GLOBAL OTT BUSINESS MESSAGING MARKET 2024-2029

Competitor Leaderboard

Prepared for Tata Communications

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1.1 Why Read This Report

This section details the product offerings of leading Over the Top (OTT) business messaging service providers. Given the expansive mobile messaging ecosystem, this report is not intended to provide comprehensive coverage of all the vendors operating in this market but introduces the reader to 20 OTT business messaging vendors that Juniper Research considers to be leaders in the market.

The OTT messaging market is mature at this point and therefore vendors must demonstrate some innovation and support for a wide range of messaging platforms in order to rank as an established leader. The most successful vendors will offer integration for regionally specific messenger apps, such as WeChat and KakaoTalk, as well as supporting payment integration in a move towards conversational commerce.

Juniper Research is a Europe-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.

Key Takeaways for the OTT Business Messaging Market

Click-to-chat Ads to Enable Enterprises to Grow Sales for High Consideration Products and Solutions

Click-to-chat ads were introduced by Meta in 2023, with these ads allowing enterprises to place a direct link in Facebook and Instagram ads that when clicked opens a chat with the enterprise on WhatsApp. This has expanded the opportunities for WhatsApp business messaging, with enterprises able to drive traffic from outside of WhatsApp, with less friction, on two of the world's largest social media platforms.

Juniper Research expects WhatsApp click-to-chats will be most used by enterprises seeking to generate sales for high consideration products and solutions, where consumers need to ask many questions prior to a purchase, as well as bookings and appointments, where the streamlined nature of ad to booking can be highly appealing to enterprises.

To effectively support this differentiation in click-to-chat ads, Juniper Research urges OTT business messaging vendors to enable enterprises to create different chatbot opening messages, or suggested messages, depending on the buying stage classification of each ad. This will ensure that enterprises' business messaging aligns with the different target audiences of different advertisements.
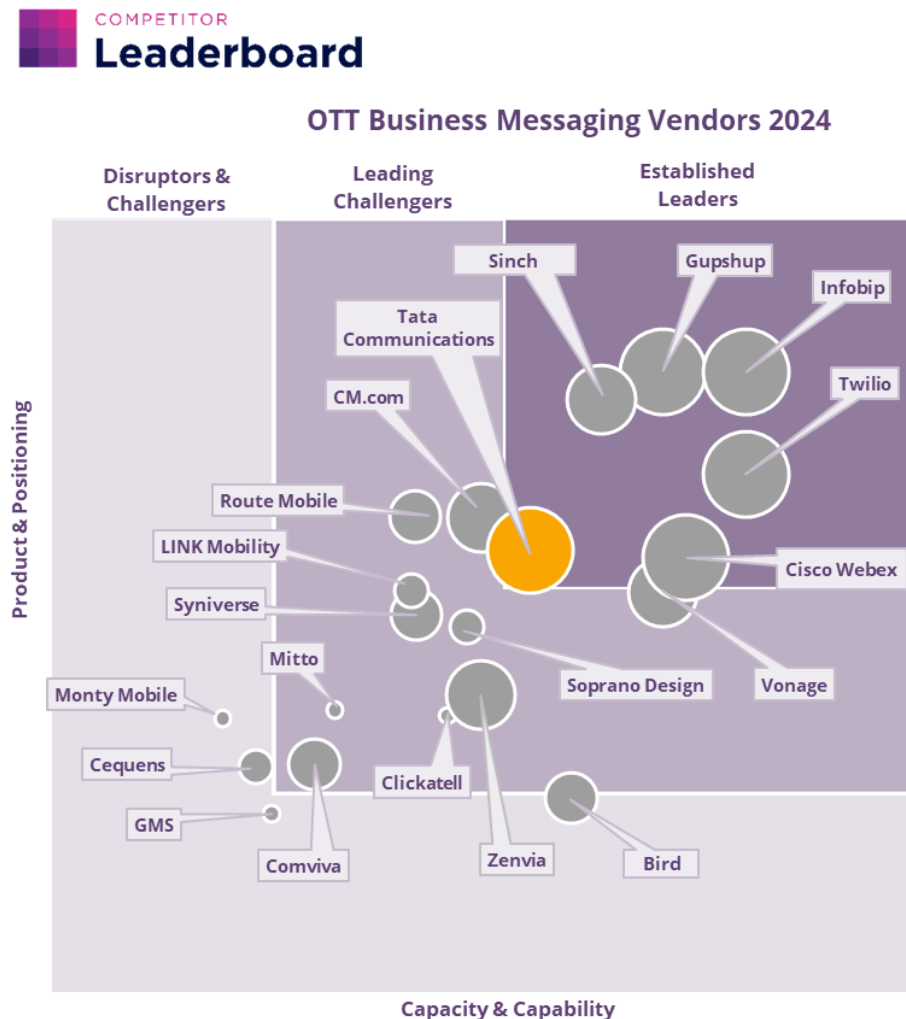
WhatsApp To End Conversation-based Pricing

In April 2025, WhatsApp will end its experiment with its pricing model which charges per conversation. This will be replaced by a price per message for template messages.

