GLOBAL CPAAS MARKET 2025-2029

Competitor Leaderboard

Prepared for Tata Communications

JUNIPER RESEARCH

Contents

1.1 Why Read This Report?

This section details several vendors active in the Communications Platform-as-a-Service (CPaaS) space. Stakeholders increasingly recognise the revenue opportunities to be gained from deployment, so the number of players in the CPaaS service provision has risen. This report is not intended to provide comprehensive coverage of all the vendors operating in this market, but introduces the reader to 18 CPaaS vendors that Juniper Research considers leaders in the market.

Juniper Research is a European-based provider of business intelligence. We specialise in providing high-quality data and fully researched analysis to manufacturers, financiers, developers and service/content providers across the communications sector.

Juniper Research is fully independent and able to provide unbiased and reliable assessments of markets, technologies and industry players. Our team is drawn from experienced senior managers with proven track records in each of their specialist fields.

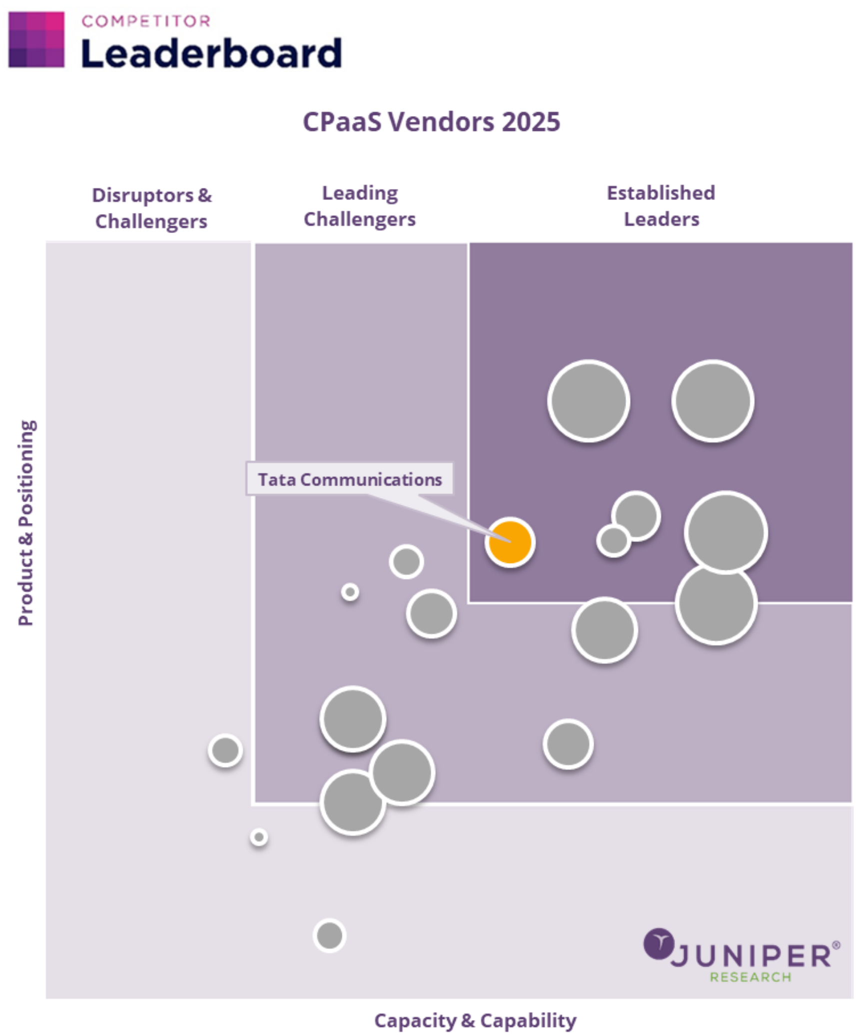
The Future of the CPaaS Market

Juniper Research anticipates that SMS business messaging will decline over the next five years; owing to larger enterprises abandoning the technology for authentication and one-time passwords (OTPs) in many markets, a trend we expect to continue. High SMS termination costs and high levels of fraud, such as artificially inflated traffic (AIT), will contribute to this decline. As such, we expect that authentication will migrate to application programming interfaces (APIs) and over-the-top (OTT) channels moving forward, with traffic being often demanded from customer management teams.

