



Means
Business

The Future of CPaaS

27 March 2025

Agenda

Introduction to CPaaS

How do we operate in CPaaS

Digital journeys within CPaaS

Future of CPaaS – Roadmap and aspirations

Q&A

Speakers



Andrew Small

Director,
Voice and Digital Workplace



Jan Riechers

General Manager,
Global Voice services

Cloud application providers require reliable and high-quality communications



Enabling organisations to embed communication services into their business applications.



Supporting cloud application providers.



Voice and Messaging dominating the CPaaS market today.



Enabling business applications in Meetings and Contact, CRM, and bespoke customer application development.

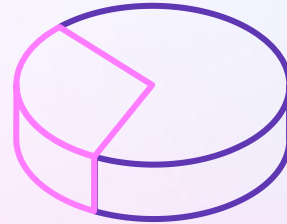
Cloud application providers will be the dominant customer segment in the CPaaS market

\$20B

Global CPaaS revenues expected to reach \$20 billion by 2027.

11% 

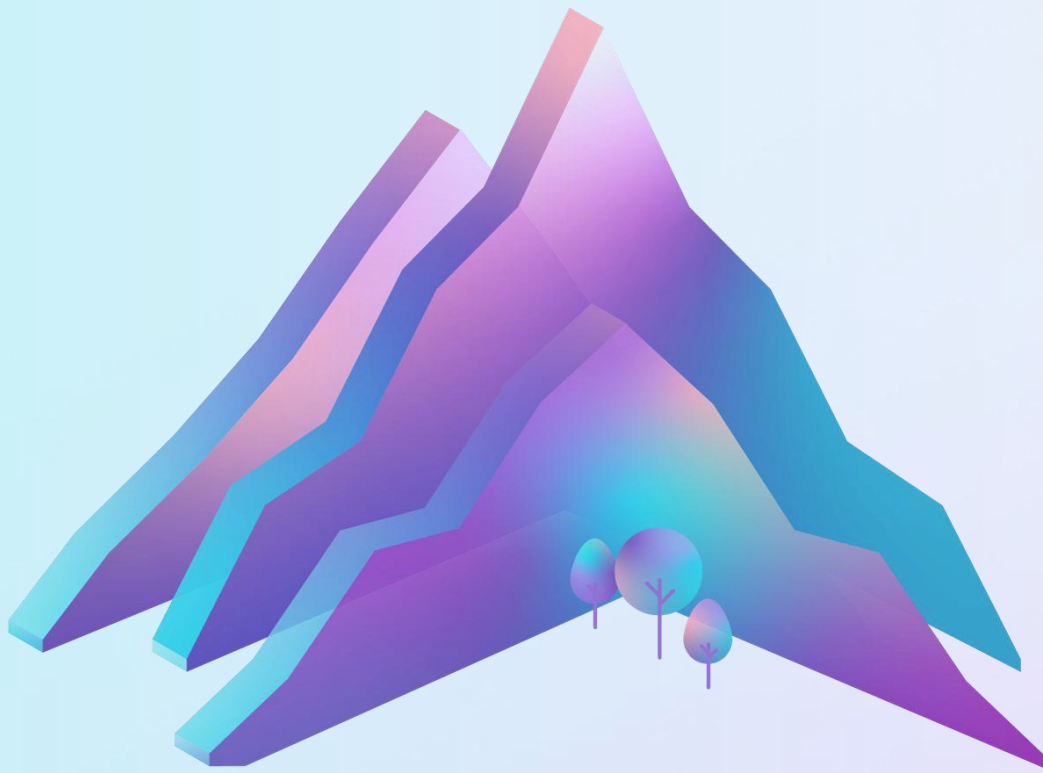
Annual growth rate of 11% (2025 to 2027).



Share of CPaaS market: Messaging 62%, Voice at 16%.

AI+

GenAI and LLM expected to drive Voice growth.



What challenges do application providers face?

Infrastructure scalability

Your infrastructure needs to be able to handle a rapid growth in demand.

Interoperability

You need to seamlessly integrate your services with third-party applications, platforms, and technologies.

Regulatory compliance

Regional and national regulations relating to data privacy and security will need to be re-negotiated.

Globalisation

Language support and cultural nuances can prove a challenge for international CPaaS providers.

