



Application-to-person and CPaaS vendors: case studies and analysis



Ben Taylor



About this report

This report analyses the business strategies and solutions of 12 application-to-person (A2P) messaging players that are mostly based in Europe or the USA (but many serve customers globally).

The report provides recommendations for A2P messaging and communications platforms-as-a-service (CPaaS) players.

It is based on several sources, including:

- Analysys Mason's internal desk research
- interviews with 8 of the 12 companies profiled in the report
- feedback that Analysys Mason has received from all 12 companies about their profiles.

KEY QUESTIONS ANSWERED IN THIS REPORT

- Who are some of the key players in the CPaaS market, and what are their strategies?
- How important is it for vendors to offer a suite of third-party apps (for example, WhatsApp) to messaging aggregators?
- Do CPaaS players consider network-as-a-service (NaaS) APIs to be a potential future revenue stream?

CASE STUDIES

- Bandwidth
- BICS
- Commify
- Webex CPaaS solutions (CISCO)
- Infobip
- Kaleyra
- KPN
- MessageBird
- Sinch
- Syniverse
- Twilio
- Vonage (Ericsson)

WHO SHOULD READ THIS REPORT

- Operators that wish to understand A2P and CPaaS vendors businesses better.
- A2P and CPaaS vendors that wish to understand their competitor's strategies.
- Strategists interested in the direction in which the A2P messaging and CPaaS industry is heading.



Executive summary

Analysis

Case studies

Appendix

About the author and Analysys Mason

About the author



Ben Taylor (Research Analyst) is a member of the Consumer Services team and is based in Cambridge. He holds a BSc in mathematics from the University of Edinburgh and an MPhil in management from Judge Business School, University of Cambridge.

Our research services

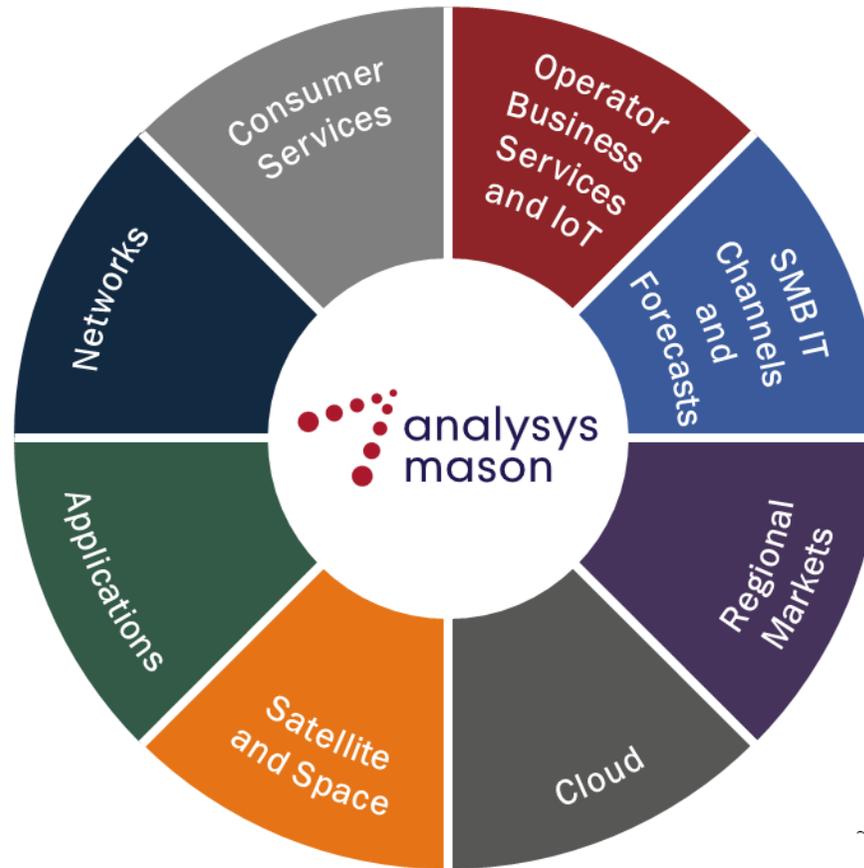
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Consumer Services
 Fixed Broadband Services
 Mobile Services
 Fixed-Mobile Convergence
 Smart Devices
 Future Comms
 Video, Gaming and Entertainment
- 

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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