Juniper Research forecasts that there will be a significant increase in CPaaS revenue attributed to rich media channels over the next five years, with growing demand for marketing use cases being a key driver. CPaaS OTT messaging revenue is set to grow from $1.8 billion in 2025 to $3.3 billion 2029, and CPaaS rich communication services (RCS) business messaging revenue will grow from $84 million in 2025 to more than $754 million by 2029. With the increasing demand for rich media messaging, Juniper Research expects CPaaS players to expand beyond a basic messaging offering to become more comprehensive customer experience platforms; offering tools to help enterprises leverage rich media capabilities.

AI will also play a key role in attracting enterprises to CPaaS platforms. Juniper Research believes that AI is fast becoming commoditised over platforms, with differentiation of services not coming from the extent that AI is implemented into technology stacks, but from the real-world benefits it provides. It will become increasingly essential for CPaaS platform to educate users on its impact in previous deployments.

Figure 1: Juniper Research Competitor Leaderboard: CPaaS Vendors



Source: Juniper Research

TATA COMMUNICATIONS

Juniper Research has ranked Tata Communications as an Established Leader in CPaaS, as scored in the Juniper Research Leaderboard.

Tata Communications' substantial infrastructure and capabilities have positioned the company well for growth within the CPaaS market. The company has a global presence, with a strong reputation within regions such as Asia Pacific and North America. In particular, North America has been identified as a key region for CPaaS market growth, with revenue expected to grow by more than 70% between 2025 and 2029.

Tata Communications offers strong support for RCS, WhatsApp, and voice through its CPaaS solution. In particular, its generative AI capabilities for template generation, data reporting and a no-code bot builder will be key to supporting enterprises with rich and conversational messaging use cases.

Moreover, the company is one of the leading players in the conversational AI space; leveraging BharatGPT, a proprietary large language model (LLM) developed by CoRover.ai. Tata Communications is expected to invest in multiple AI models for its LLM as the demand for conversational AI as a value-added service to CPaaS grows, particularly given the wide variety of industries in which its clients operate.

1.1.1 Tata Communications

TATA COMMUNICATIONS

Table 2: Juniper Research Competitor Leaderboard Heatmap: Tata Communications

	Capacity & Capability					Product & Position					
	Size of Operations in the Mobile Communications Sector	Experience in CPaaS Service Provision	Geographical Reach of CPaaS Services	Strength and Depth of Operator Partnerships	Brand Recognition in the CPaaS Space	Breadth of CPaaS Technologies Supported	Capabilities & Sophistication of CPaaS Services	Segment Coverage	Innovation in the CPaaS Market	Future CPaaS Market Prospects	Market Presence
Tata Communications											

High

Source: Juniper Research

i. Corporate Information

A part of the Tata Group, Tata Communications is a communications technology player powering today's fast-growing digital economy in more than 190 countries and territories. Tata Communications carries around 30% of the world's Internet routes, and connects businesses to 80% of the world's cloud giants and four out of five mobile subscribers. The company's capabilities are underpinned by its global network, the world's largest wholly owned subsea fibre backbone, and a Tier-1 IP network with more than 1600 plus operator connections to 190 plus countries and territories around the world.

The leadership team at Tata Communications includes Amur Swaminathan Lakshminarayanan (Managing Director and CEO), Bhaskar Gorti (EVP, Cloud and Cybersecurity Services), Genius Wong (EVP, Core and Next-Gen Connectivity Services, and CTO), Kabir Ahmed Shakir (CFO), Natarajan Sivasamban (EVP and Head of Operations), Sumeet Walia (EVP, and Chief Sales and Marketing Officer), Tri Pham (EVP, Corporate Strategy Head), and Troy Reynolds (Chief Legal and Compliance Officer).

