

# What Is CPaaS?

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Communications Platform  
as a Service

**syniverse**



The World's  
Most Connected  
Company®





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# Introduction

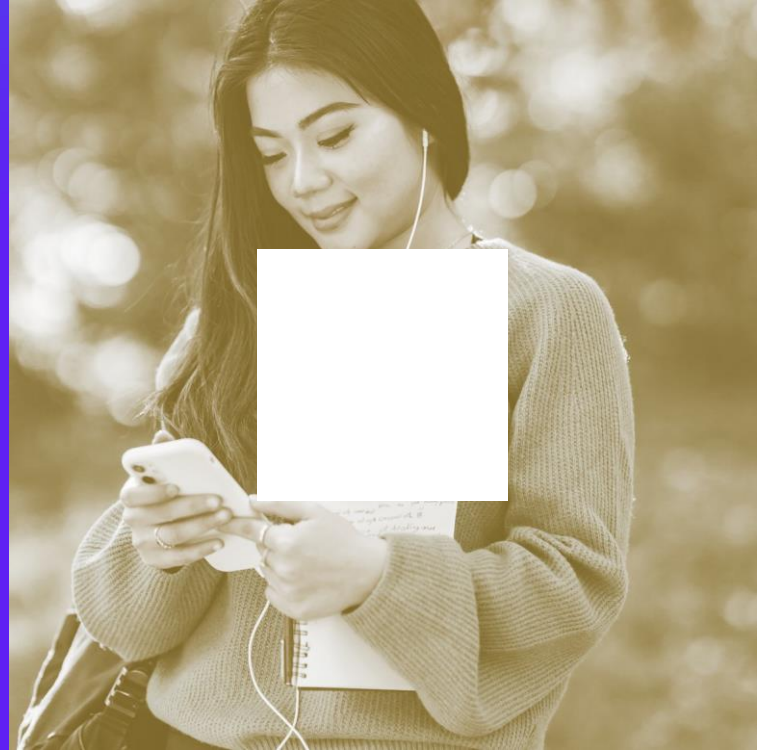
**CPaaS** (short for communications platform as a service) is a cloud-based platform that connects enterprises and customers in a simple and easy-to-use way. In a world where consumers are increasingly preferring direct, authentic interactions, CPaaS solutions allow companies to develop real-time communication (RTC) features like voice, video, and instant messaging that can be directly embedded into proprietary apps and software.

What is CPaaS, and how can it help your business? Read further to learn about the uses and benefits of this fast-growing solution, as well as how we are helping connect the world with [Syniverse CPaaS Concierge](#)



# Understanding CPaaS

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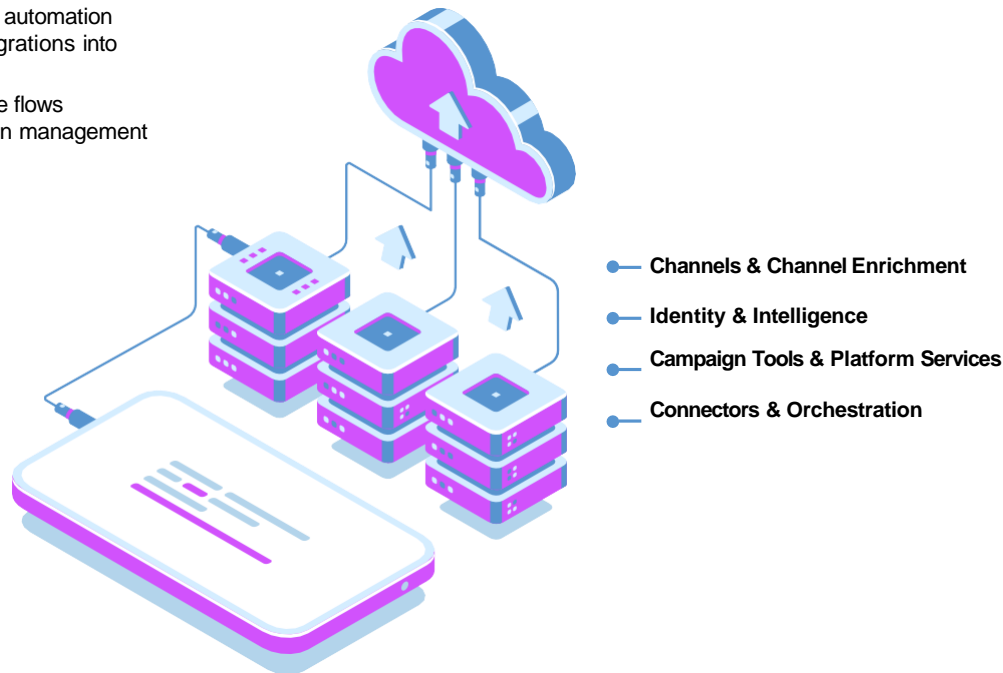
To understand what CPaaS is, it helps to understand “PaaS” first. **PaaS** (platform as a service) is a cloud service that allows businesses to build and deploy applications—without having to manage the underlying infrastructure. You manage the data, while a PaaS provider handles the servers, hardware, storage, and more.

