RCS FOR BUSINESS MARKET 2026-2030

Competitor Leaderboard

Prepared for Infobip

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Contents

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1.1 Why Read This Report

This section details several vendors active in the Rich Communication Services (RCS) for Business space. Stakeholders increasingly recognise the revenue opportunities to be gained from RCS deployment, so the number of players in RCS for Business service provision has risen. This report is not intended to provide comprehensive coverage of all the vendors operating in this market, but introduces the reader to 17 RCS for Business vendors which Juniper Research considers leaders in the market.

Juniper Research is a Europe-based provider of business intelligence. We specialise in providing high-quality data and fully researched analysis to manufacturers, financiers, developers and service/content providers across the communications sector.

Juniper Research is fully independent and able to provide unbiased and reliable assessments of markets, technologies and industry players. Our team is drawn from experienced senior managers with proven track records in each of their specialist fields.

The Future of the RCS for Business Market

RCS for Business Traffic Surges in the US Following iPhone Support

In 2025, all major mobile operators in the US finally supported RCS for Business and the channel was rolled out on iPhone devices. As a result, the proportion of mobile subscribers that were RCS for Business-capable grew from 36.7% in 2024 to more than 86% by the end of 2025.

With this increase in reach, Juniper Research anticipates further acceleration in enterprise adoption of RCS for Business in the US in 2026. Drivers for this will include brands uplifting existing SMS communications to RCS, such as authentication, notifications, and alerts, particularly for those that will prioritise verification status to help with fraud prevention. Additionally, brands are expected to adopt RCS for Business for promotional campaigns, particularly in the retail industry. This is due to its rich, interactive features that boost customer engagement and availability of enhanced metrics that support campaign optimisation.
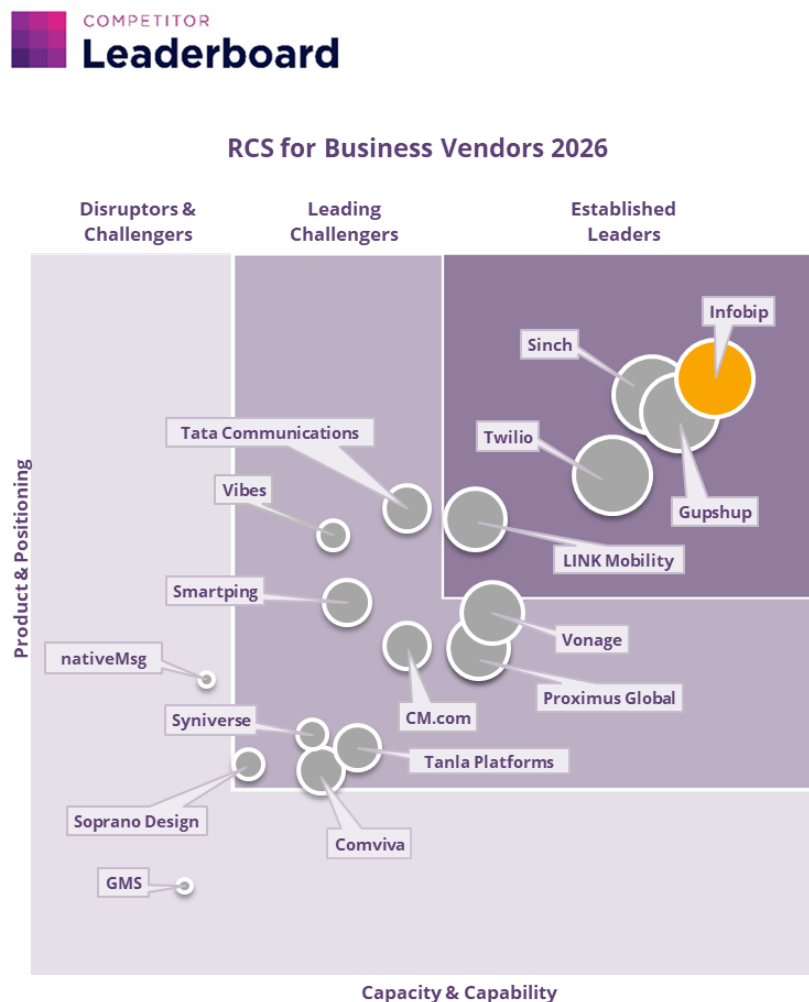
New Entry Points for Person-to-Application (P2A) RCS to Drive Conversational RCS Traffic

Click-to-chat capabilities within Google Search and Google Ads are expected to accelerate enterprise adoption of RCS for Business; making it easier for customers to find brands and initiate a conversation. Brands will benefit from click-to-chat entry points as this allows them to capture additional information about new or existing customers. Further, by capturing this first-party data, it will help brands to optimise their future messaging campaigns and more effectively target different segments.