Table 3: Tata Communications' Select Financial Information (₹ in crore), FY 2022-23 & FY 2023-24

	FY 2023-24	FY 2022-23
Gross Revenue	₹20,969	₹17,838
Net Revenue	₹7,991	₹7236.28

Source: Tata Communications' Integrated Annual Report

Tata Communications completed the acquisition of Kaleyra in October 2023, for $100 million. Through this acquisition, Tata Communications has leveraged Kaleyra's expertise in technology, engineering, and research and development, including its CPaaS solutions. Tata Communications also added new points of presence in the US, in Latin America, in the UK, Italy, Middle East and Asia Pacific.

ii. Geographical Spread

Within North America, Tata Communications has four offices in the US, as well as one office in Montreal, Canada.

In Europe, Tata Communications has offices based in Germany, the UK, Spain, Russia, France, Netherlands, Norway, and Poland. It also has five offices in India, including the company's Mumbai headquarters.

Tata Communications also has a vast system of networks which provide coverage across the Americas, Europe, the Middle East and Africa, Asia Pacific, as well as India and neighbouring countries; allowing it to provide services around the world.

In Asia Pacific, Tata Communications operates out of Hong Kong, Malaysia, Singapore, and Australia. It also has offices in Dubai and Abu Dhabi in the UAE, and Sri Lanka.

iii. Key Clients & Strategic Partnerships

Tata Communications' customer portfolio spans a variety of industries, including automotive, financial services, construction, consulting, eCommerce, education, energy, finance, government, healthcare, holdings, utilities, information technology (IT) and IT-enabled services, legal, manufacturing, media and entertainment, pharmaceutical, real estate, retail, services, sports and telecommunications.

An example of one of Tata Communications' customers is Isansys, a digital healthcare provider. Isansys leverages WhatsApp's API with Tata Communications' Kaleyra to help notify healthcare professionals of patients' early warning signs in real-time.

Tata Communications has also previously formed strategic partnerships with AWS, Cisco, Google Cloud, Microsoft, MotoGP™, SailGP, and Singapore Airlines.

- In February 2024, Tata Communications announced a partnership with Microsoft to provide flexibility in collaboration and connectivity on Microsoft Teams for enterprises in India. Its GlobalRapide platform will enable Indian enterprise users and multinationals with local presence to make and receive PSTN voice calls on any Teams device, anywhere across the globe, using the Operator Connect platform.
- Tata Communications has also launched its AI cloud infrastructure powered by NVIDIA's graphics processing units (GPUs). The first phase, launched at the end of 2024, resulted in one of India's largest cloud-based supercomputers utilising NVIDIA Hopper GPUs. Through this collaboration, Tata Communications strengthened its position as a key enabler of AI-driven solutions across sectors like manufacturing, healthcare, retail, and banking and financial services.

iv. High-level View of Offerings

Tata Communications offers its Customer Interaction Suite which enables brands to hyper-personalise customer interactions throughout the entire lifecycle journey. It is scalable, omnichannel and tailored to local markets. It takes the focus from communication enablement to delivering bespoke business outcomes.

As part of its Customer Interaction Suite, it offers a range of solutions including its CPaaS platform known as Tata Communications Kaleyra; a cloud contact centre solution, unified communications, and Kaleyra AI, a portfolio of AI tools for customer interactions.

a) Tata Communications' CPaaS

Tata Communications' CPaaS makes it possible to engage customers in two-way conversations, where messaging works both ways (business to customer and customer to business), and businesses working with Kaleyra's APIs are able to manage both sent and received messages. Tata Communications' Kaleyra's solutions include SMS, MMS, RCS, email, push notifications, OTP and video, as well as:

- Conversational AI – this allows for automation of customer engagement flows with AI-based chatbots. It enables enterprises to scale their personalised conversations with customers.
- Voice Calling - Tata Communications offers voice APIs for inbound and outbound calling, interactive voice response (IVR), and call masking use cases; assisting with their voice communications' major customers, such as Flipkart.
- WhatsApp Business API - a Meta business solutions provider (BSP) partner for WhatsApp Business platform since 2019, Kaleyra was awarded Best Cloud API partner of the year in 2023. Striving for continuous innovation, Kaleyra provides WhatsApp Pay features and is currently a Beta partner for WhatsApp Calling. WhatsApp Business APIs can be used to provide notifications and customer service experiences. This can include image sharing, electronic tickets, video tutorials, audio files, QR codes, the position of the closest store, and any sort of document.