Juniper Research expects this transition away from conversational pricing models to significantly benefit the OTT business messaging market, with the introduction of new pricing enabling faster growth. This is as conversational pricing models have worked to deter enterprises from adopting WhatsApp as a business messaging channel, with enterprises unfamiliar with the pricing mode and unable to effectively gauge the value they are getting from the channel.

It is also anticipated that WhatsApp's introduction of free service conversations in November 2024, and free utility templates within the 24-hour customer service window in April 2025, will further encourage adoption of WhatsApp as a channel. This is not expected to impact overall revenue with WhatsApp raising the price of marketing messaging templates. Juniper Research urges OTT business messaging vendors to promote these.

Figure.1: Juniper Research Competitor Leaderboard: OTT Business Messaging Vendors

COMPETITOR Leaderboard

OTT Business Messaging Vendors 2024

Product & Positioning (vertical axis)

Capacity & Capability (horizontal axis)

Disruptors & Challengers | Leading Challengers | Established Leaders

Sinch, Gupshup, Infobip, Tata Communications, Twilio, CM.com, Route Mobile, LINK Mobility, Cisco Webex, Syniverse, Mitto, Soprano Design, Vonage, Monty Mobile, Cequens, Clickatell, GMS, Comviva, Zenvia, Bird

Source: Juniper Research

TATA COMMUNICATIONS

Juniper Research has ranked Tata Communications as an Established Leader in the OTT Business Messaging Market, as scored in the Juniper Research Leaderboard.

Tata Communications has a large presence in the OTT business messaging market, with the company's services enabling enterprises to simply integrate OTT business messaging channels into their omnichannel strategies.

The company provides support for a wide range of features over WhatsApp, such as electronic tickets, video tutorials, QR codes, documents, and locations services, meaning that enterprises can use Tata Communications' OTT business messaging services as their needs and aims continue to evolve in this rapidly growing messaging channel.

Furthermore, the company has been quick to innovate its AI capabilities with AI template generators for WhatsApp via Kaleyra AI. This allows enterprises to leverage generative AI in their WhatsApp content creation, with seamless automation improving efficiency and effectiveness of messaging strategies.
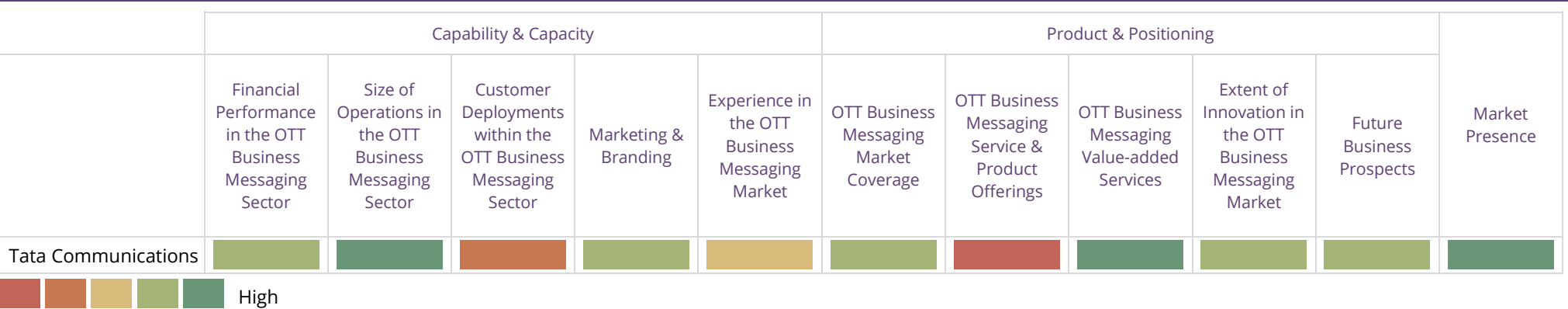
Enterprises can also leverage generative AI on the Kaleyra AI platform to reduce the time and effort for messaging data reporting via conversational AI, and easily build conversational assistants.

