

# 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.





# Problem Statement

Even with all the apps and automation available today, **many customers still prefer to speak with a real person, whether it's over the phone, via WhatsApp, or through email, because it feels more personal and trustworthy.** But as companies grow, managing these multiple channels becomes chaotic, leading to slow responses, missed messages, and frustrated customers.

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“ How can we streamline multi-channel support without losing the human touch? ”