

Asia Pacific Communication Platform as a Service Market –Industry Size, Share, Trends, Opportunity, and Forecast. 2018-2028F Segmented By Services (Professional Services, Managed Services), By End User (Healthcare, E-commerce & Retail, IT & Telecom, BFSI, Hospitality, Others), By Enterprise Size (Small & Medium Scale Enterprise, Large Scale Enterprise), By Country, Competition, Forecast and Opportunities, 2028F

<https://marketpublishers.com/r/A08B11E672FEEN.html>

Date: October 2023

Pages: 127

Price: US\$ 4,400.00 (Single User License)

ID: A08B11E672FEEN

Abstracts

Asia Pacific Communication Platform as a Service market is growing owing to increasing demand for online gaming. Increasing use of pay-as-you-go cloud business models and low cost of ownership of cloud-based communication platforms are some of the factors anticipated to fuel market expansion of Asia Pacific Communication Platform as a Service.

The market for Communication Platform As a Service (CPaaS) in Asia Pacific is anticipated to expand significantly between 2024 and 2028. A cloud-based platform called CPaaS offers microservices and communications that are driven by APIs to clients' real-time application operations. Because CPaaS may be included into many different applications without relying on backend infrastructure and interfaces, there are no up-front expenditures associated with hardware (IT infrastructure) or software when CPaaS is implemented. Additionally, CPaaS enables users to create communication capabilities for already installed on-premise communication systems like media servers or telephones.

Communication Platform as a Service (CPaaS) is a cloud-based service model that enables businesses to integrate real-time communication capabilities into their applications and workflows. CPaaS providers offer a set of APIs (Application Programming Interfaces) and SDKs (Software Development Kits) that developers can use to easily embed communication features such as voice calling, video conferencing, SMS messaging, and chat functionality into their applications, websites, or other software systems.

CPaaS frequently enables companies to offer 24/7 online support. Because chatbots are data-driven and scalable, their increased productivity and efficiency may benefit end users.

Due to the vast range of uses for chatbot-based communication systems, many firms are investing in them. Moreover, positioning chatbots in business applications allow companies to positively affect customers through their chosen channels, more effectively and rapidly. Therefore, it is projected that the integration of the communication platform via chatbot services would be the driving force behind the requirement for the solution.

The communication service provides an existing function with access to video, audio, text, and chatbot capabilities. This service enhances and integrates real-time communication between users and an application. CPaaS, a cloud-based, real-time, modified communication service, is an effective mode of communication-based service.

Rising Demand for Communication Platform as a Service with Blockchain Capability

By using a decentralised approach, the blockchain technology shields client's privacy information and restricts access to just those people who required it. Due to various aids, including secure messaging, enterprise-level communication, secure VoIP, CDNs, etc., many Communication as a Service providers are merging blockchain technology into their platforms. Additionally, some businesses, like TOP Network, have created decentralised cloud communication networks on the blockchain that enable businesses to offer top-notch services at lower costs. With the help of blockchain technology, service providers may join networks in a clear way. Moreover, blockchain technology might provide the best application integrations with the aid of a decentralised cloud communication network. Thus, communication services become less difficult.

Companies work to lower related expenses while also enhancing client services. Voice over Internet Protocol (VoIP) is popular due to its lower cost than traditional

telecommunications. Additionally, the removal of the centralised access point now utilised by VoIP solutions is facilitated by the incorporation of blockchain technology into communication systems.

As a result, due to the previously mentioned benefit of blockchain technology in Communication as a Service platforms, several businesses are working together to improve their customers' experiences by making the services safe, secure, and affordable. These elements would thus also drive market expansion throughout the anticipated period.

For instance, Tanla and Microsoft introduced a CPaaS platform in 2021 that supports blockchain technology and is based on Microsoft Azure.

Growing Large Enterprise Acquisition of Small CPaaS Companies

Numerous significant businesses are investing substantially to extend their business sectors and include CPaaS in their services as a result of different benefits and rising acceptance of CPaaS. Additionally, the arrival of 5G services has sped up the adoption of CPaaS in their services since it enables APIs for a variety of sectors, including IoT, automotive, fleet management, AI/ML Chatbots, etc., to help businesses harness the value of 5G. As a result, many large corporations are buying CPaaS service providers in order to diversify their company and have a presence in a number of rapidly developing nations.

