

CUSTOMER FIRST

24 - 26 SEPTEMBER, 2019 | CASCAIS, PORTUGAL







DAY 3, TODAY'S REALITY
09:00 - 09:30, THURSDAY, SEPT 26

The Voice of OTT

Where is voice going from an OTT perspective and what does that mean for MNOs?

Bas van Heyningen, Product Manager, iBASIS

Rob Kurver, CEO, Apiology

Luis Borges Quina, CEO Ottspot, Partner and Co-Founder, Apiology

Nilesh Parikh, Global Sales and Product Leader, iBASIS







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LUIS BORGES QUINA Partner and Co-Founder, Apiology



NILESH PARIKH CEO, Ottspot Global Sales & Product Leader iBASIS



Communication Platform As A Service (CPaaS)

- Allows offering building blocks to enterprise market instead of "all or nothing" solutions
- Can be build on premise or in the cloud depending your own preferences

Application Program Interface (API)

- Set of routines and protocols to build software applications
- Able to automate all kind of communication solutions and features.







2019

2020

2021

2022

2023

250

\$11B

90%

X4

50%

cPaaS (tech) Providers

Size of CPaaS Market (IDC)

IT Leaders **Buying Cloud** Comms (Gartner)

Enterprise CPaaS Spend (Juniper Research)

Companies Using CPaaS (Gartner)





BUILD PARTNER, ... OR BUY?







Through the KPN marketplace and 3rd Party APIs, the KPN API store offers to:









We believe Tech is too Big to leave to Big Tech, so we help CSPs and Agile Enterprises with Strategy, Practice, and People to flourish in the As-A-Service Economy.





PEOPLE

PRACTICE

Marketing & Sales **Content Creation** Whitepapers & Surveys Social Media (text/video) DevOps/Projects/CSM

STRATEGY

Strategy Consultancy CPaaS Marketscape API Mindset & Culture API Architecture & Design CSP/Telco Alliance

THANK YOU