Security and privacy concerns

You're under continuous pressure to maintain robust security measures and protect user information.

Availability of numbers

You need immediate availability of geographic and toll-free numbers for integrated communication.



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How we operate in CPaaS

Our aim is to provide the strongest CPaaS offering so that cloud application providers can focus on their core business

API-first approach and portal...



Full automation for integration.

Voice of all clouds (BYOC)...



Connected to all major clouds and established process for onboarding any new cloud.

VQSP and service quality...



Market-leading service monitoring capability.

Reach and compliance...



Compliance for secure international operations.

Fraud prevention...

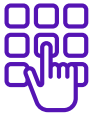


Protecting CPaaS customers and their end-users.

Key CPaaS features



Internet or MPLS interconnection.
Single SIP trunk per resale region.



Simplify customer order process in **compliance with local regulation** of all available countries.



Industry leading voice reporting and analytics via our **Voice Quality and SIP Performance tool**, offering an extensive and detailed insight into how customers utilise SIP trunking.



Outbound and Inbound Voice services available in **20 countries**, via SIP trunking, toll-free, click-to-call, SMS.



Ordering through API

- Enabling partners to order new numbers.
 - Check the order status in real time.
 - Add new numbers to existing customers.
 - Ordering non-geo numbers and geo numbers.
-



Ordering through indirect portal

- Enabling reseller to order numbers / number porting for their customers.
 - Check the order status in real time.
 - Add / move / change to customer orders.
-



Ensure the **availability of number blocks per country** in line with the initial forecast or in later reviews.

We focus on harmonising globally to reduce complexity



Providing a single harmonised voice solution for application providers with a global reach.



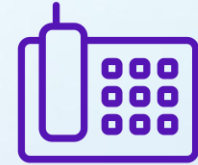
Not having to deal with various suppliers who introduce a myriad of security policies.



Regulations and compliance increasingly becoming a minefield.



We ensure compliance and service continuity.



Delivering Voice quality and availability for business-critical applications.



Early performance indicators

Go to market approach.

Indirect sales team established.

Early uptake and aspirations.

CPaaS with highest growth rate across Indirect.

Cloud application providers.

Strongest interest in cloud contact / meetings.

Bespoke application providers.

Developing customer specific business applications.

Security applications with BT



Cloud Contact PCI

PCI DSS compliance by keeping card details away from the contact centre



Smartnumbers protect

Validate a caller's number before it reaches the contact centre



Nuance Gatekeeper

Use unique voice characteristics to verify identity



BT voice solutions

Inbound Calling global
Non-geographic numbers with variety of calling tariffs



Global SIP

Resilient inbound and outbound access to the Global PSTN

Global Managed Voice

BT's next generation resilient global voice network

Cloud Contact Centres with BT



Omni-channel (voice, email, and web-chat) contact centre as a service (CCas)

The internet



Customers

Engage with contact centres in the way that suits them best. Via phone, messaging, web-chat, email or more.



Agents

Agents access the service from any location with an internet connection, using a browser based client.