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1.1.1 Tata Communications

TATA COMMUNICATIONS

Figure.2: Juniper Research Competitor Leaderboard Heatmap: Tata Communications

	Capability & Capacity					Product & Positioning					
	Financial Performance in the OTT Business Messaging Sector	Size of Operations in the OTT Business Messaging Sector	Customer Deployments within the OTT Business Messaging Sector	Marketing & Branding	Experience in the OTT Business Messaging Market	OTT Business Messaging Market Coverage	OTT Business Messaging Service & Product Offerings	OTT Business Messaging Value-added Services	Extent of Innovation in the OTT Business Messaging Market	Future Business Prospects	Market Presence
Tata Communications											

Low ▢▢▢▢▢ 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 1,600 plus operator connections to over 190 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), 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), and Troy Reynolds (Chief Legal & Compliance Officer).

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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

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 communications platform-as-a-service (CPaaS) solutions. Tata Communications will also add new points of presence in the US, Latin America, the UK, Italy, Middle East and APAC.

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

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 and 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 provides services across the following market verticals: automotive, financial services, construction, consulting, insurance, 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 (F1). Tata Communications transfers more than 100 video feeds and over 250 audio channels between the Grand Prix venue and F1's Media and 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 journey. It is scalable, omnichannel and tailored to local markets. It takes the focus from communication enablement to delivering bespoke business outcomes.

As part of Tata Communications' 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

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.

A Meta BSP Partner for WhatsApp Business Platform since 2019, Kaleyra was awarded Best Cloud API partner of the year in 2023. Striving for continuous innovation, Kaleyra provides WhatsApp Pay features and is currently a Beta partner for WhatsApp Calling. WhatsApp Business APIs can be used to provide notifications and customer service experiences. This can include image sharing, electronic tickets, video tutorials, audio files, QR codes, the position of the closest store, and any sort of document.

Enterprises can also leverage interactive buttons, such as call to actions and quick reply buttons within WhatsApp to get immediate responses from your audience.

Its features include:

- End-to-end Encryption – messages are secured over HTTPS from your application to Kaleyra, and are encrypted all-round from the enterprise to the end customer.

- Global Reach – available in 180 countries WhatsApp can allow enterprises to reach their customers all around the world.

- Enhanced Business branding – enterprises can display their website, business hours, and address, as well as having a verified account.

- Languages – support is provided for more than 40 languages.

- Custom Interactive Message Templates – this makes it easier for customers to reply to you with response options they can select right within the WhatsApp chat.
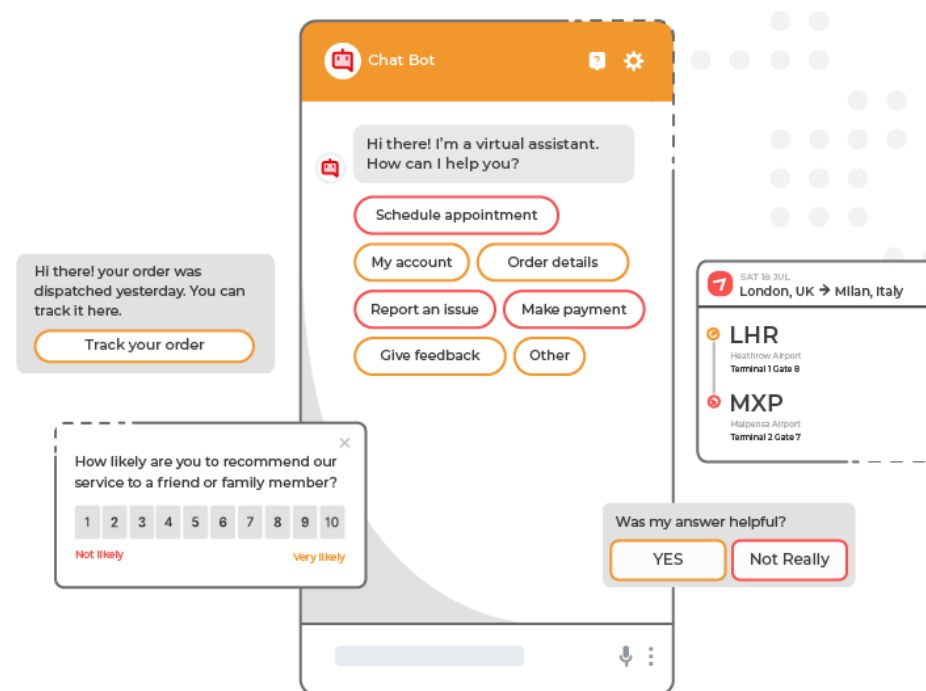
Tata Communications Kaleyra offers several other solutions, including:

- 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.