“Pizza as a service” is a common analogy used to describe how PaaS and otheraaS solutions work. When you order a pizza, the restaurant (the PaaS vendor) manages the oven, electricity, fire, and pizza. All you have to do is choose the drinks, the friends to share it with, and the dinner conversation.

CPaaS is simply a communications-focused PaaS. A CPaaS vendor like [Syniverse](#) provides the communications infrastructure, while you build the custom, front-facing applications your customers will use, or add new communication features to your existing applications.

Examples of communication capabilities a CPaaS can offer include:

- Omnichannel connectivity
- Mobile identity and authentication
- Intelligent AI/ chatbot automation
- Connections and Integrations into business applications
- Orchestrated message flows
- Platform and campaign management tools





# How Does It Work?

## **Simple API Connectivity**

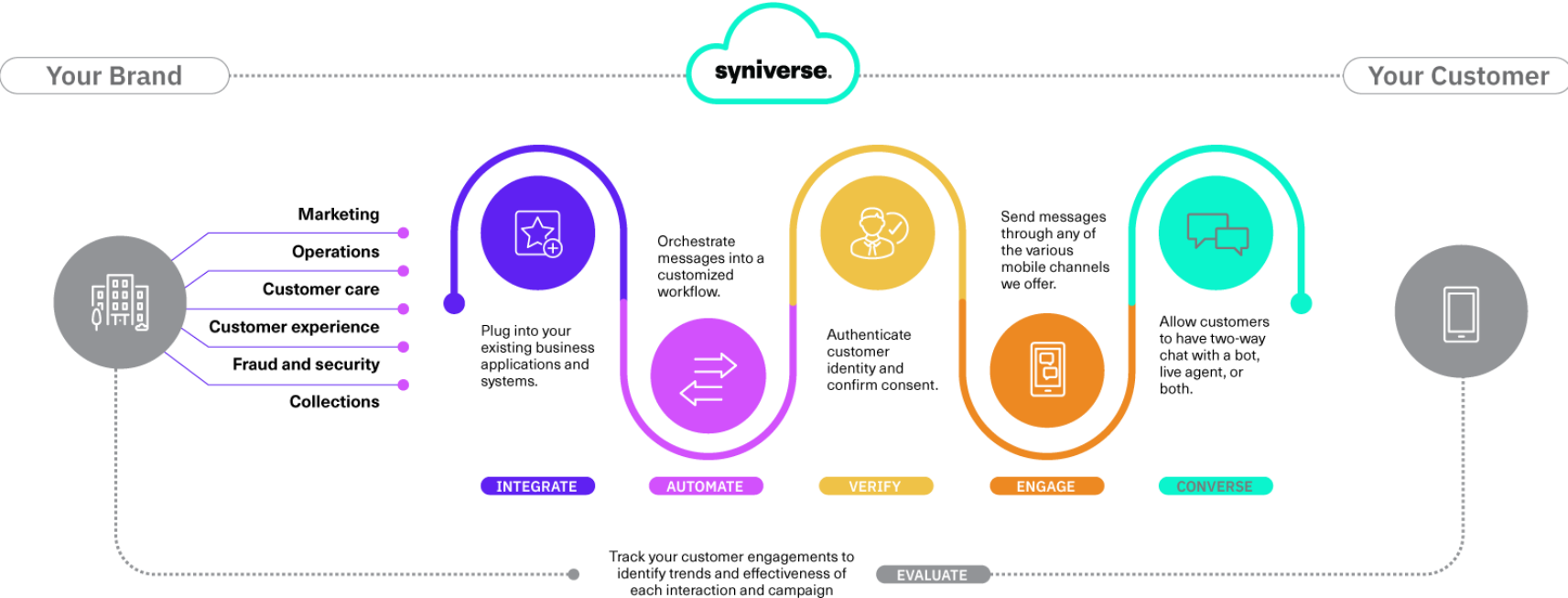
CPaaS uses communication APIs to **connect existing applications and software**. An API (short for application programming interface) is a type of programming code that requests, sends, and receives information between servers.

