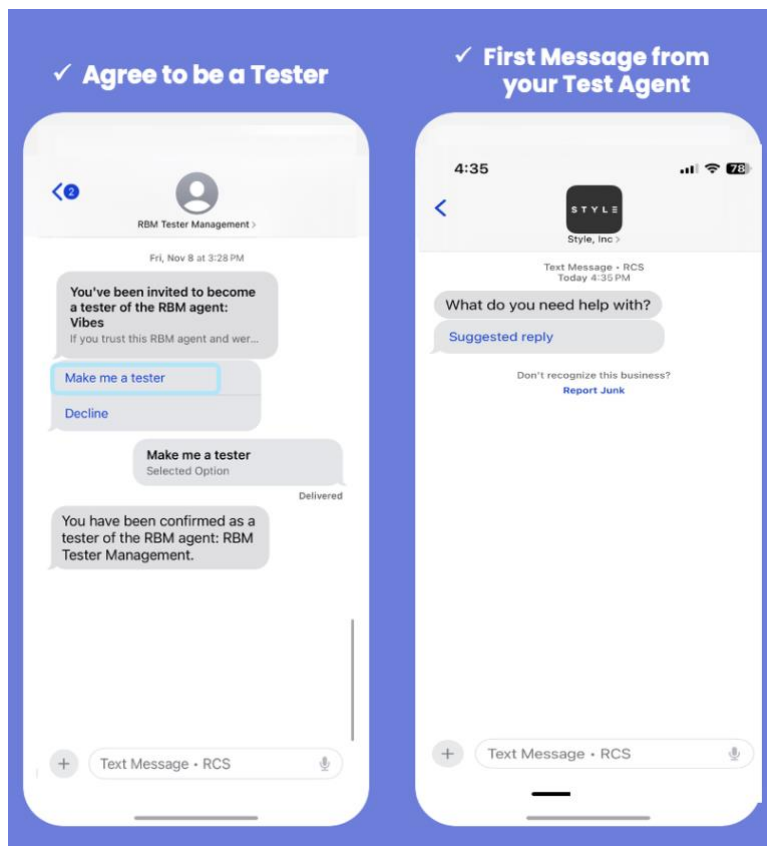
You will have the ability to invite up to 100 mobile numbers to test your RBM Agent. Test MDNs should not include T-Mobile numbers, as T-Mobile will not work for pre-production testing. Typically, the MDNs used for testing should be employees, not customers.

Why doesn't T-Mobile work for testing?

T-Mobile prohibits its users from becoming testers until the agent has gone through 3rd-party verification and is submitted for launch to the carrier. Inviting T-Mobile phone numbers to be testers before agent launch will return an error.

How will RCS testing be initiated?

Once a test MDN has been provided and the agent is ready for testing, you'll first receive a message from the "RBM Tester Management" Agent asking you to become a tester. After you select "Make me a tester" you'll receive your first message from your Test Agent:



POST LAUNCH CHANGES:

Can Agent Information be Updated Post Launch?

You can make updates to the intended use case that's been approved by the carriers, but certain features of the agent cannot be edited post launch due to the agent's fingerprint verification. Therefore, Vibes strongly recommends finalizing your agent's details before the agent details are submitted for vetting & carrier approval.

CONNECT QUESTIONS:

Does the program's current code need to be routing through Vibes to enable RCS?

No, you do not need to have the program's associated short code, toll free or 10 DLC code routing through Vibes in order to send RCS messages with Vibes. Once you receive an error response, you'll have the ability to resend an SMS message with a code that you have enabled with Vibes or another mobile provider.

How can we access the API to send RCS messages?

When you receive your first test agent, Vibes will provide a client ID and Secret that will be assigned to your Company. You will use one set of credentials to access the API for all agents.

When will we receive the Agent ID?

Vibes will provide the Agent ID after it has been created.

Will we be able to test APIs by sending RCS messages to test numbers before the provisioning and verification step?

Yes, internal testing and approval of the agent will occur before we complete 3rd party vetting or submit the program details to the carriers for review.

Are SMS & MMS fallback supported?

If you attempt an RBM send to a device that is unreachable, Vibes will return an error code allowing you to decide if you would like to resend it as an SMS or MMS message through another code.



How will we know if an MDN is not RBM enabled?

Vibes offers a capability check API where you can look up a device to see if it is RCS capable & determine if you want to send SMS or RCS. If an MDN does not accept RBM, an error will be returned to you, which will allow your system to re-try the message through a short code, toll free or 10 DLC code.

With the Capability Check API, do you require us to manage fallback to SMS?

Yes, Vibes provides the flexibility to decide if you would like to send messages via a code you have with Vibes or a code with another provider.

Can the webhook be a different URL from 10DLC? Yes, it should be different.

Is file + text offered? Yes, you can send files and text

Is OAuth the only method of authentication? Yes

RCS messages have various types—Basic, Rich, and Conversational. Can we send all types through a single Agent once approved?

Yes, the designation for the agent is used on the Google side for categorization. Note, conversational billing is not currently available by the carriers. However, if you send different message flows over an Agent, they will work regardless of the designation.

If we send you an SMS or MMS message, would Vibes be able to do the lookup to determine who is RBM enabled and if they are, send them the message as RBM?

To make it more flexible, Vibes does not couple RCS and SMS together via our Connect RCS API. Our RCS APIs are stand-alone from our Messaging API.

However, we will return an error code if the device is unreachable, allowing you to decide where you want to send an SMS instead. i.e., if you send an RCS message to a number and it fails, we will notify you, and then you can send an SMS to the number whether the source code is with Vibes or not.

Would it be possible for an aggregator to send RCS traffic to Vibes for select carriers like T-Mobile and Verizon, and send direct for all other carriers?

No, not with a single agent. Currently, only one aggregator/partner account can send messages via an Agent.

What are character limits on each message type?

- Basic Message - 160 characters in UTF-8. Remember emoji or multi-byte characters will take up 2-4 of those UTF-8 characters
- Rich Card – contains max of 4 suggested replies/actions, must contain at least an image, video, or title to work, you can send multiple rich cards together in a carousel. Title text can be max 200 characters. Description max 2000 characters.
- Suggested Replies/Actions (chips) – Max of 11 suggestion chips, and each chip label can have a maximum of 25 characters.

Does Vibes plan to have a dashboard for Connect customer to submit, manage and track status of Agent requests?

Vibes is planning to have an API to manage and request status later this year. Currently, we need all of the carriers ready from the provisioning and approval side before we'll be able to start developing the RBM dashboard. So once AT&T is in production, we'll have a better estimate for its release.

Does Vibes have any plans to release an API for Agent creation?

Yes, later in the year Vibes plans to offer RCS APIs for Agent onboarding requests.

OTHER QUESTIONS:

What is an RBM Agent's "fingerprint"?

After Aegis completes vetting, the Agent will have unique fingerprint hash values associated with the RBM digital assets (e.g., brand logo, banner, etc.). The fingerprint is then used to verify the RCS messages sent by the agent.

Is RBM available to Canadian subscribers?

No, RBM is not currently available in Canada, but it is expected in the future.

Is an RCS media message delivered faster than an MMS message over text?

RCS media messages are typically delivered faster because the image or video is provided as a URL & downloaded by the device.

How is media hosting handled?

One of the benefits of RCS is the ability to send media over a URL. Customers should send all media over a publicly hosted URL. We will deliver the URL plus RCS payload to Google and the carriers to download the media on the device.

Are there established rate limits for RCS?

Yes, there are RCS rate limits which will be set on a case-by-case basis.