

India Communication Platform as a Service (CPaaS) Market 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 Region, Competition, Forecast & Opportunities, 2019-2029

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Abstracts

India Communication Platform as a Service (CPaaS) market is anticipated to grow robustly during the forecast period, 2024-2028. The market is growing due to Increased digital client engagement, cloud encryption, and digital transformation are the main factors driving the Indian CPaaS industry.

Real-time communication capabilities may be added by enterprises using a cloud-based delivery architecture called a communication platform as a service (CPaaS). The main purpose of CPaaS, a cloud communication technology, is to enhance customer communication channels. In the next years, the CPaaS market size is anticipated to expand significantly due to variables including the demand for personalized client interactions, the accessibility of cloud communication services, and the rising popularity of digital communications. In order to improve real-time communication and user experience, vendors in the industry concentrate on offering webRTC services. Businesses are embracing CPaaS as an appropriate and affordable alternative to update their technology and profit from the cloud.

Real-time communication channels, such as audio, video, chat apps, and messaging applications, can be added to one's existing applications or business solutions using a cloud-based communication platform-as-a-service (CPaaS). The paper discusses the

Indian CPaaS ecosystem, and active stakeholders were discussed during the course of the time period under review.

Moreover, many businesses are moving away from on-premises communications and towards cloud platforms thanks to the growth of CPaaS. The benefits of CPaaS systems include better productivity and connections with external apps. However, these systems are susceptible to problems with data security. Enterprise-wide vulnerabilities and fraud attacks are typically caused by insufficient security measures. Even in large organizations, data breaches result in a loss of revenue and confidence. Credential exposure permits unauthorized access to network infrastructure, which may cause data spills. As a result, it is necessary to design a communication security plan as well as an early assessment of the risk-benefit ratio of CPaaS for communication protection. Constant security issues might put a cap on CPaaS business.

Growing interest in the Pay-per-use approach to reduce capital expenditures driving the growth in the India CPaaS Market:

CPaaS providers are increasingly utilizing a variety of cloud-based APIs because of how valuable they are. To enable them to include messaging, audio, video, email, and other OTT into their applications, they are provided to developers as pre-packaged plugins or as a part of integration modules. This platform's pay-as-you-go model for advertisements enables businesses to only pay for the services they really use. The business asset is lighter since no major funds are required to build an infrastructure or develop software. Consequently, CPaaS is growing in acceptance among businesses.

Moreover, to gain market share, the companies provide a range of pay-per-use alternatives. For instance, Mavenir CPaaS was made available as a SaaS product in November 2022. It was maintained and managed on the public cloud by Mavenir, and it was given using a pay-as-you-grow model, which lowers upfront costs and risks while speeding up time to market. In order to provide communications service providers with a complete customer engagement and business message monetization solution, Mavenir's CPaaS integrates API enablers and turnkey apps.

Commercial CPaaS software built on a CPaaS provider's stack is available. By creating or negotiating OEM agreements with API software suppliers, commercial CPaaS providers offer programmable APIs, cloud development, and deployment. Service providers are not commercial CPaaS suppliers. Despite the fact that they produce network traffic, they are unable to relocate or end it. They bargain with service providers to carry and finish traffic on their behalf in order to obtain the services they need to

execute this mission. The different end users' capital expenditures would be decreased as a result.

The service provider partners, and its software stack make up the commercial CPaaS solution. Unless a service provider has a signed contract with the Commercial CPaaS Provider, it is a closed system. Even if the traffic was started by one of its current corporate clients, it cannot move or terminate any created traffic.

Businesses of all sizes may quickly expand thanks to the integration of communications features by CPaaS providers made possible by cloud technology. By utilising CPaaS, development teams may save costs for people, infrastructure, and time to market. Other benefits of using a CPaaS include reasonable pricing structures that let developers pay for the services they need. Additionally, this service could help with multi-tenancy, which allows numerous users to use the service at once, each in their own secure environment.

Exponential Growth In The Use Of Solutions Based On CPaaS Over Other Competitive Models:

Innovations in technology have value that is applicable to many different industries. Smart shopping assistants should soon be more adept at recommending products based on a user's browsing history. The program will offer precise translations in real-time, eliminating the need for pricey multilingual customer service personnel. Through the use of APIs, any phone or webcam might be converted into a biometric security checkpoint by using CPaaS video chat technology and AI with facial recognition capabilities. Additionally, chatbots would continue to expand in capability and reach, enabling several firms to use teams of automated customer support representatives formed completely of bots.

An increase in demand for multichannel marketing will promote market expansion:

Businesses need multichannel marketing to keep their current clientele and draw in new ones, and this requirement is growing quickly. Customers must contact firms via a variety of channels. Some people utilize text messaging, some use live online chat, while yet others use conventional call services. Access to all well-known communication platforms is simultaneously available when using communication platform-as-a-service (CPaaS). This makes it possible for businesses to be on the platforms that customers choose. Thus, during the course of the forecast period, the worldwide communication platform-as-a-service (CPaaS) market is anticipated to increase in response to demand

for omnichannel marketing.

Lack of Privacy and Transparency in Communications Platform as a Service (CPaaS) Deployment in the Cloud:

Cloud-based services include communications-platform-as-a-service (CPaaS). The need for cloud-based deployment has grown in India, but end users' skepticism about cloud security and transparency, particularly with regard to fraud and data security, has grown as well. The following are the primary obstacles to the adoption of cloud application security management solutions:

Lack of information regarding the state of vulnerabilities' repair

Lack of real-time awareness of vulnerabilities and the state of their remedy

Not providing status updates and confirming remedy

On the other hand, it is predicted that more openness and real-time data regarding cloud-based deployment will lessen the impact of the restriction.

Market Segmentation

The India Communication Platform as a Service (CPaaS) market is segmented into Services, End User, Enterprise Size and region. Based on Services, the market is further segmented into Professional Services and Managed Services. Based on End User, the market is further divided into Healthcare, E-commerce & Retail, IT & Telecom, BFSI, Hospitality, Others. Based on Enterprise Size, the market is further split into Small & Medium Scale Enterprise, Large Scale Enterprise. Based on region, the market is bifurcated into South India, North India, East India and West India.

Market player

Major players operating in the India Communication Platform as a Service (CPaaS) market are Twilio Technology India Pvt Ltd, Tanla Platforms Limited, Route Mobile Limited, AMD Telecom (Routee), Netcore Cloud Pvt. Ltd., Telnyx India Private Limited, Sendbird, Inc., Gupshup Technology India Private Limited, Messagebird India Private Limited, Infobip India Private Limited.

Report Scope:

In this report, India Communication Platform as a Service (CPaaS) market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Communication Platform as a Service (CPaaS) market, By Service:

Professional Services

Managed Services

India Communication Platform as a Service (CPaaS) market, By End User:

Healthcare

E-commerce & Retail

IT & Telecom

BFSI

Hospitality

Others

India Communication Platform as a Service (CPaaS) market, By Enterprise Size:

Small & Medium Scale Enterprise

Large Scale Enterprise

India Communication Platform as a Service (CPaaS) market, By Region:

West India

North India

South India

East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Communication Platform as a Service (CPaaS) market.

Available Customizations:

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:

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