## **Flexible Workflows**

**Highly customizable**, enterprises can pick and choose which CPaaS APIs they want to use. For example, a healthcare company may use a CPaaS to provide an experience that is completely mobile to streamline check-ins or communicate post-appointment updates. Or an airline might want to add an SMS service to text passengers about last minute flight delays or gate changes to ensure customers are being notified of these types of time-sensitive events as soon as they happen.

## **Less Development**

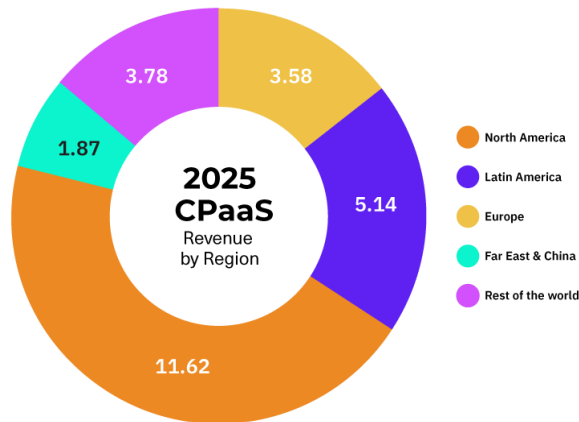
While CPaaS companies are able to provide everything you need to start communicating, leveraging a CPaaS solution does require some technical knowledge. Many enterprises utilize an IT team in-house to get things up and running, but that doesn't mean businesses without a dedicated IT department can't take advantage of this cloud-based service. Some businesses choose to outsource the process to a systems integrator (SI) or work with a consulting company instead. Or, even better, they choose a company like Syniverse who does it all.



# What Is the Future of CPaaS for Business?

According to Juniper Research in a March 2021 study, it is predicted that

CPaaS will generate over \$38 billion for enterprises across the world by 2025.



As consumers rely more and more on their mobile devices, brands are realizing that it's increasingly important to build in a communications strategy and solution that allows them to meet people where they are.

