**TO:**  Executive Leadership

**FROM:** Michael Brown

Product Management Director, Messages

**DATE:**  January 28, 2020

**RE:** Rich Messaging Service

Our messaging app, “Messages” brings a seamless and helpful experience to our global customers. Not only are there too many messaging platforms, but there are also too many platforms existing at the same time. However, I believe we have just grazed the surface of possibilities with our messaging experience. All of our users are spread out between the different messaging platforms; there’s no aggregation. In the larger picture, it gets more complicated. So how do we address these problems?

The first step is to compile them into a more concise thesis. Introducing “GMessage”, the unified messaging experience for traditional messaging and rich instant messaging. Rather than have the app align with any one of our many products, we want it to encompass all of many products. By allowing our users to seamlessly message with traditional text messaging services, carrier data services, and WiFi connectivity across all of our products in a uniform manner, we will see an uptick in daily usage and a higher adoption rating in our app.

In order to execute this project, we'll need to combine our messaging efforts. By combining all of our current messaging teams, we'll be able to provide a more user-friendly, concise experience, for our customers. We will need to spend the next fiscal year integrating the key features from all of our individual apps and their teams. During this year, the total cost of expenses for the migration and design would be $2 million quarterly until the conclusion of the project at the end of the year. By doing this we will be able to easily migrate our 500 million users to our new app, GMessage. If required, I can provide more information upon request.

Please respond, within the month, with an outcome statement for my team and I to utilize the needed resources to get this project in motion.