



# Third-party communication platform business messaging models: case studies and analysis



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## About this report

This report analyses the business messaging strategies of six third-party messaging platforms. Each strategy is assessed based on four key service areas: price, functionality, reach and security. We also compare SMS and Rich Communication Services (RCS) application-to-person (A2P) businesses against these service areas.<sup>1</sup>

In addition, the report explores what telecoms operators can learn about A2P revenue strategies from the communication platforms' business messaging offers.

It is based on desk research, including public announcements, press releases, annual reports and financial statements of the platforms.

### KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the business to consumer messaging strategies used by third-party communication platforms?
- What are the unique selling points of these communication platforms?
- How can operators seek to compete with these platforms in A2P messaging?

### CASE STUDIES

- Facebook Messenger
- KakaoTalk
- LINE
- Viber
- WeChat
- WhatsApp

### WHO SHOULD READ THIS REPORT

- Anyone involved in business-to-consumer messaging.
- Operators that are seeking to compete with third-party communication platforms for A2P traffic.
- A2P vendors that are seeking to find strategies, working with operators, to maintain their revenue from SMS A2P messaging.



# Contents



**Executive summary**





Analysis

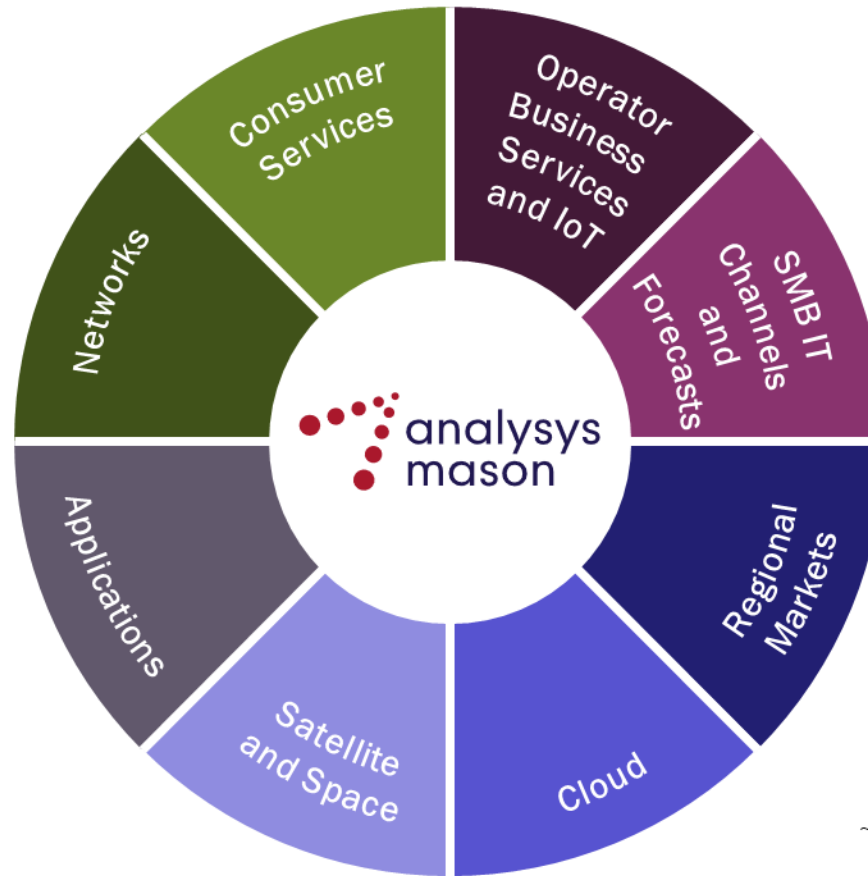
Case studies

Appendix

About the author and Analysys Mason

# Our research services

- 
**Consumer Services**
  - Fixed Broadband Services
  - Mobile Services
  - Fixed-Mobile Convergence
  - Smart Devices
  - Future Comms
  - Video, Gaming and Entertainment
  
- 
**Networks**
  - Next-Generation Wireless Networks
  - Wireless Infrastructure Strategies
  - Fibre Infrastructure Strategies
  - Operator Investment Strategies
  - Telecoms Strategy and Forecast
  - Transport Network Strategies
  
- 
**Applications**
  - Network Automation and Orchestration
  - Customer Engagement
  - Monetisation Platforms
  - Digital Experience
  - Automated Assurance
  - Service Design and Orchestration
  - Telecoms Software Market Shares
  
- 
**Satellite and Space**
  - Satellite Communications
  - Space Applications and Infrastructure



- Operator Business Services and IoT**
  - Enterprise Services
  - SME Services
  - IoT Services
  - Private Networks
  
- SMB IT Channels and Forecasts**
  - Cyber Security
  - SMB Technology Forecaster
  
- Regional Markets**
  - Global Telecoms Data and Financial KPIs
  - Americas
  - Asia-Pacific
  - Middle East and Africa
  - European Core Forecasts
  - European Telecoms Market Matrix
  - European Country Reports
  
- Cloud**
  - Cloud Infrastructure Strategies
  - Data, AI and Development Platforms
  - Edge and Media Platforms
  - Multi-Cloud Networking
  
- DataHub**
  - ~2800 forecast and 280+ historical metrics
  - Regional results and worldwide totals
  - Operator historical data

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