RCS BUSINESS MESSAGING MARKET 2024-2029

Competitor Leaderboard

Prepared for Tata Communications

1.1 Why Read This Report?

The Juniper Research Competitor Leaderboard details several vendors active in the RCS Business Messaging space. Stakeholders increasingly recognise the revenue opportunities to be gained from deployment, so the number of players in RCS Business Messaging 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 17 RCS Business Messaging 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 RCS Business Messaging Market

Juniper Research anticipates that North America will be the fastest growing region in the RCS Business Messaging market over the next two years. This is due to the readiness of enterprises in this region to adopt RCS Business Messaging and a high level of mobile messaging acceptance in the region.

Juniper Research expects the number of enterprises in the US adopting RCS as part of their business messaging strategy to grow rapidly following the launch of RCS on Apple devices. Currently, the operator-led SMS channel is popular among brands and enterprises in the US, therefore, we expect a significant opportunity to monetise single RCS messages as brands adopt the channel to send promotional messages to customers.

Where the penetration of OTT messaging applications is high, enterprises will be more ready to adopt the rich media use cases of RCS, owing to familiarity. In these countries there must be an omnichannel approach to business messaging offered to brands, to allow them to reach customers across their preferred channel.

In countries where there is a low penetration of OTT messaging applications, enterprises will not have experience in leveraging messaging channels for rich media use cases. Therefore, the focus must be on transitioning these brands from SMS to RCS for transactional use cases, to increase the familiarity of using the channel.

Figure 1 Juniper Research Competitor Leaderboard: RCS Business Messaging Vendors
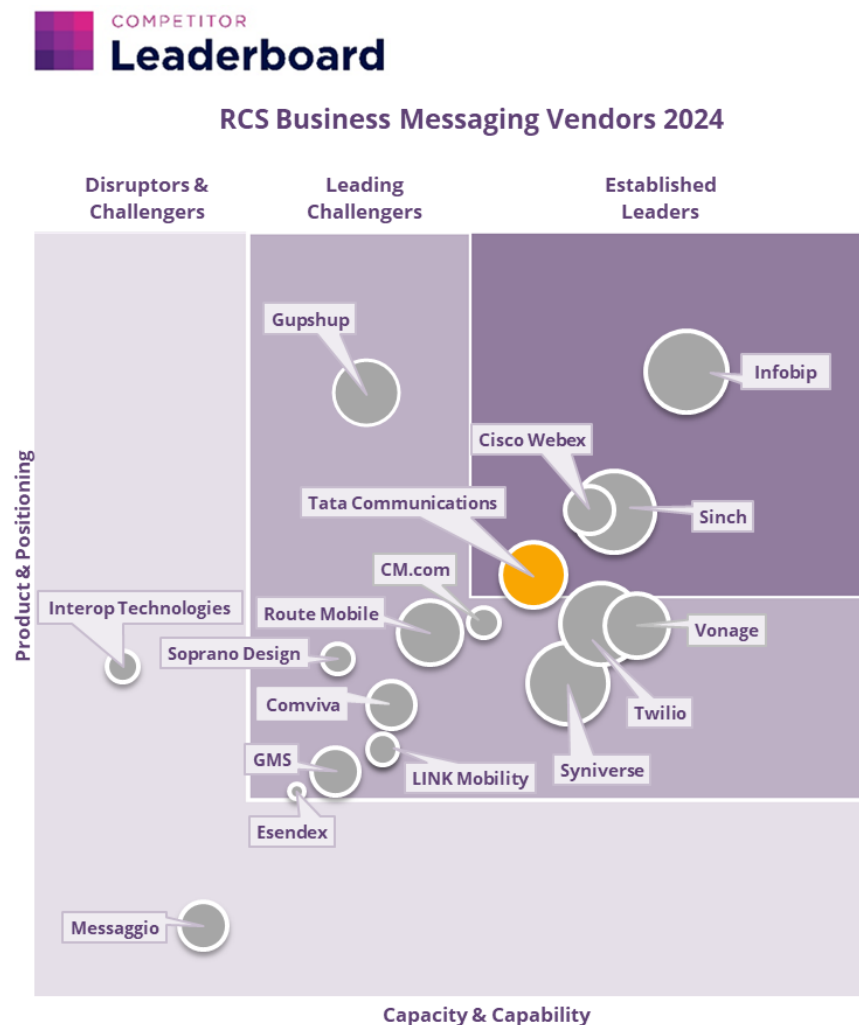
Source: Juniper Research

