

IDC MarketScape: Worldwide Communications Platform as a Service 2025 Vendor Assessment

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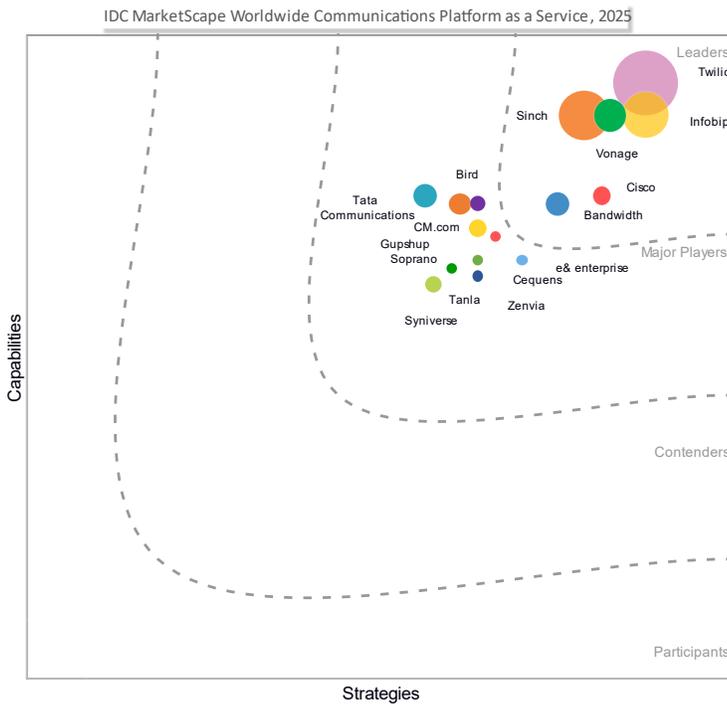
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**THIS EXERPT FEATURES INFOBIP AS A LEADER
IDC MARKETSCAPE FIGURE**

FIGURE 1

IDC MarketScape Worldwide Communications Platform as a Service Vendor Assessment



Source: IDC, 2025

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Communications Platform as a Service 2025 Vendor Assessment (Doc # US52039625).

IDC OPINION

The communications platform-as-a-service (CPaaS) market is evolving rapidly. CPaaS providers must focus less on large volume messaging transactions and more on differentiated solutions driven by AI intelligent tools to deliver tangible outcomes and KPIs for businesses. The segment has grown rapidly over the past decade, but the growth has slowed from over 20% per annum up to 2022 to 9.5% during 2024. This reflects a confluence of macroeconomic factors such as high interest rates as well as maturation of the application programming interface (API) segment and how companies leverage CPaaS.

However, AI-driven engagement may well signal a recovery to double-digit growth in 2025. The past 24 months were turbulent and characterized by decreasing valuations, high operational costs, and challenging platform integration and a renewed drive for profitable growth. Investors are seeking improved operating efficiency, agile operations, and the ability to meet compliance and security demands of enterprises in the face of an onslaught of fraud.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

IDC included CPaaS providers that met the following requirements for inclusion in this IDC MarketScape:

- Offers service in multiple countries or continents
- Had CPaaS revenue of at least \$50 million in 2023

ADVICE FOR TECHNOLOGY BUYERS

The following is a list of key attributes and factors for enterprises to consider in choosing a CPaaS partner:

- **Seek tangible benefits and KPIs:** Providers should offer the ability to reduce acquisition and operations costs while minimizing complexity and improving customer retention, scaling and enhancing customer engagement management, and creating new avenues for revenue.

- **Use the power of automation, AI, and data:** Businesses must seek CPaaS providers that can demonstrate the ability to reduce complexity while integrating a diverse range of applications and platforms to produce improved business outcomes (e.g., lower marketing and operational costs). Rich data and analytic insights can also be leveraged for value-added services revenue.
- **Focus on security and fraud prevention:** Security and fraud mitigation remain top of mind for enterprises that continue to lose billions of dollars every year. It is key to look for CPaaS providers that offer simplified tools to counteract artificially inflated traffic, which has become an issue across continents, including Europe.
- **Leverage unified and conversational engagement:** These include the provision of unified APIs that enable access to a diverse range of channels, with AI capabilities being used to automate channel preferences based on regional or regulatory requirements.
- **Able to offer seamless integration:** CPaaS providers should offer tools (including SaaS capabilities) and AI-driven automation that allows companies to easily integrate with a diverse array of legacy and other third-party platforms.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Infobip

Infobip is positioned in the Leaders category in this 2025 IDC MarketScape for worldwide communications platform as a service.

Infobip has been serving the cloud communication platform market since 2006 and has steadily grown to become a well-established and key player in the global CPaaS market. Initially founded in Croatia, Infobip is now headquartered in London, the United Kingdom, and it has over 3,400 employees across more than 73 offices worldwide. The company has a presence in 56 countries and serves more than 10,000 enterprise customers globally:

- Infobip's global cloud communications platform consists of more than 40 datacenters and more than 800 direct operator (MNO network) connections. It has a global network that can terminate traffic in 190 countries and supply local numbers in 150 countries worldwide. Its acquisitions in North America of OpenMarket (the U.S. cloud communications player) in 2020 and Peerless

Network (established U.S. VoIP provider) in 2022, have increased its coverage and presence in the region. Infobip also acquired Anam in 2021, strengthening its position in the SMS firewall market; and expanded its reach with the developer community through the purchase of developer-focused Shift Conference in 2021 and Netokracija, a publisher of content for developers, in 2022.