Moreover, as the AI agent landscape evolves alongside RCS for Business messaging growth, Juniper Research anticipates brands will implement AI agents to automate a range of interactions with customers across channels, including RCS. AI agents will support brands as they scale their use of messaging channels for enhanced customer experience.

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Figure 1: Juniper Research Competitor Leaderboard: RCS for Business Vendors 2026

Source: Juniper Research

Juniper Research has ranked Infobip as an Established Leader in RCS for Business, as scored in the Competitor Leaderboard.

Infobip's strengths include the breadth of its mobile operator connections for RCS for Business and its extensive geographic reach. Together, these enables global brands to scale their RCS for Business activity across multiple markets.

A key advantage of Infobip's solution is the capability to support brands through the process of registering as an RCS for Business sender with different mobile operators. This support helps to accelerate onboarding; enabling brands to start using the channel more quickly.

In addition, Infobip's depth of partnerships with Independent Software Vendors and substantial base of customers using its Software-as-a-Service (SaaS) products have enabled it to rapidly grow the volume of RCS for Business traffic delivered through its platform.

With new entry points expected to drive P2A traffic via RCS, brands are expected to explore how the channel can be used to deliver an end-to-end customer experience. Infobip is well-positioned to support this with its AgentOS platform, which provides the tools for brands to automate and personalise customer journeys across the channel.

1.1.1 Infobip

infobip

Table 2: Juniper Research Competitor Leaderboard Heatmap: Infobip

	Capacity & Capability					Product & Position					
	Size of Operations in the RCS for Business Sector	Experience with RCS for Business	Geographical Strength	Marketing & Branding Strength	Breadth & Depth of Partnerships	Extent of RCS for Business Value-added Services	Key Market Coverage	Notable RCS for Business Deployments	Innovation with RCS for Business	Future Business Prospects in the RCS for Business Market	Market Presence
Infobip	█	█	█	█	█	█	█	█	█	█	█

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Source: Juniper Research

i. Corporate Information

Founded in 2006, Infobip is a global cloud communications platform provider that enables brands to deliver customer experiences across a range of channels, including RCS for Business; powering 43 billion monthly interactions.

Infobip currently employs more than 3,400 people globally. Key executives at Infobip include Silvio Kutić (CEO), Izabel Jelenić (CTO), Ante Pamuković (Chief Revenue Officer), and Yariv Dafna (CFO).

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In 2020, Infobip acquired OpenMarket, a US-based Communications Platform-as-a-Service (CPaaS) platform with heavy ties to the US; growing its footprint within the region.

Since the acquisition of OpenMarket, Infobip has made a further four acquisitions: these can be viewed in table 3.

Table 3: Infobip's Acquisitions – April 2021 to Present

Company	Specialism	Date
Shift Conference	Event organiser for the largest developer conference in Southeast Europe	April 2021
Anam Mobile	Global SMS firewall provider	May 2021
Peerless Network	Global Voice over Internet Protocol (VoIP) provider	November 2021
Netokracija	Developer-focused content	July 2022

Source: Juniper Research

As a private company, Infobip does not disclose its financial information.

ii. Geographical Spread

Infobip has two headquarters, which are in the UK and Croatia, and a total of over 75 offices across six continents. In Africa, it has offices in Côte d'Ivoire, the Democratic Republic of Congo, Ghana, Kenya, Morocco, Nigeria, Senegal, South Africa, Tanzania, and Zambia.

In the Asia Pacific (APAC) region, Infobip has offices in Australia, Bangladesh, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam.

Infobip's European offices are in Bosnia and Herzegovina, Croatia, France, Germany, Greece, Ireland, Italy, the Netherlands, Poland, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey, the UK, and Ukraine.

In Latin America, Infobip has offices in Argentina, Brazil, Chile, Colombia, Mexico, Paraguay, and Peru.

Meanwhile, in North America, Infobip has offices in Seattle (US), San Francisco (US), New York (US), Chicago (US), Southfield (US), and Vancouver (Canada).

Infobip also has offices in Egypt, Jordan, Kazakhstan, Pakistan, Qatar, Saudi Arabia, and the UAE.

iii. Key Clients & Strategic Partnerships

Infobip is a member of the GSMA, as well as groups such as the Mobile Ecosystem Forum (MEF), the Cellular Telecommunications and Internet Association (CTIA) and the Customer1st Advisory (CCA) industry council. Infobip's main clients are platform providers, Internet-based companies, mobile and digital businesses, over-the-top (OTT) services, banks, large enterprises and retailers, transport providers, aggregators, and mobile network operators (MNOs). It has more than 800 direct-to-carrier connections, and is globally connected to over 7 billion people and IoT connections.

