
# 2025 CUSTOMER VALUE LEADER

*Maximizing the Price/Performance ROI for Customers*

*RECOGNIZED FOR BEST PRACTICES IN THE GLOBAL NETWORK API INDUSTRY*

FROST & SULLIVAN

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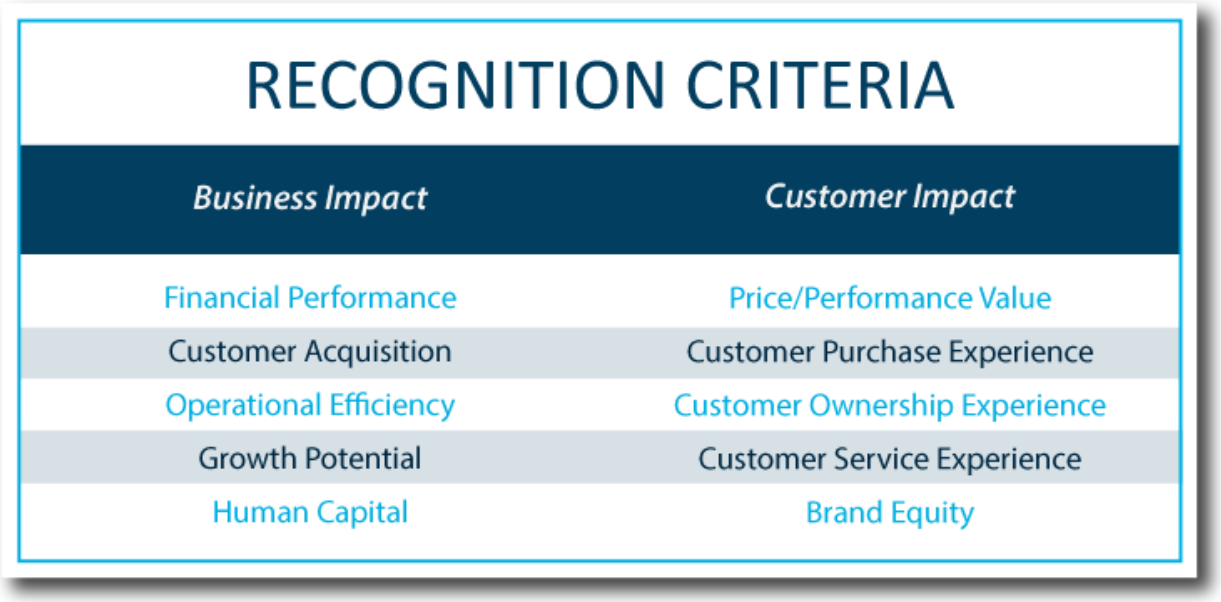
## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Infobip excels in many of the criteria in the network application programming interface space.




## The Evolution of the Network Applications Programming Interface (API) Space

The arrival of fifth-generation (5G) networks has marked one of the most ambitious and capital-intensive undertakings in the history of global telecommunications. Mobile operators worldwide have invested billions of dollars in building next-generation, software-defined 5G infrastructure with the promise of transforming digital experiences. Yet, despite this massive investment, incremental monetization has remained elusive. Unlike other industries that have leveraged technology to raise prices or add revenue streams, the mobile services sector continues to grapple with stagnant per-unit revenues. In fact, mobile connectivity remains one of the few global consumer services where prices have declined or remained flat despite rising usage and improved capabilities—a testament to the ultra-competitive nature of the market and structural limitations in value capture.

At the same time, connectivity-based innovation has transformed nearly every aspect of modern life. From how people travel and consume media to how they manage smart homes and enterprise operations, digital connectivity has enabled the rise of new industries and disrupted old ones. Innovations such as application (app)-based ride-hailing, streaming entertainment, home Internet of Things automation, and connected logistics systems have become mainstream.

However, the communication service providers (CSPs) who supply the backbone of these services have often not shared proportionally in the economic upside. Their traditional role as commodity bandwidth providers, constrained by pricing pressure, technical inflexibility, and limited ability to deliver integrated

digital solutions, has restrained their value-capture potential. While bright spots like fixed wireless access and private 5G networks show promise, the broader telecom business model continues to face considerable stress.