- Infobip's cloud platform solution stack is comprehensive and spans the following services and audiences:
 - Connectivity layer and telco (core enablement) solutions are underpinned by its infrastructure and network layers and include services from telco firewall solutions, number offerings, and tooling for quicker provisioning to verification services and so forth.
 - It has programmable channels for developers, that is, API sets for simple customized communication (e.g., a comprehensive range of [OTT] messaging, voice, video, authentication APIs) as well as modular sets of APIs (CPaaS X) to increase platform automation (reducing operational load) and speed up time to market.
 - Software solutions that target the business user include a customer data platform (called People), customer engagement hub (Moments), chatbot building platform (Answers), and cloud contact center solution (Conversations). Headless SaaS is Infobip's microservices-based composable software stack, providing sets of APIs that are designed around specific use cases (e.g., Conversations APIs).
- Infobip's Marketplace is targeted at developers, SIs, independent software vendors (ISVs), and customers to publish and consume applications built on the platform.

Infobip's vision to be the "platform in the center of cloud communication ecosystem" is also reflected by the company's partnership with Nokia and telecom partners to realize the vision of the GSMA Open Gateway and CAMARA initiatives. The goal is drive standardization to increase the accessibility of network APIs for developers, accelerating co-creation and scaling of successful use cases. Infobip's acquisition of Anam (SMS firewall solutions company) strengthens the company's range of security capabilities and services as part of its telco enablement offering.

Through the Infobip AI Hub, AI (generative and predictive) is entrenched in all its services layers and products (from telco enablement services to developers and business user solutions) to drive automation, efficiencies, and highly personalized customer (B2B and B2B2C) engagements.

Strengths

Infobip is a key player in the CPaaS market with a global footprint and strong capabilities underpinned by its broad portfolio for enterprises as well as a carrier-grade service offering. Its thought leadership, appetite for innovation, and agile organizational structure has led to steady growth of its presence across the globe. It has also maintained a solid financial profile, despite the challenging times for the CPaaS market.

Challenges

Infobip has made great strides recently to improve its brand recognition on a global scale. What will remain challenging for the company going forward is to continue to educate its audiences (partners and customers) of the breadth and depth of its products and services to monetize on investments. Its partner expansion strategy and increased focus on professional services resources are certainly a step in the right direction to reach different audiences with a clear message and the right level of support.

Consider Infobip When

Consider Infobip if global scale and local regional support are a key requirement for your company. Infobip's comprehensive portfolio of services spans telco as well as enterprise needs, ranging from carrier-grade services and CPaaS to highly customized SaaS services and high-level customer support.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

This IDC MarketScape assesses providers categorized as communications platform-as-a-service (CPaaS) vendors. CPaaS facilitates cloud-based hosting and management of application programming interfaces (APIs). CPaaS providers offer communications APIs, which are routines, and tools that simplify the programming process required to create and implement real-time communications solutions. APIs can be embedded into enterprise applications, including mobile apps and web platforms, that enhance and automate business process applications. CPaaS offers developers APIs in multiple coding languages that can work in the language of their choice (Node.js, Ruby, PHP, .NET, Java, Python, Perl, and ColdFusion), prototype in hours, and stand up a production run in days.

CPaaS allows developers to test/dev software in a cloud environment that can then be integrated into a diverse range of third-party software and platforms, including CCaaS, SaaS, UCaaS, and other platforms to improve both internal communications and enhance external customer engagement. Usage is generally based on the cloud model, with no up-front hardware and software costs, no contracts or commitments, and no subscription fees. Payment is based on micro billing tied to actual usage.

Over the past two years, CPaaS providers have expanded coverage facilitating various low-code/no-code tools, integrating access to customer data via their own CDP or external CDP, and other solutions aimed at further simplifying customer engagement. Most CPaaS providers also provide AI tools, primarily integrating with external AI models to help customers refine marketing and engagement and facilitating commercial transactions.

Related Research

- *RCS Will Provide Momentum to CPaaS Messaging in 2025* (IDC #lcUS53055524, January 2025)
- *European Communications-Platform-as-a-Service Forecast, 2024-2028* (IDC #EUR152836224, December 2024)
- *IDC's Worldwide Communications Platform as a Service Survey, 2024: Usage Patterns* (IDC #US52784924, December 2024)
- *IDC FutureScape: Worldwide Enterprise Connectivity 2025 Predictions* (IDC #US52633824, October 2024)

Synopsis

This IDC study provides an assessment of communications platform-as-a-service (CPaaS) market through the IDC MarketScape model.

"The communications-platform-as-a-service market is evolving rapidly," according to Courtney Munroe, research vice president, Worldwide Telecommunications Research at IDC. "The CPaaS segment is fragmenting as companies seek to redefine and consolidate operations and streamline strategies to sharpen differentiation. Enterprises are demanding tangible business outcomes, and over the next year, CPaaS providers will facilitate AI-driven solutions to facilitate enhanced customer engagement solutions."

ABOUT IDC

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