Communications as a Platform

A Juniper Research Roundtable Event
20th October 2021
Agenda layout

1. Introductions
2. The CPaaS Landscape
3. Future Outlook for CPaaS
4. A Market Primed for Disruption
5. Panel Discussion
Introductions

Sam Barker - Head of Analytics & Forecasting, Juniper Research

Fredrik Nyman – Chief Commercial Officer, LINK Mobility

Richard van Anholt – Director of Global CPaaS, CM.com

Krešo Žmak - VP Products, Infobip

Priyank Parikh – GM, Americas, Kaleyra
The CPaaS Landscape

• Platform vendors must continue to expand their range of value-added services to achieve differentiation.

• CDPs (Customer Data Platforms) are an important step in creating differentiation in an increasingly saturated CPaaS market.

• Rich media messaging formats will become increasingly significant in generating CPaaS vendor revenue.
  - By 2026, over 20% of CPaaS revenue will be attributable to RCS and OTT business messaging channels; rising from less than 2% in 2021.

• As SMS business messaging traffic growth slows, we advise platforms to onboard SMEs willing to explore rich media messaging.

Global CPaaS Market Value in 2021, Split by 8 Key Regions: $8.8 Billion
Future Outlook for CPaaS

- Conversational Commerce
  - Increasing payments in messaging applications, including retail and P2P payments.
- CDPs
  - Benefits of increasing insights into consumer behaviour and preferences.
- Rise of Voice and Video
  - New services emerging in the voice and video space.
- CCaaS (Contact Centre-as-a-Service)
  - Ability to manage both inbound and outbound communication

**KEY FINDING**

The global value of the CPaaS market will exceed $10 billion for the first time next year; rising from $8.6 billion in 2021. This represents growth of 17% year-on-year.

To capitalise on this remarkable growth, the research predicts CPaaS vendors will seek to further differentiate their services by integrating novel solutions directly into their service platforms.
A Market Primed for Disruption

- There are clear opportunities in the CPaaS space beyond merely providing communication services.
- Juniper Research has identified financial and eCommerce services as key new services CPaaS providers should be looking to implement within the next three years, in order to offer a unique selling point over competitors.
- Industries such as retail, eCommerce, travel and hospitality are all served by leading CPaaS players for outbound communications in the form of their communications platforms.
  - Capabilities for two-way communication of services such as OTT messaging and RBM enable inbound communication services.
Panel Discussion
Questions around this webinar, or our reports?

**Analyst Contact:** Sam Barker – sam.barker@juniperresearch.com  
**Account Manager:** Nick Mardell – nick.mardell@juniperresearch.com