BT



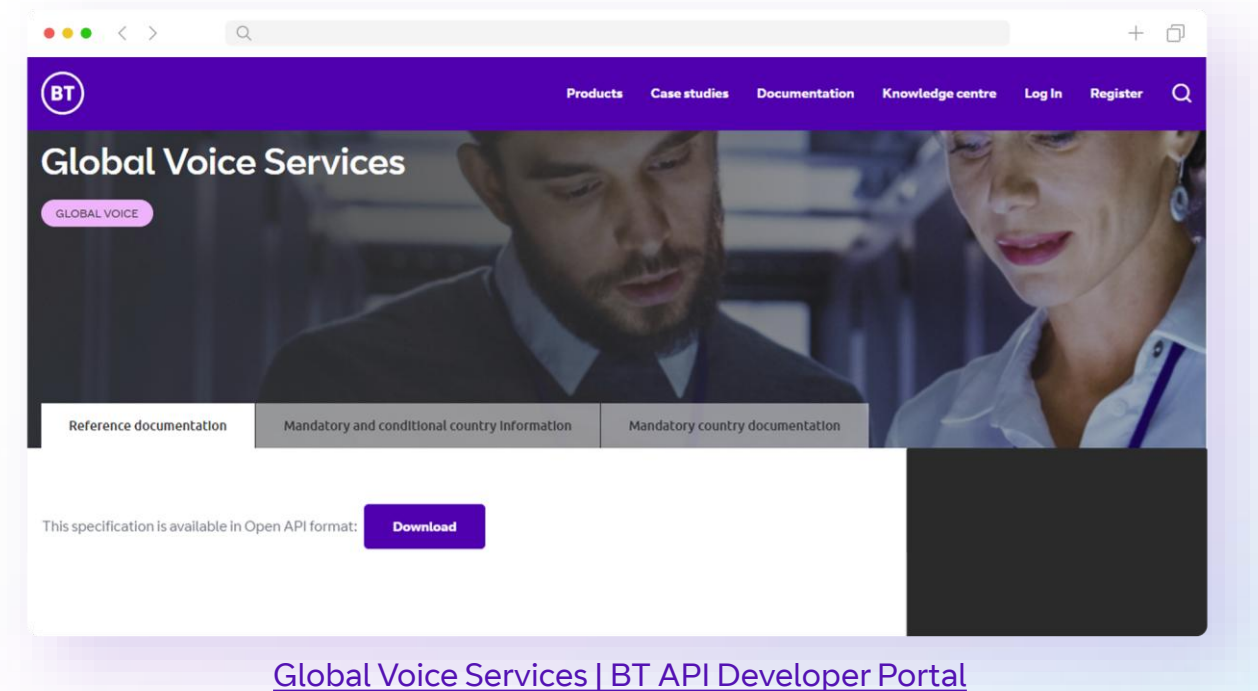
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Digital journeys

Ordering through our APIs

With our APIs, you'll be able to:

Order new geographic and non-geographic numbers (toll-free numbers)



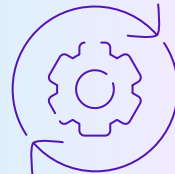
[Global Voice Services | BT API Developer Portal](#)