For instance, Ericsson stated in 2021 that it would purchase Vonage, a cloud-based communication as a service provider, in order to increase its business segment in wireless companies and its worldwide services and presence in various countries. Another example would be Mavenir, a developer of monetization solutions for business and mobile messaging for service providers, announced its intention to purchase Telestax in 2021.

Moreover, with the use of CPaaS, a service provider, organisations will improve its business communications section and client interaction. In order to increase its presence in other areas and its reach to prospective consumers in other regions, Route Mobile, a cloud communication as a service provider, purchased Masivian, a Latin American cloud communication platform service provider, in 2021.

Digital Ecosystem is Expanding Since the Pandemic

Businesses and other public organisations can get a variety of advantages from digitalization, including better customer service that keeps consumers coming back, reduced expenses for budgets and other resources, and more. In order to fulfil the increased demand and expectations of their residents and companies, the governments of different nations in the Asia Pacific, including India, are concentrating on the digitization of their public sectors. As a result, the government of numerous nations in the Asia Pacific area took a number of steps to digitise their services. This further inspired locals to develop a cashless, paperless, and cashless economy through the usage of digital payment methods like mobile banking and other digital payment apps.

However, in 2020, COVID-19 had a negative influence on the economies of several Asia-Pacific nations, including China, India, and others, and caused chaos among both individuals and businesses. Thus, as businesses tried to successfully contact the end customer, the COVID-19 pandemic pushed the adoption of a digitalization style of operations across industries such as healthcare, banking, education, etc. Additionally, a number of organisations, including the WHO and the G-20 group, took action to assist the affected nations.

Taking into account these variables, it is clear that the COVID-19 pandemic creates a demand for an efficient communication platform for every organisation in order to improve their client experience & interactions in an efficient manner. Therefore, CPaaS demands that suppliers of communication platform as a service (CPaaS) contact and engage with their clients on a global scale.

Market Segments

The Asia Pacific Communication Platform as a Service Market is segmented based on Services, End User, Enterprise Size, and Country. Based on Services, the market is bifurcated into Professional Services, Managed Services. Based on End User, the market is segmented into Healthcare, E-commerce & Retail, IT & Telecom, BFSI, Hospitality, and Others. Based on Enterprise Size, the market is segmented into Small & Medium Scale Enterprise, Large Scale Enterprise. Based on country, the market is segmented into China, Japan, India, Australia, South Korea, Malaysia, Singapore, Indonesia, Thailand, Vietnam, and Rest of Asia-Pacific.

Market Players

Major market players of Asia Pacific Communication Platform as a Service Market are Twilio Inc., VONAGE, Sinch AB, Tanla Platforms Limited, Route Mobile Limited,

Telestax Inc, Syniverse Technologies LLC, RingCentral, Inc

Report Scope:

In this report, Asia Pacific Communication Platform as a Service Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Asia Pacific Communication Platform as a Service Market, By Service

Professional Services

Integration & Implementation

Technical support

Consulting

Support & Maintenance

Other

Managed Services

Hosting services

Managed communication services

Others

Asia Pacific Communication Platform as a Service Market, By End User

Healthcare

E-commerce & Retail

IT & Telecom

BFSI

Hospitality

Others

Asia Pacific Communication Platform as a Service Market, By Enterprise Size

Small & Medium Scale Enterprise

Large Scale Enterprise

Asia Pacific Communication Platform as a Service Market, By Region:

China

Japan

India

Australia

South Korea

Malaysia

Singapore

Indonesia

Thailand

Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Asia Pacific Communication Platform as a Service Market

Available Customizations:

Asia Pacific Communication Platform as a Service Market with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. SERVICE OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. ASIA PACIFIC COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Services (Professional Services, Managed Services)
 - 5.2.1.1. By Professional Services (Integration & Implementation, Technical support, Consulting, Support & Maintenance, Others)
 - 5.2.1.2. By Managed Services (Hosting services, Managed communication services, Others)
 - 5.2.2. By End User (Healthcare, E-commerce & Retail, IT & Telecom, BFSI, Hospitality, Others)

- 5.2.3. By Enterprise Size (Small & Medium Scale Enterprise, Large Scale Enterprise)
- 5.2.4. By Country (China, Japan, India, Australia, South Korea, Malaysia, Singapore, Indonesia, Thailand, Vietnam, Rest of Asia Pacific)
- 5.3. By Company (2022)
- 5.4. Market Map

