

# MessageBird

**Since 2011, MessageBird has been connecting companies to their customers on billions of devices around the world, by providing a user-centered approach and user-friendly interfaces for advanced APIs for SMS, Voice, Chat, Video, and much more.**

# CPaaS Landscape

Back in 2018, MessageBird laid the foundation for a communication shift, bringing powerful messaging tools to small and medium businesses. While most players chased large enterprises, we saw the gap: SMBs needed unified, intuitive channel management with the simplicity enterprise tools lacked.

From day one, the vision was clear: build a programmable platform that connected SMS, Voice, Email, and Chat, without compromising on UX.

## The Business Case for Disruption

- *In 2011, global SMBs represented over 90% of businesses worldwide.*
- *Twilio was gaining traction with developers* but had a steep learning curve and lacked out-of-the-box UX.
- *Intercom was starting to rise, but focused heavily on inbound chat.*
- *Zendesk, though dominant in ticketing,* lacked programmable extensibility and was slow to adapt to channel convergence.

**MessageBird positioned itself at the intersection of these gaps:** programmable like Twilio, human-centric like Intercom, and multi-channel like Zendesk, but unified and built for scale across all business sizes.