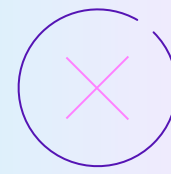
**Request porting of
existing numbers**



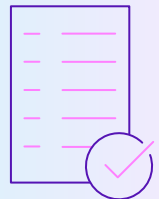
**Check order status
in real time**



**Modify and cease
existing numbers**



**Amend and cancel
in-flight orders**



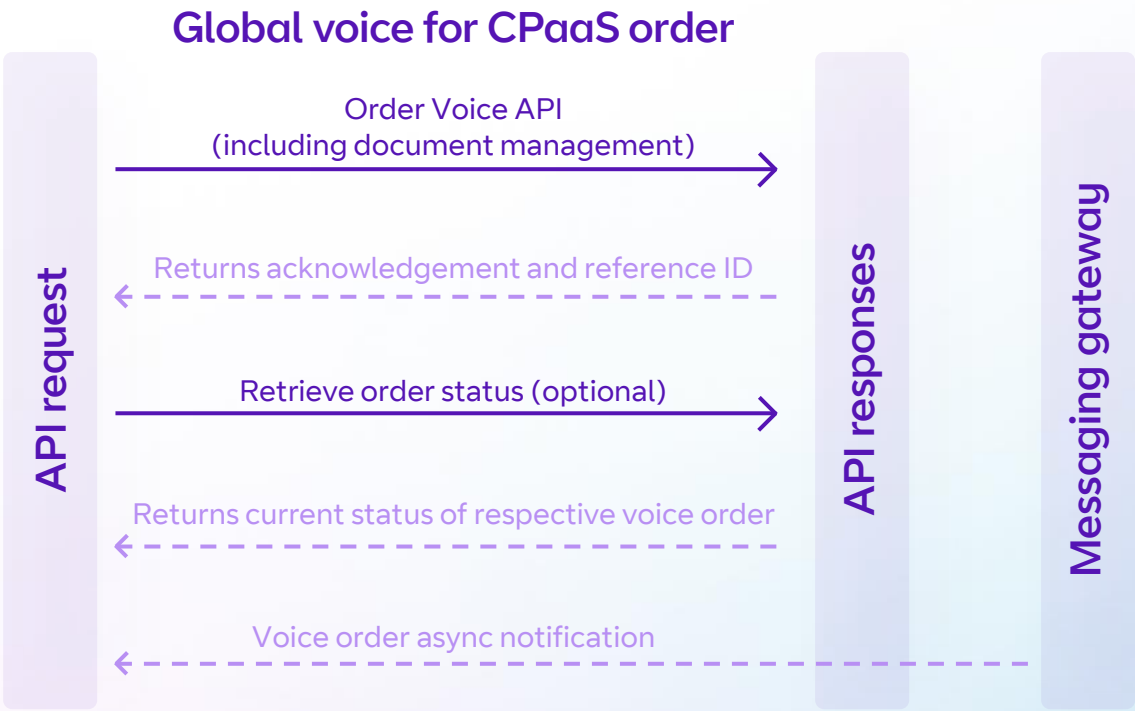
**Manage number
inventories**



An overview of the API

An order placed by a reseller’s customer can be with an Order Manager to progress within a matter of seconds.

- The orders are placed via the API.
- Progress of order is marked by update messages back to the customer.
- Secure document upload included.



KCI Messages

Order placed notification

KCI-1

KCI-2

Estimated delivery time notification

Number requisition / portability request raised notification

KCI-3

KCI-4

Service ready notification



Ordering through our dedicated indirect portal

Get exclusive access to our indirect partner portal to manage your service.

With our portal, you'll be able to:

Single sign on to BT applications, My Account, indirect partner portal.

Order new numbers and port in 20 countries.

Track order progress online, with instant confirmation and email updates.