6. CHINA COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Services
 - 6.2.2. By End User
 - 6.2.3. By Enterprise Size

7. JAPAN COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Services
 - 7.2.2. By End User
 - 7.2.3. By Enterprise Size

8. INDIA COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Services
 - 8.2.2. By End User
 - 8.2.3. By Enterprise Size

9. AUSTRALIA COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Services

9.2.2. By End User

9.2.3. By Enterprise Size

10. SOUTH KOREA COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Services

10.2.2. By End User

10.2.3. By Enterprise Size

11. MALAYSIA COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Services

11.2.2. By End User

11.2.3. By Enterprise Size

12. SINGAPORE COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value

12.2. Market Share & Forecast

12.2.1. By Services

12.2.2. By End User

12.2.3. By Enterprise Size

13. INDONESIA COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

13.1. Market Size & Forecast

13.1.1. By Value

13.2. Market Share & Forecast

13.2.1. By Services

13.2.2. By End User

13.2.3. By Enterprise Size

14. THAILAND COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

14.1. Market Size & Forecast

14.1.1. By Value

14.2. Market Share & Forecast

14.2.1. By Services

14.2.2. By End User

14.2.3. By Enterprise Size

15. VIETNAM COMMUNICATION PLATFORM AS A SERVICE MARKET OUTLOOK

15.1. Market Size & Forecast

15.1.1. By Value

15.2. Market Share & Forecast

15.2.1. By Services

15.2.2. By End User

15.2.3. By Enterprise Size

16. MARKET DYNAMICS

16.1. Drivers

16.2. Challenges

17. MARKET TRENDS & DEVELOPMENTS

18. POLICY & REGULATORY LANDSCAPE

19. COMPANY PROFILES

19.1. Twilio Inc.

19.1.1. Business Overview

19.1.2. Key Revenue (If Available)

19.1.3. Recent Developments

19.1.4. Key Personnel

- 19.1.5. Key Product/Service Offered
- 19.2. VONAGE
 - 19.2.1. Business Overview
 - 19.2.2. Key Revenue (If Available)
 - 19.2.3. Recent Developments
 - 19.2.4. Key Personnel
 - 19.2.5. Key Product/Service Offered
- 19.3. Sinch AB
 - 19.3.1. Business Overview
 - 19.3.2. Key Revenue (If Available)
 - 19.3.3. Recent Developments
 - 19.3.4. Key Personnel
 - 19.3.5. Key Product/Service Offered
- 19.4. Tanla Platforms Limited
 - 19.4.1. Business Overview
 - 19.4.2. Key Revenue (If Available)
 - 19.4.3. Recent Developments
 - 19.4.4. Key Personnel
 - 19.4.5. Key Product/Service Offered
- 19.5. Route Mobile Limited,
 - 19.5.1. Business Overview
 - 19.5.2. Key Revenue (If Available)
 - 19.5.3. Recent Developments
 - 19.5.4. Key Personnel
 - 19.5.5. Key Product/Service Offered
- 19.6. telestax Inc
 - 19.6.1. Business Overview
 - 19.6.2. Key Revenue (If Available)
 - 19.6.3. Recent Developments
 - 19.6.4. Key Personnel
 - 19.6.5. Key Product/Service Offered
- 19.7. Syniverse Technologies LLC,
 - 19.7.1. Business Overview
 - 19.7.2. Key Revenue (If Available)
 - 19.7.3. Recent Developments
 - 19.7.4. Key Personnel
 - 19.7.5. Key Product/Service Offered
- 19.8. RingCentral, Inc
 - 19.8.1. Business Overview

- 19.8.2. Key Revenue (If Available)
- 19.8.3. Recent Developments
- 19.8.4. Key Personnel
- 19.8.5. Key Product/Service Offered

20. STRATEGIC RECOMMENDATIONS

21. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

I would like to order

Product name: Asia Pacific Communication Platform as a Service Market –Industry Size, Share, Trends, Opportunity, and Forecast. 2018-2028F Segmented By Services (Professional Services, Managed Services), By End User (Healthcare, E-commerce & Retail, IT & Telecom, BFSI, Hospitality, Others), By Enterprise Size (Small & Medium Scale Enterprise, Large Scale Enterprise), By Country, Competition, Forecast and Opportunities, 2028F

Product link: <https://marketpublishers.com/r/A08B11E672FEEN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A08B11E672FEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970