TATA COMMUNICATIONS

Juniper Research has ranked Tata Communications as: an Established Leader in RCS Business Messaging as scored in the Juniper Research Leaderboard.

Tata Communications has a large presence in the global messaging sector, with a wide geographical reach. The company has the capability to support key market verticals, including eCommerce and finance, with the acquisition of Kaleyra bringing on board additional clients supporting Tata's growth in the RCS Business Messaging space.

Tata Communications' Customer Interaction Suite is a useful tool for brands that want to engage in personalised conversations with customers. With the suite providing the capability to hyper-personalise conversations across multiple channels, Tata will support the growth of RCS Business Messaging for more complex use cases and new rich media services.

Tata Communications is expected to leverage its size and experience in the mobile messaging sector to help grow its enterprise relationships for RCS Business Messaging in key markets in 2025, such as the US. Moreover, Tata Communications is anticipated to develop an RCS Business Messaging chatbot solution, which will be critical to support the growing demand for conversational use cases of RCS.

JUNIPER RESEARCH

1.1.1 Tata Communications

TATA COMMUNICATIONS

Table 2: Juniper Research Competitor Leaderboard Heatmap: Tata Communications

	Capability & Capacity					Product & Position					
	Size of Operations in the Messaging Sector	Experience in the Messaging Sector	Geographical Reach of Operations	Marketing & Branding Strength	Breadth & Depth of Partnerships	Extent of RCS Value Added Services	Key Market Coverage	Notable RCS Deployments	Innovation with RCS Messaging	Future Business Products in the RCS Messaging Sector	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 executive team at Tata Communications includes Amur Swaminathan Lakshminarayanan (Managing Director & CEO); Aman Gupta (Chief Human Resources Officer); Genius Wong (Executive VP – Core and Next-Gen Connectivity Services, Chief Technology Officer); Mysore Madhusudhan (Executive Vice President – Collaboration and Connected Solutions); Kabir Ahmed Shakir (Chief Financial Officer); Bhaskar Gorti (Executive VP – Cloud and Cybersecurity Services, Chief Digital Officer); Sumeet Walia (Executive VP, Chief Sales and Marketing Officer); Tri Pham (Executive VP – Corporate Strategy Head); Troy Reynolds (Chief Legal & Compliance Officer).

JUNIPER RESEARCH

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. This acquisition will allow Tata Communications to leverage Kaleyra's expertise in technology, engineering, and research and development, including its CPaaS solutions. Tata Communications will also add new points of presence in the US, Latin America, the UK, Italy, Middle East and Asia Pacific.

Kaylera's former Executive Vice President and Chief Business Officer, Mauro Carobene, has now been appointed as Tata Communications' Head of Customer Interaction Suite.

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, and Poland. Tata Communications also has six offices in India, including the company's Mumbai headquarters.

The company also has a vast system of networks which provide coverage across the Americas, Europe, the Middle East & 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. Tata Communications also has an office in Dubai, UAE.

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, IT/ITES, legal, manufacturing, media and entertainment, pharmaceutical, real estate, retail, services, sports, and telecommunications.

In March 2022, Tata Communications was selected as the official broadcast connectivity provider for Formula 1. Tata Communications transfers more than 100 video feeds and over 250 audio channels between the Grand Prix venue and F1's Media & Technology Centre in the UK. This enables F1 to broadcast a live feed to more than 500 million fans.