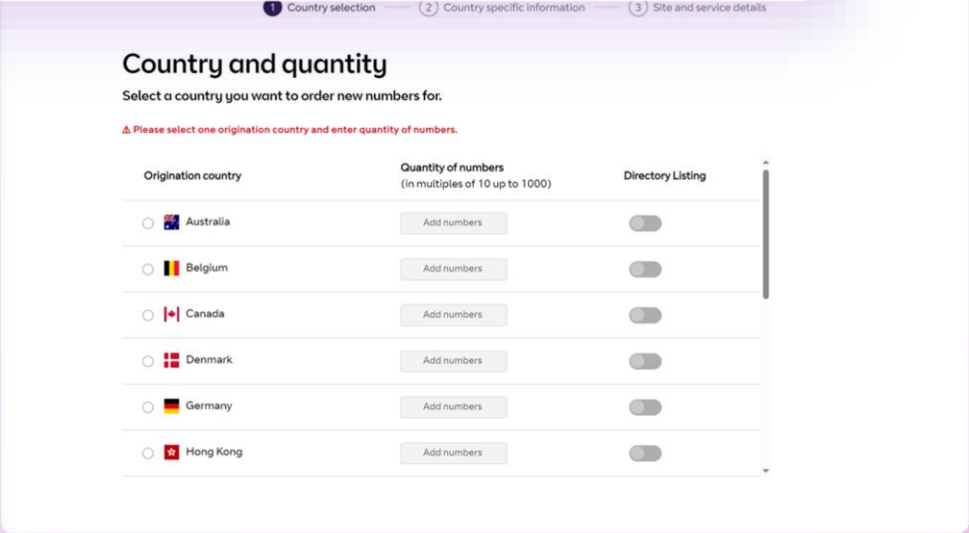
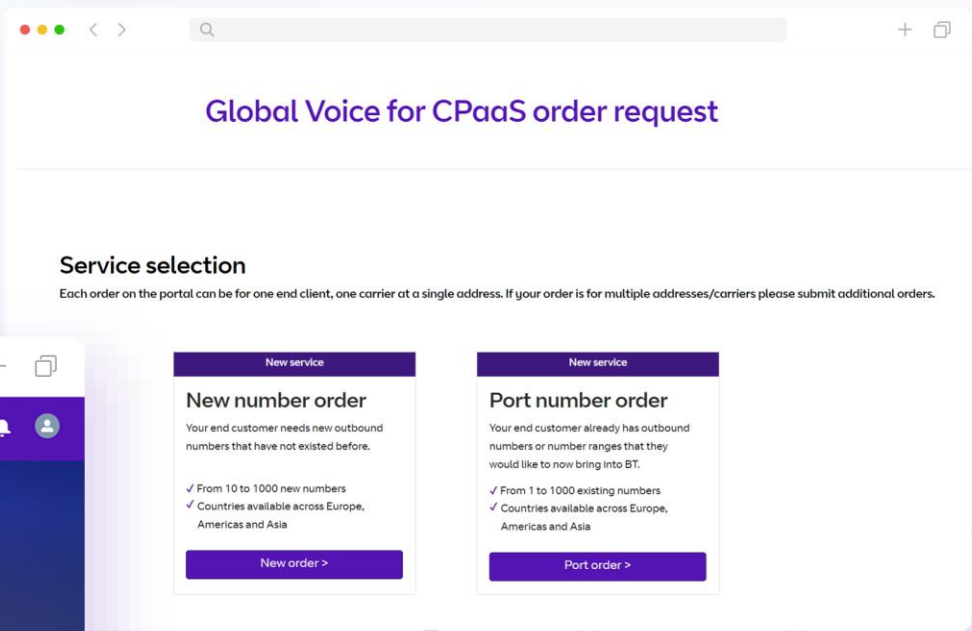
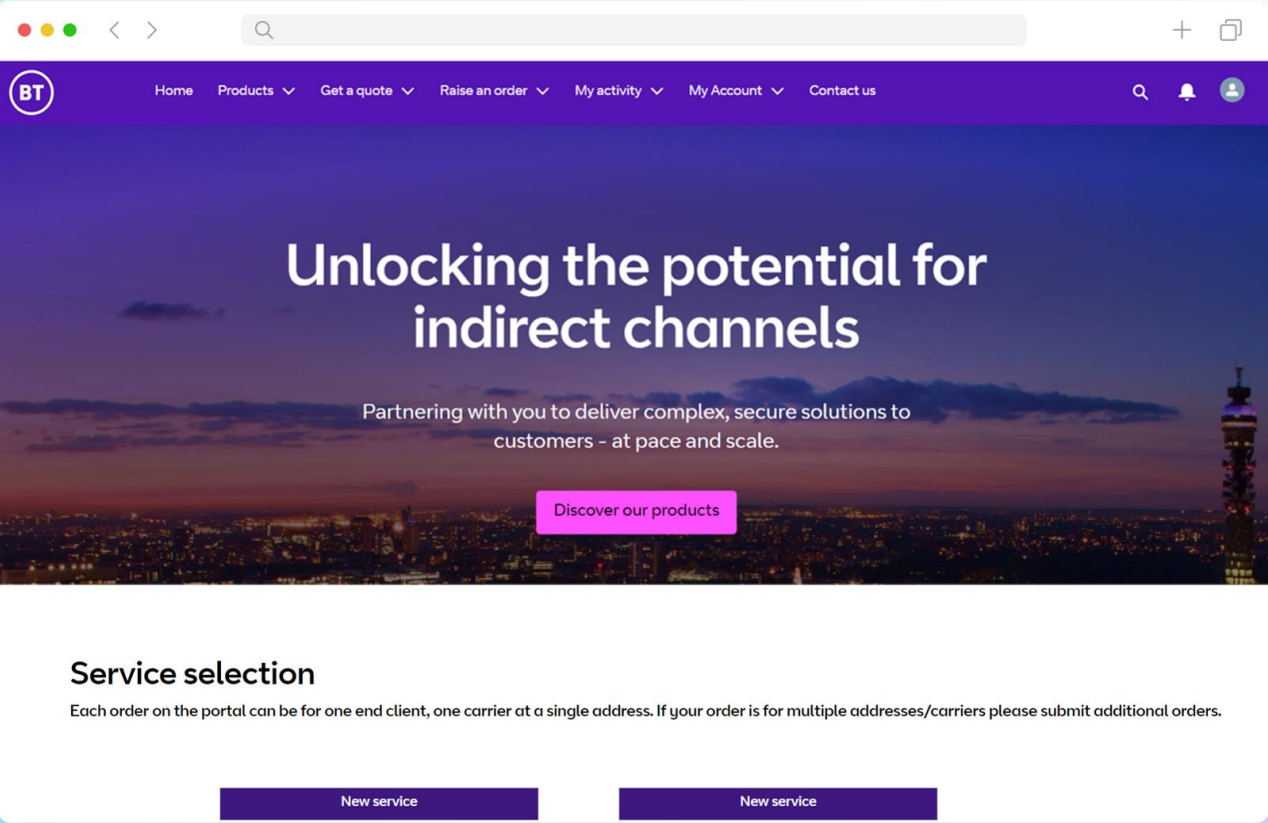
See an account-based view of contracted services.