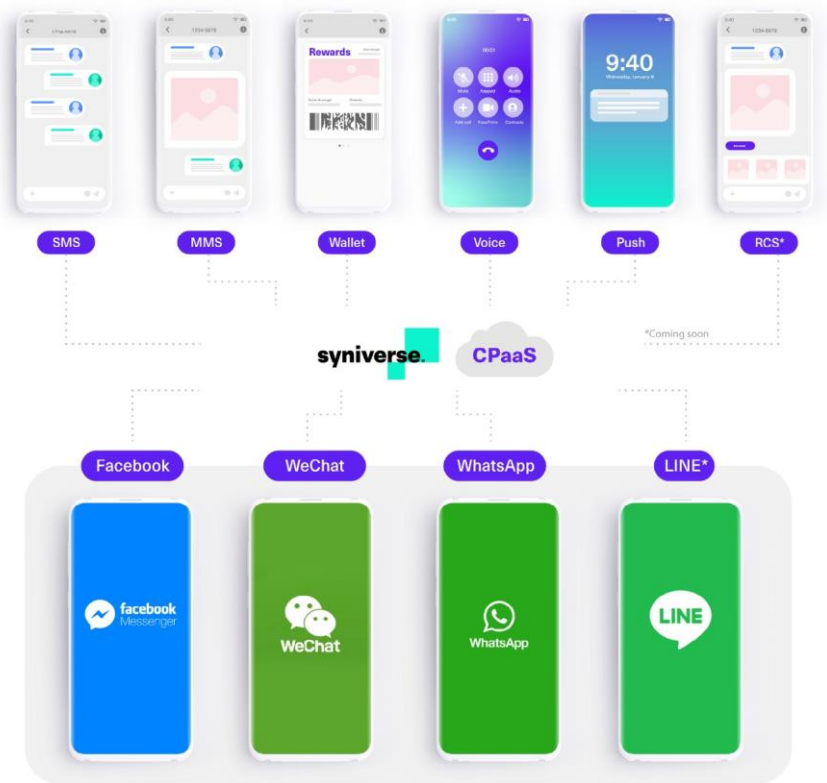
The COVID-19 pandemic has been a major driver of growth for the CPaaS market. For many traditional enterprises, 2020 was a wake-up call—establishing a mobile relationship with customers was no longer something they could put off. Large, multinational companies were suddenly faced with the challenge of dramatically changing the way they interacted with customers providing more than just a support number and mobile app. CPaaS solutions quickly provided a way to adapt, allowing them to continue to deliver quality services without disruption to their business.



# Deliver the Future CX With CPaaS

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## Changing Customer Expectations

Today's modern customer has the choice to control their experiences with brands. And depending on their age, where they are in the world, and their own personal preferences, those choices can vary, and even change on a whim. So, it is no secret to enterprises today that meeting changing customer expectations is challenging and there's no "one-size-fits-all" approach. To be a chosen brand, you must be able to tailor each experience for each customer, in that specific moment.

## The Surge of Social Messaging

With the growth of social messaging among friends and family, consumers now also prefer to interact with businesses through their preferred social channel. According to Zendesk in 2021, 80% of consumers expect businesses on social to interact with their customers in meaningful ways. Being able to effectively leverage these channels is the easiest way for brands to provide more valuable, engaging experiences.

The top social channels used around the world are:

- WhatsApp
- Facebook Messenger
- WeChat
- LINE

# Why Social Messaging?

## Conversational

Allows for two-way communications between businesses and consumers

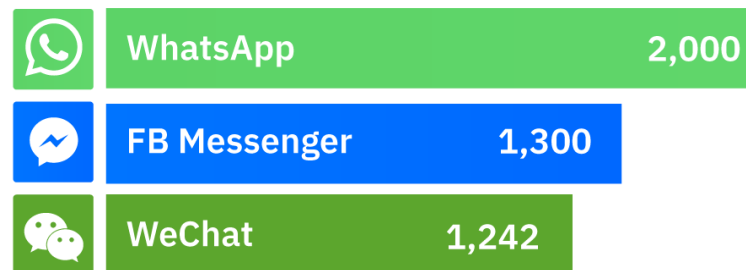
## Personalized

Customizes messaging specific to customers using their account details and preferences

## Richer Content

Creates engaging interactions using rich media, like photos and videos

## The World's Most-Used Social Messaging Channels



Hootsuite 2021

**87% of the world's smartphone population**

uses messaging apps to communicate

Hootsuite 2021

**75% of adults said "I want to be able to communicate with businesses** in the same way that I communicate with friends and family through messaging"

Facebook Developers 2020

**85% of consumers agree interacting with a business via messaging apps** build relationships with a business

Facebook Developers 2020

# Social Messaging

## Communicate with customers around the world at scale with WhatsApp Business API.

For medium and large businesses, WhatsApp Business API enables two-way communication whether it is customer or business-initiated. And with its end-to-end encryption, users can feel confident that each conversations remains secure.



