

# Communications Platforms as a Service

Communications Platforms as a Service (CPaaS) facilitates cloud-based hosting and management of application programming interfaces (APIs). CPaaS-hosted APIs are routines and tools that simplify the programming process required to create and implement customized, differentiated enterprise customer engagement applications. APIs can be embedded into enterprise applications, including mobile apps and web platforms, and also enhance business process applications.

## MARKETS AND SUBJECTS ANALYZED

- Communications Platforms as a Service (CPaaS) trends
- CPaaS vendor strategies
- Mergers and acquisitions
- Evolving partner ecosystems
- Telcos and CPaaS
- Role of CX automation
- Network API trends
- Conversational messaging
- Developer requirements
- Vertical specific communication integration requirements
- GenAI in CPaaS
- Convergence with UC&C and contact center

## CORE RESEARCH

- Worldwide CPaaS Market Forecast
- Regional (U.S., EMEA, APAC) Developer Survey
- Worldwide CPaaS MarketScape
- Worldwide CPaaS Vendor Shares
- CPaaS Trends in Key Industries
- Network API Trends
- CPaaS Regional Adoption Trends

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Communications Platforms as a Service](#).

## KEY QUESTIONS ANSWERED

1. What is the market size and forecast for CPaaS and its various segments?
2. What is the market size and forecast for network APIs?
3. How can telcos leverage CPaaS to augment services?
4. Which APIs are enterprise developers currently using and what are future requirements?
5. What are CPaaS API segments and use cases?
6. What is the future evolution of CPaaS (e.g., product, ecosystem, partnerships, and/or acquisitions)?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the Worldwide Communications Platform as a Service market, including:

Alcatel-Lucent Enterprise, AT&T, Bandwidth, BICS, BT, Cisco, CM.com, Deutsche Telekom AG, e&, Ericsson, Infobip, KDDI, KPN, KT, MessageBird, Microsoft, Orange Business Services, Proximus, Sinch, Tanla, Telefónica, Tencent, Twilio, Verizon, Vodafone, and Vonage