5G network application programming interfaces (APIs) represent a critical inflection point for CSPs to redefine their role in the digital value chain. Unlike prior generations of telecom technology, 5G is inherently software-centric and programmable—qualities that open the door to exposing network capabilities like APIs. These APIs allow developers to embed advanced network features—such as ultra-reliable connectivity, dynamic quality of service, real-time location, and intelligent traffic steering—directly into applications. In doing so, they make apps "network aware," enabling entirely new user experiences and operational efficiencies. For telecom operators, this shift offers a genuine opportunity to become platform providers and service enablers, rather than just connectivity vendors. However, to seize this opportunity, operators need to rethink traditional commercial models, invest in developer-friendly interfaces, and collaborate across ecosystems rather than operate in isolation.

Crucially, it is important to draw a clear distinction between communication APIs and network APIs. Communication APIs primarily focus on embedding voice, video, messaging, and other communication tools into applications. They enhance user engagement and interface design, but do not typically expose deeper network functionality. Network APIs, on the other hand, are focused on enabling programmability of the network itself—things like latency control, identity verification via SIM, or access to edge compute zones. These capabilities allow applications to optimize performance, security, and reliability in ways not previously possible.

The conversation around 5G network APIs has evolved significantly over the past 12 months, moving from theoretical discussions to implementation-level details, driven by frameworks like the Groupe Spéciale Mobile Association (GSMA) Open Gateway and rising industry collaboration. If executed well, network APIs could become the long-awaited bridge between CSPs' massive infrastructure investments and the fast-paced innovation cycles of the broader tech ecosystem. For an industry that has long spoken of becoming a digital enabler, this is perhaps the clearest path to making that vision a reality.

Modern connectivity, computing services, and collaboration tools form the foundational pillars of digital transformation for businesses of all sizes. APIs play a pivotal role in enabling organizations to orchestrate the right capabilities across diverse platforms and ecosystems—often in real or near real time—to meet evolving operational demands. In an era where customer engagement requires seamless, omnichannel communication, APIs act as the glue that connects disparate platforms and ensures unified experiences. The growing drive toward automation further accelerates API adoption, allowing businesses to streamline workflows and boost productivity. At the same time, increasing concerns around data security and regulatory compliance are prompting enterprises to implement robust API management strategies. Together, these trends highlight the central role of network and communication APIs in powering modern business operations and sustaining digital transformation initiatives.

For a long time, the value of network connectivity has been separated from the value of the application, making it difficult—if not impossible—for operators to benefit from the ongoing digitization revolution. With APIs, CSPs can connect the value of the network connectivity to the value placed on the application using the network connectivity. The supply side (CSPs, API aggregators, and solution providers) must

assess and align their offerings to deliver communication and networking solutions through APIs in an integrated manner to serve the end-to-end workflows of business use cases. For example, the integration of Communications Platform as a Service (CPaaS) and 5G Network APIs can unlock powerful new capabilities for enterprises by combining real-time communication features with deep network intelligence and control. This convergence transforms basic communication-enabled applications into intelligent, context-aware, and performance-optimized business solutions.

Frost & Sullivan's independent research shows that Infobip stands out as a global leader in the network API space. By seamlessly integrating network APIs with its advanced platforms and communication channels, the company empowers businesses and partners to optimize their revenue streams, fostering sustained success in an increasingly competitive landscape.

## Infobip: A Trailblazer's Journey

Infobip began its journey in 2006 as a provider of short message services (SMS). Over the years, the company expanded its offerings to include various communication channels, such as email, voice, video, chat applications, and social media. With more than a decade dedicated to developing and refining innovative communication technologies, Infobip positioned itself to support a wide range of use cases across multiple deployment scenarios.

As a global provider of cloud communication platforms, Infobip streamlines consumer interactions. The company enables businesses and partners to grow their operations while enhancing customer loyalty through solutions for omnichannel engagement, identity management, user authentication, and contact center services. Currently, Infobip connects with over 800 mobile network operators worldwide and generates revenue through various channels, including SMS, voice, and Rich Communication Services (RCS). In addition to traditional messaging, the company serves clients on platforms like WhatsApp and Viber. Infobip designs its Customer Engagement (C+) and Software as a Service platforms to create effective marketing campaigns and optimize channel usage based on consumer needs and preferences.