## Why WhatsApp?

**2 billion**

active users

Hootsuite 2021

**180**

countries

WhatsApp

**2nd**

most downloaded app

Apptopia

# Social Messaging

**Facebook Messenger is one of the most popular messaging apps brands use to connect with customers worldwide.**

Every month, businesses exchange more than **20 billion messages** with people on Messenger. It can easily be used by businesses across the customer journey and free to use for anyone with a Facebook account and an internet connection.



## Why Facebook Messenger?

Over  
**1.3 billion**  
users around the world

Hootsuite 2021

Facebook is the world's  
**third-most**  
visited website

Hootsuite 2020

**2/3 of Facebook**

users visit a local business  
page at least once a week

Facebook 2021

# Social Messaging

**WeChat is the primary communication channel and largest social network in China.**

WeChat is a multi-purpose social media, messaging and payment app developed in China and [one of the top 10 social networks in the world](#). In 2011, WeChat, known as Weixin in China, launched as a WhatsApp-style messaging app, filling a major gap in the [world's largest social network market](#), where many foreign-owned platforms like Facebook and WhatsApp are banned.



## Why WeChat?

Over  
**1.225 billion**  
monthly active users  
Tencent 2020 Fourth Quarter Results

Almost  
**40% of WeChat**  
users are between 25 and 35 years  
Statista 2020

**87% of consumers**  
in China use WeChat Pay for  
online payments  
Statista 2020

# Social Messaging

Reach your customers on LINE, the social messaging channel with the largest reach in Japan.

Launched in June 2011, LINE has grown into a diverse, global ecosystem that includes AI technology, FinTech, and more. The messaging app offers free voice, video, and chat communication between users across different carriers and national borders



## Why LINE?

LINE has  
**84 million**  
monthly active users  
Statista 2020

**37.7% of LINE**  
users bought a product instore or  
online after seeing it on LINE.  
LINE 2021

**69.9% of users**  
read a message sent by the  
business on LINE  
LINE 2021

# Benefits of CPaaS

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Necessity isn't the only reason behind the growth of CPaaS—more and more enterprises are discovering the platform's unique time and money-saving potential. Let's look at five ways CPaaS is revolutionizing business communications.



## Customizable to Fit Your Needs

The needs of your business and your customers are unique, so why settle for a one-size-fits-all solution that doesn't fit perfectly?

The simple “plug-and-play” nature of CPaaS makes it easy for companies to completely customize their communication channels to fit their budget, capabilities, marketing strategies, and customer experience needs.



## Reduces Operating Expenses

Because CPaaS is a cloud-based solution, companies don't have to spend money setting up their own infrastructure. And because CPaaS solutions are so customizable, companies only have to pay for the features they actually use.



## Accelerates Deployment Time

APIs make it easy to quickly develop and deploy real-time communications features like messaging, video, and voice, into web, mobile, and enterprise applications.

By removing the need to own and manage hardware, CPaaS can be set up and ready to use in just a matter of days.



## Builds Security Into Every Interaction

A CPaaS solution can add an extra layer of security to your company's communications. Implementing two-factor authentication (2FA), adding phone number verification and sending instant fraud alerts are just some of the ways businesses can improve customer trust and minimize risk.