  Enterprises can also leverage interactive buttons, such as call-to-actions and quick-reply buttons within WhatsApp to receive immediate responses from their audience.

b) Tata Communications InstaCC

Tata Communications' cloud CCaaS solution, InstaCC, offers omnichannel contact centre solutions, including a global, multi-tenant CCaaS solution catering for businesses of all sizes. It offers integration with CRM systems, Microsoft Teams, bots, and social media.

c) Kaleyra AI

Being a future-forward company, Tata Communications offers Kaleyra AI, which leverages generative AI capabilities to provide enterprises with an AI template generator for WhatsApp, conversational AI data reporting, and a conversational AI no-code bot builder.

- Template generator for WhatsApp: this allows enterprises to create personalised templates and message variants for WhatsApp. By crafting messages that align with audience preferences and leveraging the channel's strengths, enterprises can automate marketing efforts, improve response rates, and ensure a consistent brand voice and customer engagement.
- Conversational AI data reporting: this advanced reporting feature converts complex data queries into insightful reports with intuitive, visually engaging representations. By processing natural language queries from customers, it delivers AI-powered analytics in seconds; allowing businesses to make quick, data-driven decisions and gain valuable insights without heavy reliance on business analytics teams.
- Conversational AI no-code bot builder: this capability empowers business users to create 'interaction assistants' that provide natural, conversational responses in text and rich media formats without requiring programming knowledge. Going beyond basic interactions, it simplifies complex data analysis and accelerates decision-making.
- The platform also enables enterprise customer support and marketing teams to foster stronger engagement through intelligent and immersive interactions; enhancing the overall user experience.

1.2 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates for 18 CPaaS vendors. To qualify for the Competitor Leaderboard, companies must be involved in the direct provision of CPaaS. The companies included here have developed specific expertise in CPaaS, though some embarked on the route earlier than others and therefore have wider customer bases or geographical reach. It includes established specialists, such as Infobip and CM.com, through to companies where CPaaS is part of a wider communications suite, such as Monty Mobile.

This research covers a significant number of vendors; however, we cannot guarantee that all players in the market are included. Our approach is to use a standard template to summarise the capability of players offering CPaaS. This template concludes with our view of the key strengths and strategic development opportunities for each vendor.

We also provide our view of vendor positioning using our Juniper Research Leaderboard technique. This technique, which applies quantitative scoring to qualitative information, enables us to assess each player's capability and capacity, as well as its product and position in the broader market for CPaaS. The resulting Leaderboard exhibits our view of relative vendor positioning.

1.3 Limitations & Interpretations

Our assessment is based on a combination of quantitative measures, where they are available (such as revenue and numbers of employees) that indicate relative strength, and also of qualitative judgement, based on available market and vendor information as published. In addition, we have added our in-house knowledge from meetings and interviews with a range of industry players. We have also used publicly available information to arrive at a broad, indicative positioning of vendors in this market, on a 'best efforts' basis.

However, we would also caution that our analysis is almost by nature based on incomplete information and therefore with some elements of this analysis we have had to be more judgemental than others. For example, with some vendors, less detailed financial information is typically available if they are not publicly listed companies. This is particularly the case when assessing early-stage companies, where a degree of secrecy may be advantageous to avoid other companies replicating elements of the business model or strategy.

We also remind readers that the list of vendors considered is not exhaustive across the entire market but rather selective. Juniper Research endeavours to provide accurate information. While information or comment is believed to be correct at the time of publication, Juniper Research cannot accept any responsibility for its completeness or accuracy, the analysis is presented on a 'best efforts' basis.