With its AgentOS platform, Infobip supports use cases across industries to automate and optimise customer journeys. Its platform supports enterprises across industries such as retail and eCommerce, banking and financial services, and telecom.

Infobip's global client base includes Amazon, Attentive®, Banco Popolare, Bolt, Costco Wholesale, Delivery Hero, Emirates NBD, Enel, Facebook, Microsoft, Orange Group, Samsung, Santander, Uber, Unicef, Vodafone, and WhatsApp.

Infobip provides integration with Adobe, HubSpot, Microsoft, Oracle, Salesforce, ServiceNow, Shopify, and Zapier, amongst others.

- In December 2024, Infobip partnered with Telekom Business Europe to enhance the telco's communication platform solutions. Through this partnership, Telekom Business Europe provides a cloud-based and AI-enabled platform that is powered by Infobip; offering channels including rich business messaging and network APIs.

- In January 2025, Infobip partnered with NTTCom Online Marketing Solutions Corporation to support the launch of NTT CPaaS; an omnichannel communications platform in Japan. This will enable Infobip to expand within the Japanese market by offering a jointly localised CPaaS platform, with services and payment options, which can integrate with business systems.

- In February 2025, Infobip announced a collaboration with Claro Sports and digital marketing solutions provider CMI to develop an AI Assistant to deliver real-time information to fans in Mexico over RCS. The AI Assistant was first deployed at a global sporting event in Paris in the summer of 2024.

- In June 2025, Infobip announced it was the first to launch RCS messaging across the top four US carriers, and the first to support the US pricing framework. With this, Infobip will be able to capitalise on the growing demand for RCS business messaging in the US.

- Also in June 2025, Infobip collaborated with Digitaleo, a marketing platform in France, to launch marketing campaigns using RCS for Village Motors, a premium motorcycle dealership. Through the partnership, Village Motors was able to achieve a higher conversion rate and increased revenue with its RCS loyalty campaigns.

- In October 2025, Infobip and BT expanded their partnership, with Infobip appointed as an authorised reseller of BT's Inbound Contact Global (ICG) services, and BT offering its customers Infobip's messaging services.

- Also in October 2025, Infobip and the MoneyGram Haas F1 Team launched an interactive fan experience across RCS and WhatsApp; designed to enhance the digital experience for fans. The two organisations previously signed a multi-year partnership, in May 2025, to help the F1 Team create deeper connections with fans worldwide.

iv. High-level View of Offerings

Within the RCS for Business space, Infobip offers solutions for both telecoms and enterprises.

For telecoms, it offers full RCS enablement support, including Infobip Messaging-as-a-Platform (MaaP) which sits on top of the Google Jibe RCS platform, and helps telecoms manage, control, and monetise RCS for Business. MaaP offers the following features:

- Lifecycle Management: supports the onboarding, approval, rejection, and suspension of RCS senders and is designed to accelerate enterprise onboarding.

- Traffic Visibility: provides insight into traffic patterns, engagement, and revenue. It also differentiates between local and international traffic for billing and monetisation.

- Traffic Control: enables telecoms to implement spam detection, throughput control, content filtering, and fraud prevention.

- Interconnectivity: enables connection with other carriers for more comprehensive market access.

- Managed Service: Infobip can provide a managed service to support telecoms with handling operations and scaling.

- Commercial Models: Telecoms can select between exclusive and non-exclusive partnerships, revenue-share models, or pay-as-you-grow models.

RCS for Business is available as a standalone API and as part of Infobip's multi-channel Messages API. The channel can also be integrated with Infobip's full product suite to support an enhanced end-to-end customer experience with features such as channel orchestration, intelligent content adaption and channel failover. It also offers workflows for RCS agent creation and launch, which is available both via API and the Infobip Portal.

RCS for Business is one of several communication channels that Infobip offers as part of its modular API stack, with other channels including SMS, MMS, voice, video, email, live chat, in-app messaging, mobile push, Google's Business Messages, WhatsApp Business Platform, Viber for Business, Messenger, Instagram, Apple Messages for Business, Zalo Telegram, Kakao Business, and LINE. In September 2025, Infobip reported that it had surpassed 10 billion RCS business messages delivered across its platform.

a) AgentOS Platform

In 2026, Infobip is announcing AgentOS, a consolidation of its current SaaS solutions stack, to unify customer communication channels and enable autonomous orchestration of customer interactions. AgentOS integrates Infobip's current products - Answers (customer support), Moments (customer engagement and

![Juniper Research logo]

marketing automation), and Conversations (Cloud Contact Centre) - into a single platform with embedded AI capabilities.