Moreover, Infobip collaborates with approximately 70 partners who sell and utilize its CPaaS, helping these partners increase their revenue. The company also works with more than 100 networks to provide secure solutions that protect against SMS spam and fraud. Notably, Infobip focuses on network APIs and integrates them across various channels to enhance its services. The company aims to develop comprehensive solutions for mobile applications, including fraud protection use cases that do not require constant consent collection while aligning with legitimate user interests.

## Foresight with Insight: Knowledge Breadth, Strategic Depth

From a network API perspective, Infobip develops its technology and services by closely collaborating with various stakeholders and partners, particularly mobile network operators (MNOs), API aggregators, and developers. The company adapts to market needs and trends, leveraging its expertise in key areas. During initial discussions with MNOs about developing APIs for number verification, concerns arose that these APIs could threaten SMS services. However, Infobip understands the complexities of MNO operations, particularly regarding sales and key performance indicator management. To address these concerns, the company provided evidence indicating that number verification APIs do not jeopardize SMS revenue;

rather, other business factors more significantly influence overall revenue. Infobip emphasized the importance of operators safeguarding their income streams beyond just SMS services.

Today, Infobip partners with telecom companies in over 70 countries to enhance its market reach and facilitate joint go-to-market strategies, creating additional monetization opportunities.

Another key aspect of Infobip's strategy is to build strong relationships with developers as part of the GSMA Open Gateway initiative. (The initiative aims to transform telecom networks into standardized platforms for digital services, allowing developers to access new markets and providing customers with advanced functionalities.) To strengthen its developer relationships, the company engages in events like the Infobip Startup Tribe, which cultivates a global community of developers and provides access to a marketplace and startup credits.

Infobip has observed that many developers often lack familiarity with network API terminology, prompting it to host major developer conferences, such as Infobip Shift in Europe and Miami. These events attract over 14,000 attendees and promote innovation through meetups and hackathons, engaging more than 4,000 developers. At a recent Shift conference, Infobip introduced network APIs to the developer community for the first time, aiming to clarify the role of MNOs and reshape developers' perceptions. Among the highlights was a keynote and panel session focused on network APIs, featuring prominent figures from major telecommunications companies such as Nokia, HT, DT, Telefonica, and Orange. The conference also included a Network API idea-thon designed specifically for developers to brainstorm and create innovative solutions. A captivating use case presented during the event was the ELMO, a remotely controlled electric car. Utilizing Nokia's Network as Code, attendees had the unique opportunity to drive a car in Finland, all while standing in Zadar. This hands-on experience provided developers with valuable insights into the complexities of the network. Infobip showcased its own CPaaS and network APIs derived from its partnerships with operators, as well as advanced network APIs developed in collaboration with Nokia. In turn, Nokia shared advanced network APIs and complementary CPaaS endpoints through the Nokia NaC Platform, further enriching the event's offerings and insights.

> *"Network APIs offer developers access to valuable data sets, enhanced network navigation, and the ability to request higher-quality services. By consistently educating developers on the benefits and practical applications of network APIs, and by forging early partnerships with global network operators and key ecosystem players, Infobip has established a strong and growing presence in the global network API market."*
>
> ***- Vikrant Gandhi***
> ***Vice President, Research: ICT***

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***Use Case***[1]

Infobip completed a deployment with Brazilian mobile network operators Claro, TIM Brasil, and Vivo. The project focused on providing Camara-compliant APIs, which include Number Verify, SIM Swap, and Device Location. The Number Verify API plays a crucial role in combating identity fraud by validating end-users' ownership of their phone numbers using the data provided by the operators. The initiative takes advantage of Infobip's Open Gateway channel partner status, which enables easy access to these APIs through its cloud communications platform. This collaboration fosters trust in the API provider's ability to deliver authentic network data and capabilities. For example, developers may inquire, "How can we be sure that the data you are providing is truly what the CSP is supplying you?" A joint go-to-market (GTM) strategy enhances this trust by demonstrating transparency and alignment between the API provider and the CSP. Additionally, this GTM approach offers several benefits, such as improved security and increased revenue generation (by facilitating faster customer onboarding in sectors like retail and on-demand services). It also creates new revenue streams for telecommunications companies (telcos) through innovative use cases, ultimately boosting profitability. By building on existing partnerships, leveraging established workflows, tapping into accumulated know-how, and sharing monetization success stories, telcos can amplify their CPaaS initiatives globally and explore new use cases that meet diverse market demands.