View product information.

Safely upload any documentation.



A closer look at our portal



Market-leading insights via the portal

Our **Voice Quality and SIP Performance tool (VQSP)** offers an extensive and detailed insight into how customers utilise SIP trunking.



Complete inventory for all your SIP trunks shown in one view, with the option to select favourites and to define specific reporting trunk groups.



Data presented across multiple dashboards, both in table and graphical form, to help with the understanding of activity and trunk behaviour.



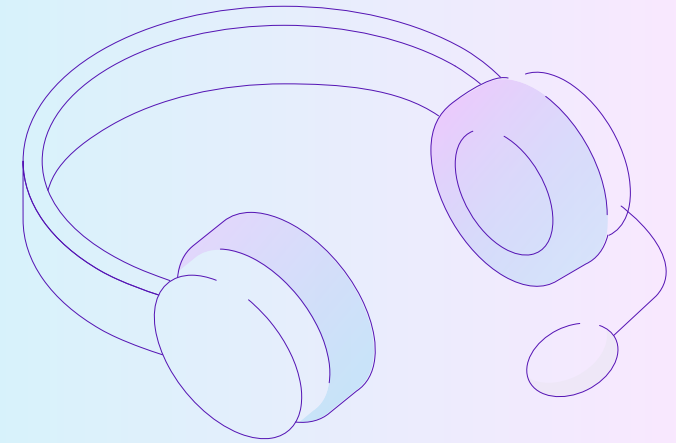
Key voice metrics tracked including MOS, Packet Loss, Jitter, PDD, CPS, MOU, utilisation, SIP response codes, and more.



AI/ML capability to monitor directional trunk calling activity at country level and trigger a behaviour incident if an anomaly is detected.



Download page offers fast access to all the dashboard metric sets, including call, and key reports.



Industry-leading voice reporting and analytics

VQSP

Your window into the World of SIP Trunking

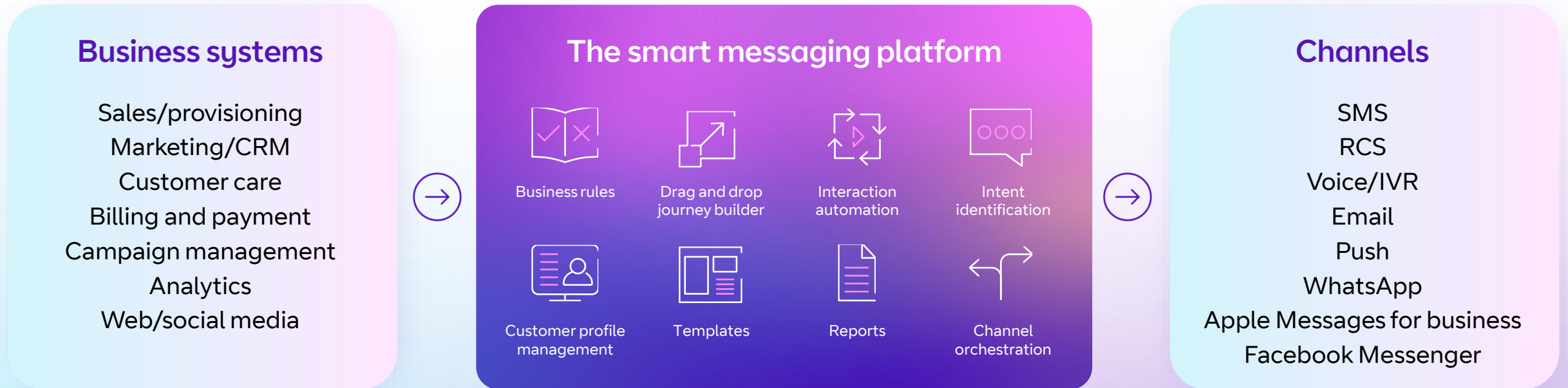


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The Future of CPaaS

Smart messaging

Our communications platform as a service (CPaaS) is simple to use and customisable, making it easier for you to achieve your business goals, all while reducing costs and complexity.