Figure.4: Tata Communications Kaleyra Chatbot

Source: Tata Communications

- 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.

- VOICE – leveraging the extensive voice network by Tata Communications, Kaleyra provides programmable APIs for voice and a low-code/no-code IVR builder.

- 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 and customer service flows with AI-based chatbots. It enables enterprises to scale their personalised conversations with customers.

The company also offers Kaleyra AI; a generative AI-powered platform which allows enterprises to expand the ways in which they use AI as part of their messaging strategies. It enables:

- Conversational AI Data Reporting – enterprises can create dynamic graphs and charts, with AI-powered conversations, reducing the time and effort necessary to create data reports. Unified views of data are also provided from all channels.

- Conversational AI No-Code Bot Builder – enterprises can build a no-code conversational assistant, without requiring technical expertise; offering natural, conversational responses in text and rich media formats for both customers and workforces.

- AI Template Generator for WhatsApp – enterprises can automate the creation of personalised templates and message variants for WhatsApp. They will be able to automate marketing tasks and augment response rates, while maintaining consistent brand voice and relevance with their customers.

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1.2 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates on a select number of companies offering OTT business messaging solutions. To qualify for the Competitor Leaderboard, companies must be involved in the direct provision of OTT business messaging services. The vendors included here have developed specific expertise in the OTT business messaging space, though some embarked on the route earlier than others and therefore have wider customer bases or geographical reach.

The companies featured include established messaging specialists, such as Gupshup, as well as companies who offer OTT business messaging solutions as part of a wider range of operator services, such as Syniverse and Infobip. 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 OTT 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 positioning in the broader market for OTT business messaging. 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 on 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 above criteria that Juniper Research has defined. The Leaderboard is designed to compare how the 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, December 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 5: Juniper Research Leaderboard Scoring Criteria

Category	Weighting	Scoring Criteria	Relevant Information
Capability & Capacity	19%	Experience in the OTT Business Messaging Market	Here, Juniper Research has evaluated each company's experience in the OTT Business Messaging market and has considered the length of time each vendor has offered an OTT Business Messaging solution.
	24%	Financial Performance in the OTT Business Messaging Sector	For this criterion, we considered the total revenue from OTT Business Messaging.
	25%	Size of Operations in the OTT Business Messaging Sector	The total number of locations in which a vendor has a physical presence, including offices, manufacturing, and client support centres, the number of countries in which vendors support OTT Business Messaging deployment, the number of customers, and the number of messaging engagements over the OTT Business Messaging platform in the last 12 months.
	17%	Marketing & Branding	Strength of marketing efforts, including the average duration of each site visit.
	16%	Customer Deployments within the OTT Business Messaging Sector	This criterion considered total number of partnerships, total number of businesses using OTT services, and the total number of end users served.
Product & Positioning	22%	OTT Business Messaging Service & Product Offerings	Weighted scoring of OTT Business Messaging services; considering the breadth of messaging channels supported by each vendor's platform.
	17%	OTT Business Messaging Market Coverage	Verticals served by each vendor's OTT Business Messaging.
	22%	OTT Business Messaging Value-added Services	Number of products launched in the last 12 months that influence or provide value-added services to the company's OTT Business Messaging offerings. These included payment integration, security features, flash calling, calls-to-action and chatbots.
	22%	Extent of Innovation in the OTT Business Messaging Market	Score of Juniper Research's opinion of the company's innovation, or plans for innovation.
	18%	Future Business Prospects	Score of Juniper Research's opinion of the company's future prospects in the market.
Market Presence	100%	Market Presence	Number of employees employed by the company.

Source: Juniper Research

About Tata Communications

Tata Communications is a leading technology player that powers its customers' hyperconnected ecosystems through its digital fabric.

Tata Communications brings together tools, platforms, skills and expertise to help its customers build agile infrastructure, enable compelling employee and customer experiences, deploy connected solutions, and build cyber resilience.

With its solutions-oriented approach, proven managed service capabilities and cutting-edge infrastructure, Tata Communications enables a hyperconnected ecosystem powered by network, cloud, mobility, Internet of Things (IoT), collaboration and security services.

Over one third of the world's Internet routes are connected to Tata Communications' network. The company also connects businesses to 80% of the world's top cloud providers and four out of five mobile subscribers. Its customers consistently rely on its expertise and industry-leading NPS is a testimony to that.

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.

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