The platform is designed to address the challenge of fragmented technology stacks, where enterprises typically manage 8-12 separate tools for email, SMS, WhatsApp, chatbots, analytics, and customer data management. AgentOS is built on three core components:

- **Conversational Data Platform (CDP):** The CDP captures and unifies customer interaction data across all communication channels, including RCS, WhatsApp, SMS, email, voice, and web chat. The system creates what Infobip refers to as 'persistent memory', where context from previous interactions is retained and accessible across channels. The platform uses Retrieval-Augmented Generation (RAG) technology to achieve over 90% AI accuracy by grounding AI responses in actual customer behavioural data rather than generalised training data.

- **AI & Journey Orchestration:** Infobip's AI Agent Studio moves beyond rigid, manual chatbot flows by using an orchestration engine to manage goal-oriented customer journeys. Instead of building every possible path in a visual interface, businesses can configure specialised AI agents with natural language instructions and specific tools. The orchestrator then acts as an intelligent supervisor, interpreting a user's intent - such as 'I need to return a damaged item' - and dynamically coordinates the necessary agents and data sources to complete the task autonomously. The system includes a unified journey canvas that connects marketing, sales, and support interactions, and provides real-time optimisation based on performance data.

- **Human-AI Oversight:** An omnichannel inbox serves as the central command centre, where AI handles routine customer interactions while enabling human agents to intervene when needed. The system is designed to facilitate AI-to-human handoffs with full context preservation, so that customers do not need to repeat information when transferred to a human agent. The platform creates a continuous learning loop where human interactions train the AI system to improve over time.

AgentOS provides flexibility in AI model selection; supporting multiple large language models (LLMs), including OpenAI's GPT, Google's Gemini, and Cohere's models. Enterprises can select models based on cost optimisation, or regional compliance requirements, or bring their own LLM licences. The platform also supports Model Context Protocol (MCP), an emerging standard for AI agent interoperability; enabling communication between AI agents across different platforms.

The platform offers modular adoption; allowing enterprises to implement specific capabilities without requiring full deployment of all features. Customers can start with RCS messaging and unified analytics, then add autonomous orchestration capabilities as needed. This approach is designed to reduce implementation complexity and accelerate time-to-value.

AgentOS includes unified analytics that provide end-to-end journey reporting across all products and channels; replacing separate reporting systems for each communication channel. The platform offers multi-touch attribution modelling to track customer journey paths from first touchpoint to conversion, and real-time analytics for monitoring campaign performance.

The platform maintains Infobip's existing integrations with enterprise systems including Adobe, HubSpot, Microsoft, Oracle, Salesforce, ServiceNow, Shopify, and Zapier.

With a strong CPaaS foundation and 15+ natively integrated channels, Infobip is well-positioned to deliver agentic AI at scale. AgentOS leverages this omnichannel foundation to enable AI agents to operate autonomously across SMS, RCS, email, WhatsApp, voice, and more; adapting in real time to optimise content, channel, and timing based on customer context.

Infobip is positioning AgentOS as part of the broader industry shift toward agentic AI - where autonomous AI agents manage customer interactions with minimal human intervention. AgentOS is designed to enable this transition while maintaining human oversight capabilities for complex scenarios requiring judgement or brand consistency.

1.2 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates on a selected number of RCS for Business providers. To qualify for the Leaderboard, companies must be involved in the direct provision of RCS services. The companies included here have developed specific expertise in the RCS market, although some embarked on the route earlier than others and, therefore, have wider customer bases or geographical reach. It includes established specialists, such as Infobip and CM.com, through to companies where RCS for Business is part of a wider product suite, such as Syniverse.

This research covers a significant number of vendors; however, we cannot guarantee that all players in the market are included. Our approach is to use a standard template to summarise the capability of players offering RCS for Business. This template concludes with our view of the key strengths and strategic development opportunities for each vendor.

We also provide our view of vendor positioning using our Juniper Research Leaderboard technique. This technique, which applies quantitative scoring to qualitative information, enables us to assess each player's capability and capacity, as well as their product and position in the broader market for RCS for Business services. The resulting Leaderboard exhibits our view of relative vendor positioning.