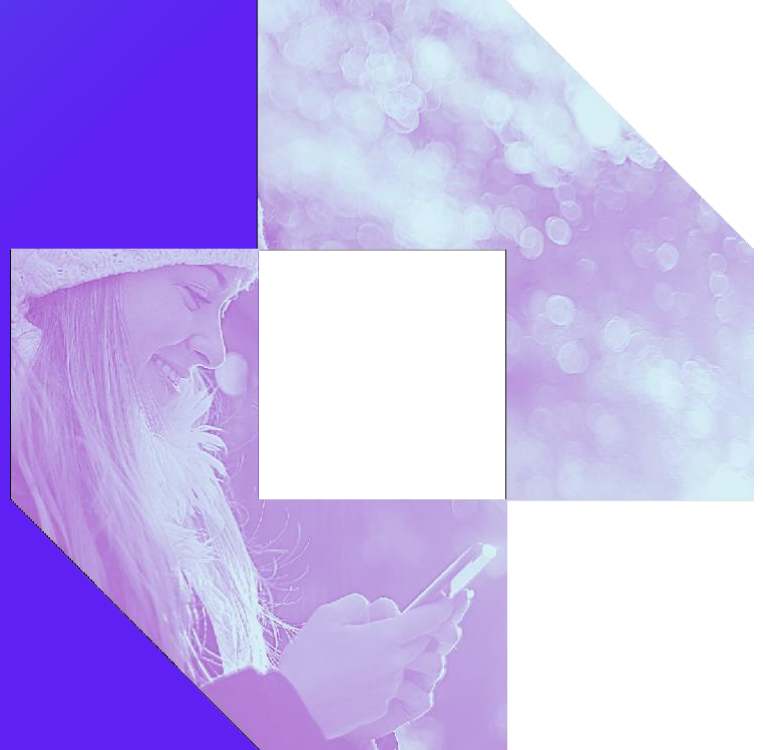


## Creates Meaningful, Reliable Experiences

Back in the days of traditional advertising, enterprises had no choice but to try and appeal to as many people as possible. In today's connected world, enterprises can now provide a highly personalized customer experience through text, voice, video, and emerging technologies like [rich messaging](#).

# What Is CPaaS Used For?

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Because they're so flexible, communications platform as a service solutions can be used to fulfill a variety of enterprise needs. The most common applications for CPaaS are:

**80%**

response rate to  
verifying transactions  
in fraud alerts



## Security and Fraud Prevention

As privacy and compliance concerns continue to grow, CPaaS is heavily used to verify identity and protect sensitive data. By building authentication solutions into the customer journey, businesses have been able to successfully reduce fraud, leaks, and other security threats.

01



## Marketing and Customer Experience

From acquiring new customers with compelling subscription incentives to strengthening loyalty programs with personalized cashback alerts, CPaaS offers no shortage of opportunities to engage with customers throughout their journey with your brand.

02

**Over 12%**

increase in loyalty program  
participation through a single  
campaign



## Customer Service

Creating a seamless experience can be challenging when each customer is likely engaging with your brand through multiple channels. With CPaaS, you can centralize customer messaging to create more efficient processes and faster resolutions.

03



## Internal Operations

If used correctly, businesses can leverage mobile messaging to help reduce their operational costs. For example, by sending real-time SMS shipment reminders, customers can reschedule delivery dates or change addresses to reduce the chance of failed first-time deliveries.