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

Kaleyra brings on board strategic partnerships with Amazon Web Services, Meta, Google, Oracle (Eloqua and Responsys), Selligent, Shopify, and Zendesk. Additionally, Kaleyra's solutions are compatible with Genesys, Oracle, Shopify, Zapier, Clevertap and various other well-known applications.

iv. High-level View of Offerings

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

As part of their Customer Interaction Suite, the company offers a range of capabilities like omnichannel customer interaction manager, a no-code platform for easy creation of complex customer journeys, conversational chatbot leveraging AI to power contextual, human-like conversations, and a cloud contact centre solution (InstaCC).

Tata Communications Kaleyra is a CPaaS solution which offers APIs for several channels and services including an RCS messaging API. For large companies in need of high-security levels, Tata Communications Kaleyra guarantees secure connections

JUNIPER
RESEARCH

to external entities, and a centralised authentication system with a personal login and password policy.

Tata Communications Kaleyra makes it possible to engage customers in two-way conversations, 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 offers several solutions, including:

- SMS API – This offers two-way messaging as well as OTPs, notifications, and bulk messaging. Other features include intelligent SMS routing, pay-as-you-go billing, campaign scheduling, multi-lingual support, and a link shortener. It also offers data integrations with Oracle, Salesforce and other platforms.

- MMS – This allows brands to engage with customers with rich media such as video, audio and pictures and also offers MMS templates.

- RCS – Kaleyra allows brands to communicate with their customers through RCS, which provides a secure, trusted, innovative and highly-relevant messaging channel to customers.

- OTP – Kaleyra offers a Verification API which can be used to validate the authenticity of users with OTPs. It offers scalable integration, with verification for thousands of users at a time.

- Video – this solution improves the overall customer experience of brands, by offering live video, audio, and chat capabilities to communicate with their customer over a call. The interface can be customised with the brand's logo and colours.

- 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 - The company offers voice APIs for inbound and outbound calling, IVR and call masking use cases, assisting with their voice communications' major customers, such as Flipkart.

1.2 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates on a selected number of RCS providers. To qualify for the Leaderboard, companies must be involved in the direct provision of RCS services. The companies included here have developed specific expertise in the RCS market, 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 RCS Business Messaging is part of a wider product suite, such as Syniverse.

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 RCS Business Messaging. 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 RCS Business Messaging services. 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, October 2024. 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 RCS Messaging Sector	A measure of the scale of activity of each company in the RCS messaging sector. Juniper has considered the traffic that the service provider handles annually as an indication of their respective sizes within the market.
	Experience in Messaging Sector	Here, Juniper has evaluated each company's experience in the RCS messaging sector. We consider the date of launch of the first services, the number of customers and clients it currently works with, and the extent of deployments in the messaging sector.
	Geographical Reach of Operations	This factor evaluates the overall extent of geographical activity of RCS messaging services, based primarily on the number of countries that the company can offer connections to.
	Marketing & Branding Strength	In this section, Juniper Research evaluates the strength of brand recognition within the RCS messaging space.
	Breadth & Depth of Partnerships	Here, we evaluate the extent of platform revenue gained through RCS messaging services. Where information is not available for RCS-specific revenue, Juniper Research has considered the level of traffic handled by each company to estimate revenue gained from messaging services.
Product & Position	Extent of RCS Value-added Services	In this section, Juniper Research evaluates the value-added services included within the company's services.
	Key Market Coverage	Here, Juniper Research assesses the services that each company provides across several key industries.
	Notable RCS Deployments	Juniper Research has considered notable product launches, including the disruptive capabilities of the product, adoption of the product, and which key vertical markets this RCS messaging solution is applicable to.
	Innovation with RCS Messaging	Here, Juniper Research has looked at which industries the RCS messaging service has integrated successfully into. We include RCS messaging platforms which have carved out a specific niche in industries, as well as those which have built impressive client portfolios.
	Future Business Products in the RCS Messaging Sector	Here, Juniper Research scored each platform provider on its future prospects in the RCS messaging sector, taking into account business models and the company's ability to capitalise on future strategic opportunities.
Market Presence	Market Presence	Here, Juniper Research assesses the total market presence of each vendor, scored on the number of countries it provides services in, the number of countries it has a physical presence in, and its total market share of traffic.

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.