Why BT?



Industry-leading
platforms



Messaging
specialists



Security



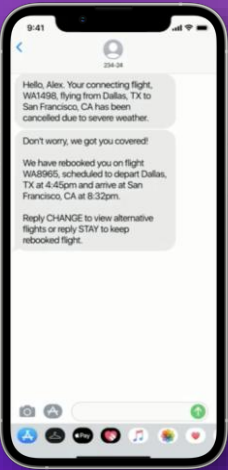
Customer
success

Re-imagining the end-to-end customer experience

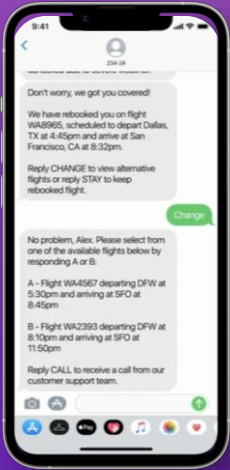
Smart messaging / CPaaS
Digital automation and self-service

CCaaS
Human engagement

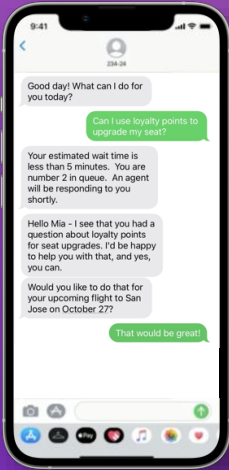
Smart messaging / CPaaS
Digital automation follow-up



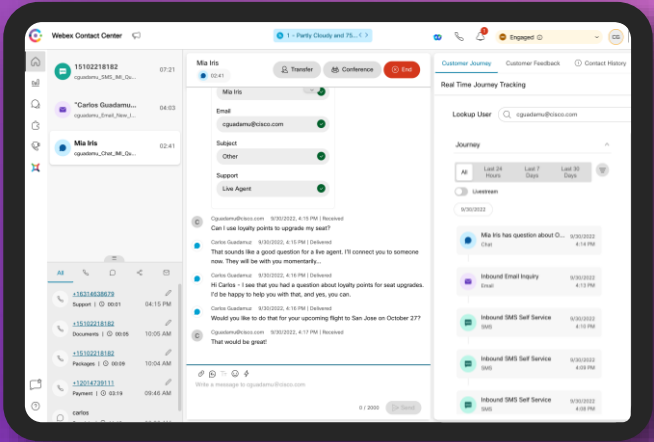
Proactive notifications



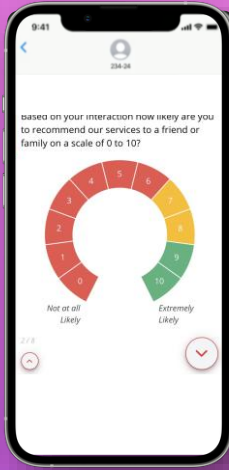
Self-service options



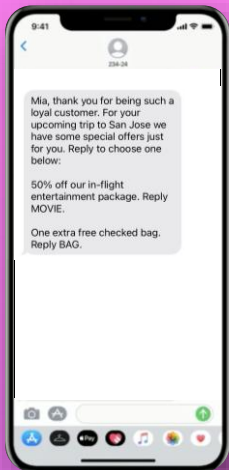
Handover to human agent



Contact centre agent desktop with full customer context



Experience survey



Personalised offer

Customer journey

Our roadmap is to expand our capabilities



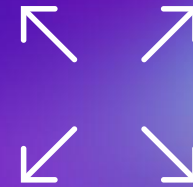
Establish APIs as the interface standard in the CPaaS market.



Voice of all clouds – becoming the preferred CPaaS provider for cloud application providers.



Implement AI-driven smart service monitoring.



Expand our smart messaging capabilities, globally.



Embedding CPaaS customers into our communications eco-system (security apps, GenAI, LLM).

Key takeaways



Focus on serving cloud application providers, dominating the CPaaS market.



Driving efficiencies through API-first approach and digital journeys.



Reducing complexities through a harmonised secure global service offering.



Q&A