

## COMMUNICATION APIs FOR THE DIGITAL WORLD

Enhancing Global Programmable  
Communications

**95%**

Global Enterprises  
to Leverage CPaaS  
in 2025 (Gartner)

**\$21.7B**

Global CPaaS market  
revenues at a 40%  
CAGR by 2025 (IDC)

**x4**

Enterprise CPaaS  
Spend in 2022  
(Juniper)

**40%**

CAGR of CPaaS  
market in 2024  
(Globe Newswire)

### NEXT-GEN DIGITAL COMMUNICATIONS

Since the COVID-19 pandemic, businesses have been accelerating their digital transformation programs as they look to enhance and personalize engagement applications with real-time and programmable communications.

Retrofitting communication systems with new technologies and channels has been a time and effort-intensive exercise. However, Communications Platform as a Service (CPaaS) and iBASIS can now help facilitate these urgent needs.

CPaaS is enabling next-generation and frictionless features to be added to existing and new software using application programming interfaces (APIs) without the need to construct back-end infrastructure or interfaces, making it accessible to virtually any company of any size.

Enterprises are focused on delivering new digital channels to their customers and are looking to their telecommunications providers to deliver high-quality, affordable services.

iBASIS helps carriers, integrators, and CSPs not only increase value to their customers and strengthen the bond as a trusted advisor but also capitalize on the opportunity of new revenue streams and increased margins of its carrier-grade and enterprise-centric CPaaS portfolio.



### KEY BENEFITS:

#### BRING YOUR OWN CARRIER

- Brings traffic back to your network
- Exclusive high-quality experience
- Better pricing; no need to pay OTT premiums
- CPaaS services from a trusted company

#### GO TO MARKET WITH YOUR BRAND

- Custom user interfaces
- Custom domains (web and SIP)
- Enable/Disable specific UI elements
- Fully automated white labeled documentation

#### SALES ENABLEMENT

- Industry-first CPaaS sales certification training program with both face-to-face and virtual models
- CPaaS Playbook gets partners up and running fast
- White labeled custom content ready for your branding

### BE THERE FIRST

Looking for a customized solution?

Talk to one of our specialists at  
info@IBASIS.net.

## A FULLY PROGRAMMABLE TELECOM STACK

Gain the advantage of maintaining domestic fixed and mobile termination fees through a leading wholesale specialist and the independent global iBASIS network, no matter where your customer is in the cloud.

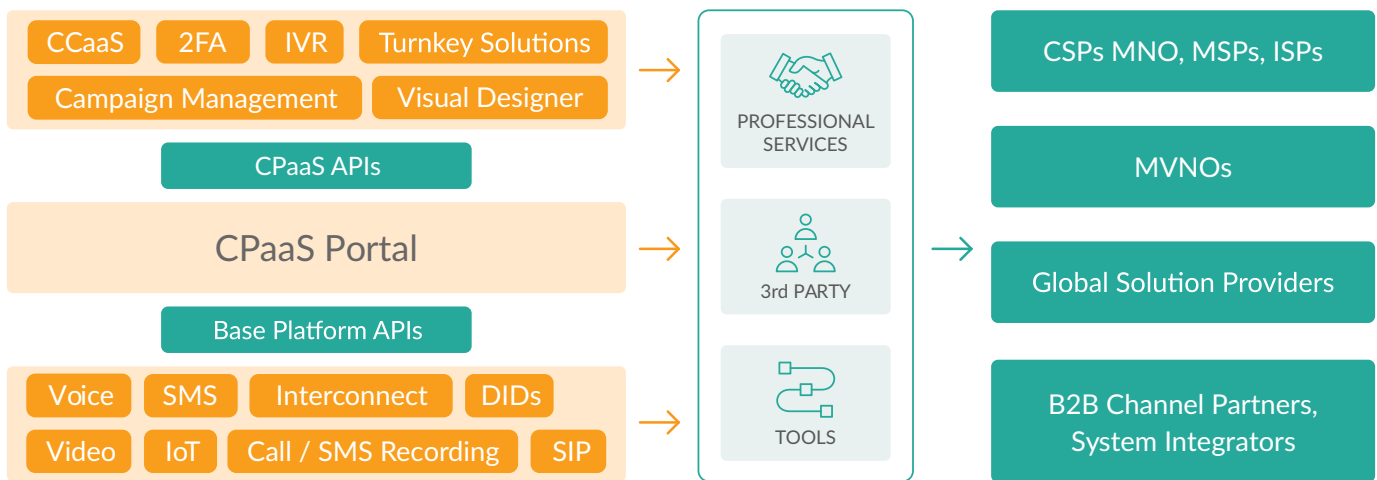
The iBASIS approach empowers carriers to utilize their own network and termination services (e.g., SMS, voice) with no investment and low risk, or leverage iBASIS' infrastructure to facilitate messaging and monetize the traffic.