The Leaderboard compares the positioning of platform providers based on Juniper Research's scoring of each company against the criteria that Juniper Research has defined. The Leaderboard is designed to compare how vendors position themselves in the market based on these criteria. Relative placement in one particular unit of the Leaderboard does not imply that any one vendor is necessarily better placed than others. For example, one vendor's objectives will be different from the next and the vendor may be very successfully fulfilling them without being placed in the top right box of the Leaderboard, which is the traditional location for the leading players.

Therefore, for avoidance of doubt in interpreting the Leaderboard, we are not suggesting that any single cell in the Leaderboard implies in any way that a group of vendors is more advantageously positioned than another group, just differently positioned. We additionally would draw the reader's attention to the fact that vendors are listed alphabetically in a unit of the Leaderboard and not ranked in any way in the cell of the Leaderboard.

The Leaderboard is also valid at a specific point in time, April 2025. It does not indicate how we expect positioning to change in future, or indeed in which direction we believe that the vendors are moving. We caution against companies taking any decisions based on this analysis; it is merely intended as an analytical summary by Juniper Research as an independent third party.

Table 4: Juniper Research Competitor Leaderboard Scoring Criteria

Category	Scoring Criteria	Relevant Information
Capability & Capacity	Size of Operations in the Mobile Communications Sector	Total number of clients using CPaaS platform, as well as volume of traffic delivered via the CPaaS platform.
	Experience in CPaaS Service Provision	First launch of CPaaS service, extent of service launches.
	Geographical Reach of CPaaS Services	Countries in which services are available to end users, countries in which company has a physical presence.
	Strength and Depth of Partnerships	Number of operator partnerships, extent of partnerships with other communications partners.
	Brand Recognition in the CPaaS Space	Here, Juniper Research looks at how recognisable each brand is in the CPaaS space.
Product & Position	Breadth of CPaaS Technologies Supported	Weighted scoring of technologies supported, including SMS, MMS, RCS, OTT messaging apps, voice services, email and push notifications
	Capabilities & Sophistication of CPaaS Services	Weighted scoring of service offered over CPaaS services, including commerce, efficient routing, analytics, customer onboarding support, SaaS implementation etc.
	Segment Coverage	Weighted scoring of segments that are currently served, including retail, finance, ticketing, healthcare, travel and tourism etc.
	Innovation in the CPaaS Market	Score of Juniper Research's opinion of the company's innovation or plans for innovation.
	Future CPaaS Market Prospects	Score of Juniper Research's opinion of the company's future prospects in the market.
Market Presence	Market Presence	This includes a multitude of factors including revenue from CPaaS activities.

Source: Juniper Research

About Tata Communications

Tata Communications is a leading digital ecosystem provider that powers today's fast-growing digital economy. The company enables the digital transformation of enterprises globally, including 300 of the Fortune 500; unlocking opportunities for businesses by enabling borderless growth, boosting product innovation and customer experience, improving productivity and efficiency, building agility, and managing risk.

With its solutions-orientated approach, proven managed service capabilities and cutting-edge infrastructure, Tata Communications drives the next level of intelligence with its cloud, mobility, Internet of Things, collaboration, security and network services.

Tata Communications has been a part of the rich heritage of the Internet in India. Over the last 25 years, enterprise-enabled services have been essential to the adoption of digital services in the country. From utility to transformation, connectivity is an essential fabric of sustenance for the economy.

About Juniper Research

Juniper Research was founded in 2001 by the industry consultant Tony Crabtree, in the midst of the telecoms and dot-com crash. The business was fully incorporated in February 2002 and has since grown to become one of the leading analyst firms in the mobile and digital tech sector.

Juniper Research specialises in identifying and appraising new high-growth market sectors within the digital ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment and business modelling.

We endeavour to provide independent and impartial analysis of both current and emerging opportunities via a team of dedicated specialists - all knowledgeable, experienced and experts in their field.

Our clients range from mobile operators through to content providers, vendors and financial institutions. Juniper Research's client base spans the globe, with the majority of our clients based in North America, Western Europe and the Far East.