



—PANKAJ GUPTA
CEO & Founder, EnableX

CPaaS is bringing many changes in the businesses that are going on the digital platform. Pankaj Gupta, CEO & Founder, EnableX, discusses some of its aspects in this interaction

What will be the key disruptions in CPaaS Space in 2020?

Over the last few years, Communications Platform as a Service (CPaaS) has witnessed unprecedented adoption across industries. This is largely because enterprises have now seen numerous use cases where it has a positive impact upon their businesses. The business enquiries that we receive these days are not just about what is CPaaS, but rather, how it addresses a certain business problem. This reflects that the industry is in maturity stage. In 2020 and subsequently, we will see CPaaS players leveraging on disruptive technologies to complement CPaaS to gain a competitive edge.



CPaaS THE CHANGE MAKER

a) Predictive Analysis for performance management and capacity planning

CPaaS solutions will use artificial intelligence (AI), machine learning (ML), and big data engine etc. to predict and measure the quality and stability of service. If there are any abnormal patterns of behaviour, it can be identified before snowballing into major anomalies. Such capabilities will be a game-changer for CPaaS solutions.

Real time analysis of network operational metrics helps the system identify opportunities to improve performance across applications. For example, by embedding AI capabilities, the system can easily identify endpoint system issues, bandwidth limitations in the transport network or regional network outages, etc.

Capacity planning is another important area where machine learning can play a very important role. Enterprises generally rely on empirical data from similar projects to ascertain their future resource requirements. However, this approach becomes difficult when it comes to solutions which have a larger user base distributed across several geographies. With AI, they can analyse data patterns by region, usage, and multiple other metrics. This helps them foresee server downtimes and create alternate capacity.

b) Augmented reality (AR) and virtual reality (VR) to complement CPaaS

So far, we have seen the implementation of CPaaS solutions primarily on voice calls and SMS messaging. However, going forward, as videos become the most preferred medium for communication, more enterprises will leverage CPaaS for video calls. According to IDC, video call volume is expected to rise at 131% CAGR during 2017 – 2022 vis-a-vis 57% CAGR growth for voice and messaging volume during the same period. Moreover, traditional video conferencing is making way for video interactions. This is an opportunity to use AR and VR to complement CPaaS and deliver highly immersive experiences.

These experiences will transform several industries. For instance, a combination of CPaaS and AR makes it possible for field engineers to conduct real-time maintenance work and troubleshooting. Using concurrent data streams over video calls, instead of voice calls, they

can remotely guide the on-ground staff for maintenance, configuration and repair jobs.

c) Telcos to partner with CPaaS providers

Consumers expectations are pushing telcos to look beyond traditional communications solutions. They are under constant threat of ‘innovate or perish’. CPaaS solutions can help them leverage their inherited assets and existing relationships with large enterprises to compete against emerging competition, such as OTT platforms.

Telcos are using CPaaS solutions to develop feature-rich real-time communications solutions that address critical business communications needs in the modern world. The key here is to find the right CPaaS providers to kick start. It is important to hit the market with a white-label CPaaS solution that is flexible for deployment within telcos’ private or hybrid cloud environment.

Unlike software developers using CPaaS due to the backend infrastructure and carrier network availability, Telcos need a solution that can work within their existing environment such as data centres and global data/voice/messaging network to enhance their user experience. Such an arrangement not only allows them to gain market share but also optimize the monetization of their existing assets along with CPaaS platform.

What is the future of CPaaS in the Indian Market?

So far, we have seen a higher adoption of CPaaS in the Europe and North America, as compared to Asia. This is because most CPaaS companies have minimal presence in Asia. However, as physical and digital boundaries converge, this scenario is set to change. We have also seen the emergence of pure-play CPaaS providers in Asia such as vCloudx (provider of EnableX, CPaaS platform).

India is now a global case study of large-scale adoption of digital solutions, faster than most other markets. According to Prescient & Strategic (P&S) Intelligence, the digital transformation market in India will grow at 74.7% CAGR between 2019–2024. This will lead to a rapid growth in the number of digital native users. Moreover, customer engagement and business conversations will be more about the ‘experience’ and not the product.

Indian businesses across industries such as telecom, IT, and e-commerce etc., where end-user engagement is

the differentiator, have started understanding the value of CPaaS for improving customer engagement with in-app contextual conversations. Therefore, CPaaS will find significant uptake in India in the coming days.

The three catalysts for this growth will be— the sheer number of millennials and digital natives, affordable smartphones, and high internet penetration in every nook and corner of the country. Besides, India's demographic, cultural, and socio-economic diversity creates the need for real-time communication solutions to bring people together.

Bullish forecasts about growth of global CPaaS market:

- **IDC Prediction:** CPaaS market will grow from US\$3.2 billion in 2018 to US\$17.2 billion in 2023, registering 39.2% CAGR.
- **Transparency Market Research** pegged the market size of US\$55 billion by 2026, expanding at 17.9% CAGR between 2018-26.
- **CLX Communications** in partnership with Juniper Research project the growth of enterprise spends on CPaaS to grow four times by 2022 to reach US\$6.7 billion.

What are EnableX's Future plan?

EnableX is poised to unlock the huge potential in Asia market. The company has bare-minimum competition here and enjoys the first-mover advantage. From a strategic point of view, we are focussing on gaining market share by:

- Offering full-stack CPaaS

Offering full-stack CPaaS from video call to voice call and SMS messaging. This empowers the customers to pick and choose functionalities that easily gel with their existing solutions and fulfil their business requirements.

Our video communication platform allows developers to embed one-to-one, multiparty video calls or webinars within their apps, websites or workflows. Within six months, close to 1,000 customers have experienced our products. Many of them have subsequently subscribed it to build solutions around healthcare, financial services, social collaboration and e-learning.

In Q1 2020, we will launch SMS, Enhanced Messaging and voice services to complete our offering and address a larger market and customer needs. At the same time, we will also expand our geographical presence to key markets across Asia Pacific region including Japan and Australia. We will also strengthen our presence in Vietnam and Indonesia where large ISV communities and outsourcing companies are setting up their base.

- Partnering with Telcos

Apart from software developers, we are also building strategic relationships with telcos across Asia. Our carrier-grade, white-label platform has the flexibility to be deployed in public, private or hybrid cloud environments. Telcos trust us to provide cutting edge solutions that help them make the most of customer demand and compete against OTT players. It also offers them a new business model to create new revenue streams.

How has EnableX helped enterprises with its video API to enable real-time communication?

Our platform has helped enterprises create solutions across domains including remote healthcare, e-commerce, e-learning, CRM and collaboration. We have also been developing field services solutions for our clients in the Middle East. Our solutions have been used to teach music and games over real-time videos and for buyer-seller interaction in the fashion industry using an online platform.

One such use case is RemitOnline. The company provides money transfer software to banks and other business entities. Their application is powered by our video communication platform for faster customer onboarding, better compliance, and fraud control. Users are guided to respond to a specific workflow on one-way interactive video calls. These videos are validated with video analytics for compliance.

The regulatory mandate for KYC and needs for a differentiated user experience pushed RemitOnline to look for a cost-effective way to replace inefficient manual KYC processes. Our platform has helped them build E-kyc process with video verification. Hence, customer onboarding is much easier and faster, while adhering to KYC regulations. As a result, their operational cost for KYC has come down by 90%.