## CHALLENGES FOR SOLUTION PROVIDERS

- Keep and attract customers
- Innovate, move up in value stack, and offer new services
- Support digital transformation

## OUR SOLUTION

- Utilize rich communications for OTT apps and services to web and mobile applications
- Monetize APIs at no risk through one open platform built for CSPs
- Accelerate time to market and new revenue creation



## iBASIS KEY DIFFERENTIATORS

- Proven, white label cloud communications solution suite and self-service portal
- Quick go-to-market. No product development or integration required—the platform is ready
- Pay-as-you-go model (OPEX only). Allows for flexible pricing plans based on your own requirements
- Cloud numbering capabilities and international coverage
- BYOC option to utilize your own network termination
- Global reach, scale, and independence to drive leading voice and messaging capabilities
- Console interface allows the CSP to self-service and onboard new customers with just a few clicks

## TURNKEY SOLUTIONS

- Campaign Manager: Manage personalized SMS and Voice campaigns for effective mass distribution of wide audience messages
- Smart 2FA: Enhance security by enabling two-factor-authentication (2FA) with one-time password
- Number Masking: Protect user identity and phone numbers by connecting them anonymously
- Message Exchange: Enable Webex or Microsoft Teams™ with external SMS connectivity
- Task Router: Skill-based task routing to agents where tasks can be generated from any channel
- Auto Attendant: Directed incoming calls to the right individual
- Call Queuing: Place callers in a queue and distribute them to the next available agent in the order received
- Visual Designer: A simple drag and drop design interface to build communication flows
- Building Blocks: Available for Voice, Messaging, Email, Text-to-Speech, Voice Recording, and more
- White Label: Control the look and feel of your CPaaS portal and retain direct relationships with customers

## DEPLOYABLE USE CASES

iBASIS has extensive experience in highly complex, regulated environments when dealing with Carriers, Operators, and Service Providers.



### CPaaS PLATFORM/APIs

- Programmable Messaging
- Programmable Voice
- Visual Designer



### APPS

- Cisco Webex Teams
- Smart 2FA
- Auto Attendant
- IVR
- Call Queuing
- Auto Attendant



### USE CASES

- Appointment Scheduling
- Reservation Management
- Manufacturing—PLC Escalation
- Support Desk Integration
- Outbound and Inbound Lead Generations
- Surveys
- Alerts
- Reminders
- CRM Integration
- Workflow Management
- Ride Sharing Apps
- Secure Patient Portal Access
- Hospitality Offers
- Social Media Integration



### ENTERPRISE VERTICALS

- Marketing Blast Companies
- Large Enterprises
- Financials
- SMBs
- Ride Sharing Apps
- Call Centers
- Travel & Hospitality
- Healthcare



### ACROSS MULTIPLE CHANNELS

- Voice
- SMS
- Email
- WhatsApp

## ABOUT iBASIS

iBASIS is the leading communications solutions provider enabling operators and digital players worldwide to perform and transform. Powered by Tofane Global, iBASIS is the first independent communications specialist, ranking third largest global wholesale voice operator, Top 3 LTE IPX vendor with 800+ LTE destinations.

iBASIS optimizes global connectivity, quality and security, so customers achieve high return on voice, SMS A2P messaging, mobile data, 5G roaming, IoT and cloud communications to be first in their respective markets. iBASIS today serves 1,000+ customers across 22 offices worldwide. For more information, please visit [iBASIS.com](http://iBASIS.com).

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