> *"Infobip distinguishes itself as a frontrunner in network application programming interface solutions, building on its deep expertise in communication platforms as a service offerings and extensive communication service provider (CSP) relationships. With a sharp focus on developer needs and a commitment to fostering strategic partnerships with CSPs, Infobip continues to shape the landscape of digital communication."*
>
> ***- Riana Barnard***
> ***Best Practices Research Analyst***

Infobip's CPaaS enablement solution, which includes its SMS Messaging Hub and RCS Messaging as a Platform capabilities, along with the company's strong relationships with mobile network operators and the developer community, enables telecom operators to monetize CPaaS opportunities more effectively. For this reason, Frost & Sullivan recognizes that Infobip's seamless approach and solid partnerships make it a preferred choice for pioneering network API solutions.

### A Proven Track Record

As a global cloud communication platform provider, Infobip provides 24/7 support for a wide range of services, including network APIs, and processes billions of transactions each month. While the company offers robust platform support, it is important to note its reliance on mobile network operators for additional assistance. Some of Infobip's newer products still lack adequate support from these operators, especially when it comes to integrating their ticketing systems and APIs.

Although Infobip aims to deliver the highest level of platform support, it can only provide definitive guarantees once it establishes formal Service Level Agreements (SLAs) with all operators. For example, in

[1] https://www.infobip.com/news/infobip-partners-with-mobile-network-operators-to-launch-camara-compliant-apis-in-brazil (Accessed in May 2025)

Brazil, Infobip has developed comprehensive SLAs with all carriers that outline response times, expected latencies, and communication procedures. Until similar agreements are put in place for other network APIs, Infobip cannot ensure the same level of 24/7 support that it offers for its established platform.

A key objective for 2025 is to finalize SLAs with all carriers, particularly in regions where the company has active plans, as this is crucial for its success. To achieve this, Infobip's platform support team continuously monitors alarms and ensures that all systems operate smoothly without issues.

Infobip focuses on delivering vertical use cases that provide demonstrable and measurable value to enterprises. For instance, with its Number Verify solution, Infobip has presented concrete metrics to customers that clearly demonstrate its effectiveness, positioning it as a strategic capability rather than merely an "SMS alternative," as some competitors have done. This strategic shift has led to more productive conversations. Clients increasingly recognize the value of using network APIs and communication channels, such as RCS, together to augment the strategic use cases they are deploying. For example, RCS can be used as an interactive additional security layer to engage customers and improve security and satisfaction. The team has also shifted away from discussing technical terms, instead promoting solutions that yield tangible benefits, such as reducing agent workloads or minimizing fraud. By clearly demonstrating how quickly and easily clients can gain these advantages, Infobip is enhancing client engagement. As a result of this approach, Infobip's sales team is experiencing positive changes; they are becoming more eager to learn and adapt, leading to impactful results in the areas where they operate.

Frost & Sullivan recognizes that the company's commitment to operational excellence is at the core of its strategy and will continue to guide its actions. It involves providing robust support, effective troubleshooting, and consultative growth strategies to facilitate developers' progress during engagement and customers' success throughout an application's lifecycle.

### Earning Clients' Trust and Loyalty through Customer-centric Practices

Onboarding clients and obtaining approvals for network API use cases present three primary challenges. First, the existing transaction-based pricing models are often inadequate, making it difficult to establish appropriate commercial frameworks and engage in meaningful discussions about these models in industry forums. Second, the process of consent collection is fraught with complications, as there are significant variations in consent requirements across countries, alongside inconsistent interpretations of regulations by different operators; for instance, in Mexico, conflicting consent requirements exist for SIM swap APIs. Lastly, the onboarding process features excessively slow and complicated approval procedures. Operators tend to request an overwhelming amount of potentially unnecessary information, and enterprises face difficulties implementing diverse consent flows for various operators, ultimately hindering the development of standardized solutions.