04

**\$2 Billion**

of savings per year by  
reducing package redelivery  
attempts

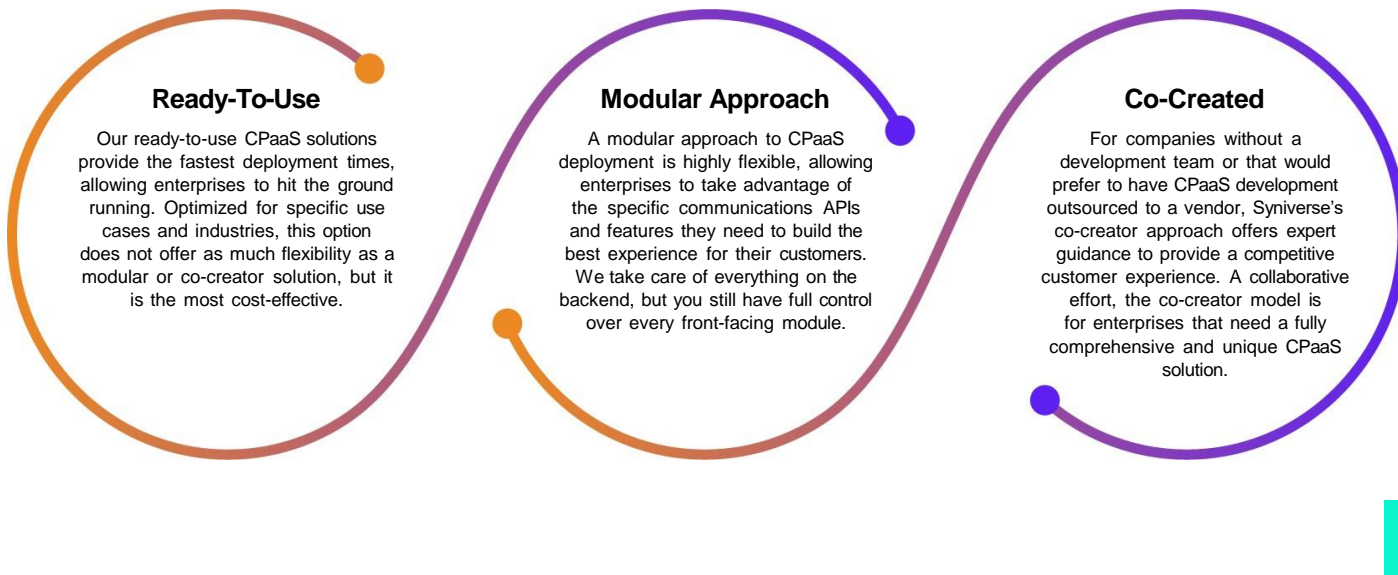
# Why Syniverse CPaaS Concierge?

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**Syniverse can meet you wherever you are in your digital transformation journey.**

Syniverse is unique in that we take a high-touch, co-creation approach, providing support and expertise to ensure our CPaaS solution is meeting each of our customers' needs. Designed with enterprises in mind to simplify development and implementation, we provide the flexibility to choose from our three consumption options based on your own business goals and requirements.



# Why Syniverse? We Power the Connected World.

We are continuously chosen and trusted everyday as a leading messaging provider for our high **quality** of services, first rate **security**, global **reach** & relentless **innovation**.



Global, private network linking

**billions**

of people and devices.

Deliver

**1+ trillion**

mobile messages annually.

Relationships with

**thousands**

of businesses & communications providers across the globe.

Reach to over

**8 billion**

devices globally.



Quality



Security



Reach



Innovation

# Can CPaaS Help **Your** Business?

With so many ways to leverage CPaaS, from cutting operational costs to driving sales, any industry could benefit from this future-friendly tool. **Syniverse works with [Global 2000](#)** companies across a variety of market segments, including finance, retail, hospitality, healthcare, technology, travel, and logistics.

It doesn't matter how "digitally advanced" your company is, either. **CPaaS is easy to use no matter where a company is on its digital transformation journey.** Whether you plan to leverage it for consumer or employee communications, it's easy to get started.



## Learn More About Syniverse CPaaS Concierge

Syniverse is connecting enterprises to their customers in more meaningful and personalized ways than ever before. As the world's most connected company, and [recognized by Gartner](#) as one of the leading CPaaS companies, we're in a unique position to help enterprises power their connections through our extensive global network.

To learn how a cloud-based communications platform on the world's largest private network can meet your enterprise's unique needs, [connect with a CPaaS expert](#).





## Contact Us to learn more

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