

Asia Pacific Communication Platform As A Service Market : Trends,Growth Drivers, Future Prospects, Sustainability Trends

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Overview:

Communication Platform As A Service (CPaaS) enables developers to embed voice, video, SMS and other communication functions into their applications without needing to build and maintain the infrastructure required for these services. It allows enterprises to easily enhance customer engagement and employee collaboration using communication channels.



Market Dynamics:

The Asia Pacific CPaaS market is expected to witness significant growth over the forecast period owing to growing adoption of cloud based services across various industries in the region. Additionally, increasing usage of communication enabled applications from both enterprises and consumers is expected to fuel the market growth. For instance, growing trend of bring your own device (BYOD) at workplace has increased adoption of unified communication tools. Further, rapid digitalization and mobile penetration in developing countries such as India, Indonesia and Vietnam is also projected to boost the regional market during the forecast period.

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Top Companies Covered In This Report:

Voxbone, GENBAND, RingCentral Connect Platform, Brightlink CPaaS Platform, MessageBird, Exotel, Karix Mobile Pvt. Ltd, CALLHIPPO, V-CLOUDX PTE LTD, Plivo Inc., Xoxzo Inc., Nippon, BroadSoft Japan KK, NTT Communications Corporation, Telesmart, TWILIO INC., Infobip Ltd, Alcatel-Lucent S.A, Amazon Connect, and Ribbon Communications Operating Company, Inc

Telecommunication Industry Growth in Asia Pacific Region Driving the Communication Platform As A Service Market

The telecom industry across Asia Pacific region has seen tremendous growth in the past decade backed by rising disposable incomes, high smartphone penetration, increased internet usage and digitalization. Countries like China, India, Indonesia, Vietnam etc have emerged as lucrative markets for telecom operators and new age technology companies. Rapid adoption of 4G and 5G networks have further fuelled the demand for mobility services. Communication Platform as a Service helps telecom companies to provide on-demand, scalable and cost-effective communication solutions to their customers. With the telecom industry expected to grow at a steady pace in the region, demand for CPaaS will continue to rise as telecom companies look to offer advanced services and address changing customer preferences.

Increased Digital Transformation Across Industries Propelling Need for CPaaS

Beyond telecom, industries across retail, BFSI, healthcare, education etc have also gone through digital transformation. Companies want to offer seamless customer experiences through digital channels. CPaaS facilitates enterprises to embed advanced communication capabilities like voice, video, SMS, chatbots etc into their applications and digital platforms. It helps reduce costs while accelerating innovation. The growing digitalization wave across Asia Pacific industries is a major tailwind for CPaaS providers as enterprises increasingly leverage communication tools and services for customer engagement, collaboration and business processes automation.

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Opportunity for CPaaS Players in Developing Use Cases Tailored for SMEs

While large enterprises have been at the forefront of digital transformation and adoption of advanced cloud communication tools, SMEs in Asia Pacific also present a lucrative market. However, communication solutions suited for the requirements and budgets of SMEs are still lacking. CPaaS providers have an opportunity to develop innovative use cases and tailored offerings focused around the needs of SMEs across functions like sales, marketing and customer service. Easy to use, cost-effective plug-and-play solutions can help SMEs establish online presence, better engage customers and gain competitive edge. Catering to the untapped SME segment will be a key growth driver for CPaaS companies in the coming years.

Increasing Adoption of Omnichannel Communication Driving Market Trends

Consumers in Asia Pacific are using multiple channels like mobile apps, messaging platforms, voice assistants and social media for engaging with businesses. To provide seamless experiences, companies need to be present across channels. Omnichannel communication

powered by CPaaS helps businesses have consistent unified conversations with customers. CPaaS providers are witnessing rising demand for features that enable enterprises to integrate various communication channels into their platforms. Emergence of use cases around omni channel customer service, marketing and collaboration will remain a major trend shaping the future growth trajectory of Asia Pacific CPaaS market.

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