

# Anam RBM Hub

**anam**

Anam Group HQ - Dublin, Ireland  
Anam Asia - Kuala Lumpur, Malaysia  
Anam Africa - Nairobi, Kenya

info@anam.com  
www.anam.com

Rich Communication Services (RCS) has been specified by the GSMA as the next generation of messaging, offering a much richer multimedia user experience compared to SMS. RCS Business Messaging (RBM) provides mobile operators with an opportunity to further develop their A2P business.

Anam's RBM Hub enables RCS Business Messaging interworking between the home RCS network, partner MNOs and external RCS partners such as Enterprises and Aggregators within the RCS ecosystem. It is designed for MNOs, Group MNOs and Carriers:

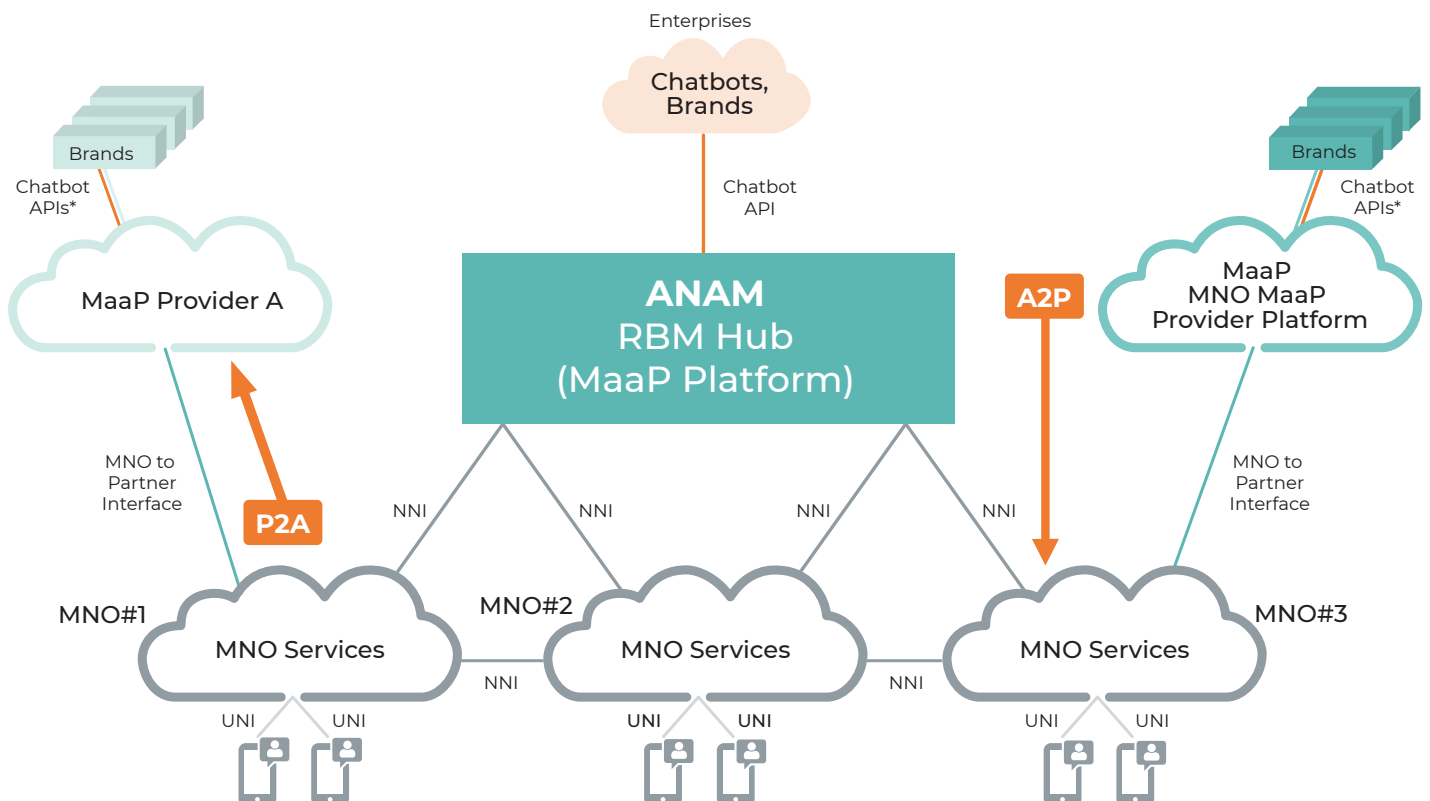
**MNO** – to host the Chatbot platform for direct Chatbot connections.

**Group MNO** – to host the Chatbot platform for direct Chatbot connections for the whole Group MNO.

**Carrier** – to host the Chatbot platform for direct Chatbot connections for the client MNOs.

The Anam RBM Hub supports RCS Business Messaging interworking for the following RCS traffic flows:

1. RBM (A2P, P2A) with the connected Chatbots and Brands, over the defined Chatbot API (FNW.11).
2. RBM (A2P, P2A) with the home or partner MNO RCS AS over NNI or OMA REST API.



# Anam RBM Hub Product Features

Feature	Details
<b>Supports published GSMA NNI for multiple services</b>	Capability Discovery/Exchange; File & Image Transfer; Chatbot messaging & discovery are all supported.
<b>Capability Hiding</b>	Supports capability hiding for client MNO's who wish to expose only certain services for consumption by Hub Partners.
<b>Message Handling Capabilities</b>	Can be configured to perform message storage should the receiving MNO be unavailable for short periods. Messages are encrypted when stored and follow sending MNO expiry guidelines.
<b>Operation Modes</b>	Can be configured to operate in deferred mode for the transported RCS message (with content and RCS signalling), in relation to the destination network/interface.
<b>Addressing &amp; Routing</b>	Supports addressing based on MSISDN/E.164 and/or SIP/TEL URI.
<b>MNP Support</b>	MNP lookups are supported to determine the destination network for the destination address. Such MNP lookup may be based on the ENUM query interface, in connection with an MNP lookup database.
<b>Traffic Filtering</b>	Can be configured with traffic filtering rules to allow the transacted traffic to be filtered based on defined policies.
<b>Verified Senders</b>	Supports the digital signatures assigned to Verified Senders that have been vetted by the approved Verification Authorities.
<b>Chatbot Directory</b>	Supports the Chatbot Directory function and Chatbot Information services to enable Chatbot discovery.
<b>CDR Generation</b>	Supports the generation of CDRs in accordance to the RCS traffic types and specified RCS charging policies and events. CDRs can be generated for the Chatbot-originated, A2P and P2A leg for each connection.
<b>Reporting &amp; Analytics</b>	Supports the generation of CDRs which are ingested to the Anam Analyzer node.

## Key Business Benefits

New Revenue Stream	Superior Customer Experience	Clean Traffic Guarantee
Anam's RBM Hub enables MNOs, MNO Groups and Carriers to develop their RCS business, providing the platform to protect and grow its A2P messaging revenues.	Enterprises, Aggregators and MNOs can have access to a significant subscriber base with a single connection to the Anam RBM Hub.	The RBM Hub's filtering capability ensures that traffic traversing the Hub is free from spam and fraud, protecting the MNO's revenue stream while providing a positive subscriber experience.