Infobip tackles these challenges by advocating for more standardized approaches and simpler onboarding processes. For example, Infobip has entered into a memorandum of understanding with Aduna (a joint venture between Ericsson and 10 major telecom operators), though the complete agreement is still under negotiation. The company views Aduna as a potential catalyst for simplifying connections among 10 to 12 mobile network operators. In this venture, Infobip is adopting a prudent strategy by maintaining direct

connections with existing operators while also leveraging Aduna's network in markets where direct operator access presents challenges.

Infobip has also entered a strategic partnership with Nokia to leverage both parties' complementary capabilities. Nokia provides expertise in network infrastructure and API enablement, while Infobip contributes extensive enterprise reach and robust client connections. Together, the goal is to create enhanced value by integrating network capabilities with enterprise solutions. Presently, the partnership is planning several pilot projects, although specifics remain undisclosed. By the end of 2025, Infobip intends to present concrete case studies that illustrate practical applications of APIs across diverse industries. The company's strategic objectives are to simplify the API ecosystem, improve developers' understanding of network capabilities, create standardized and accessible API solutions, and expand its market reach along with the enterprise value proposition. Infobip differentiates itself by building on its AI capabilities to ideate and test innovative use cases, combining communication and network APIs. Through its efforts to educate market participants about the value of network APIs, Infobip ultimately aims to establish a more straightforward and consistent approach to API adoption across various sectors and operators.

Frost & Sullivan believes Infobip is well-positioned to drive the network API space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. Infobip incorporates client-focused strategies and exemplifies best practice implementation. Infobip distinguishes itself as a frontrunner in network application programming interface solutions, building on its deep expertise in communication platforms as a service offerings and extensive communication service provider (CSP) relationships. With a sharp focus on developer needs and a commitment to fostering strategic partnerships with CSPs, Infobip continues to shape the landscape of digital communication. It prioritizes user-friendly applications that simplify consent collection, thereby providing effective fraud prevention and security solutions that enhance the user experience and reduce operational costs.

Furthermore, Infobip integrates network APIs with communication channels (such as rich communication services) to deliver value-added services, resulting in higher conversion rates and improved customer engagement. With an enterprise-focused approach, it addresses specific business challenges and demonstrates tangible benefits, such as shorter call center wait times and enhanced transaction security across various industries. This overall client-first approach offers immense value to existing and new customers and solidifies Infobip's reputation in the market. With a strategic roadmap centered on aggressively expanding its product portfolio and operator partnerships, Infobip is well-positioned to meet the evolving communication needs of enterprises deploying network-enabled applications across both mobile and Internet of Things environments.

Infobip earns Frost & Sullivan's 2025 Global Customer Value Leadership Recognition for its strong overall performance in the network application programming interface industry.

# What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Recognition is a top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and offers products or services customers find superior for the overall price, performance, and quality.

## Best Practices Recognition Analysis

For the Customer Value Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

### Business Impact

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

### Customer Impact

**Price/Performance Value**: Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience**: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence**: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience**: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity**: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

# Best Practices Recognition Analytics Methodology

## Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

| | | VALUE IMPACT | |
|---|---|---|---|
| STEP | | WHAT | WHY |
| 1 | **Opportunity Universe** | Identify Sectors with the Greatest Impact on the Global Economy | Value to Economic Development |
| 2 | **Transformational Model** | Analyze Strategic Imperatives That Drive Transformation | Understand and Create a Winning Strategy |
| 3 | **Ecosystem** | Map Critical Value Chains | Comprehensive Community that Shapes the Sector |
| 4 | **Growth Generator** | Data Foundation That Provides Decision Support System | Spark Opportunities and Accelerate Decision-making |
| 5 | **Growth Opportunities** | Identify Opportunities Generated by Companies | Drive the Transformation of the Industry |
| 6 | **Frost Radar** | Benchmark Companies on Future Growth Potential | Identify Most Powerful Companies to Action |
| 7 | **Best Practices** | Identify Companies Achieving Best Practices in All Critical Perspectives | Inspire the World |
| 8 | **Companies to Action** | Tell Your Story to the World (BICEP*) | Ecosystem Community Supporting Future Success |

*Board of Directors, Investors, Customers, Employees, Partners

# About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

## The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

***Key Impacts***:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*


## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

***Analytical Perspectives***:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)