1.1 Limitations & Interpretations

Our assessment is based on a combination of quantitative measures, where they are available, (such as revenue and numbers of employees), that indicate relative strength, and also on qualitative judgement, based on available market and vendor information as published. In addition, we have added our in-house knowledge from meetings and interviews with a range of industry players. We have also used publicly available information to arrive at a broad, indicative positioning of vendors in this market, on a 'best efforts' basis.

However, we would also caution that our analysis is almost by nature based on incomplete information and, therefore, with some elements of this analysis we have

had to be more judgemental than others. For example, with some vendors, less detailed financial information is typically available if they are not publicly listed companies. This is particularly the case when assessing early-stage companies, where a degree of secrecy may be advantageous to avoid other companies replicating elements of the business model or strategy.

We also remind readers that the list of vendors considered is not exhaustive across the entire market but, rather, selective. Juniper Research endeavours to provide accurate information. While information or comment is believed to be correct at the time of publication, Juniper Research cannot accept any responsibility for its completeness or accuracy; the analysis is presented on a 'best efforts' basis.

The Leaderboard compares the positioning of platform providers based on Juniper Research's scoring of each company against the criteria that Juniper Research has defined. The Leaderboard is designed to compare how vendors position themselves in the market based on these criteria. Relative placement in one particular unit of the Leaderboard does not imply that any one vendor is necessarily better placed than others. For example, one vendor's objectives will be different from the next and the vendor may be very successfully fulfilling them without being placed in the top right box of the Leaderboard, which is the traditional location for the leading players.

Therefore, for avoidance of doubt in interpreting the Leaderboard, we are not suggesting that any single cell in the Leaderboard implies in any way that a group of vendors is more advantageously positioned than another group, just differently positioned. We additionally would draw the reader's attention to the fact that vendors are listed alphabetically in a unit of the Leaderboard and not ranked in any way in the cell of the Leaderboard.

The Leaderboard is also valid at a specific point in time: February 2026. It does not indicate how we expect positioning to change in future, or indeed in which direction we believe that the vendors are moving. We caution against companies taking any decisions based on this analysis; it is merely intended as an analytical summary by Juniper Research as an independent third party.

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Table 4: Juniper Research Competitor Leaderboard Scoring Criteria: RCS for Business

Category	Scoring Criteria	Relevant Information
Capability & Capacity	Size of Operations in the RCS for Business Sector	A measure of the scale of activity of each company in the RCS for Business sector. Juniper Research has considered the annual traffic handled by the service provider as an indication of its respective size within the market.
	Experience with RCS for Business	Here, Juniper Research has evaluated each company's experience in the RCS for Business sector. We consider the date of launch of the first services, the number of current customers and clients, and the extent of deployments in the RCS for Business sector.
	Geographical Strength	This factor evaluates the overall extent of geographical activity of RCS for Business services, based primarily on the number of countries to which the company can offer connections.
	Marketing & Branding Strength	In this section, Juniper Research evaluates the strength of the company's brand recognition within the RCS for Business space.
	Breadth & Depth of Partnerships	Here, we evaluate the extent of platform revenue which has been gained through RCS for Business services. Where information is not available for RCS-specific revenue, Juniper Research has considered the level of traffic handled by each company to estimate revenue gained from messaging services.
Product & Position	Extent of RCS for Business Value-added Services	In this section, we evaluate the value-added services included within the company's services.
	Key Market Coverage	Here, Juniper Research assesses the services that each company provides across several key industries.
	Notable RCS for Business Deployments	Juniper Research has considered notable product launches, including the disruptive capabilities of the product, adoption of the product, and to which key vertical markets this RCS for Business solution is applicable.
	Innovation with RCS for Business	Here, Juniper Research has looked at the industries into which the RCS for Business service has integrated successfully. We include RCS messaging platforms which have carved out a specific niche in industries, as well as those that have built impressive client portfolios.
	Future Business Prospects in the RCS for Business Market	Here, Juniper Research scored each platform provider on its future prospects in the RCS for Business sector, taking into account business models and the company's ability to capitalise on future strategic opportunities.
Market Presence	Market Presence	Here, Juniper Research assesses the total market presence of each vendor, scored on the number of countries in which it provides services, the number of countries in which it has a physical presence, and its total market share of traffic.

Source: Juniper Research

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About Infobip

Infobip is a global leader in omnichannel communication. We make it our business to simplify how brands connect with, engage and delight their customers at global scale.

Our programmable communications platform delivers a suite of tools for advanced customer engagement and support, plus security and authentication. We make this available to you across the widest range of communication channels possible.

We help businesses and developers build, coordinate and intelligently orchestrate all engagement activities across their customers' lifecycle. We provide a programmable single interface within a scalable and easy-to-use communication platform.

Since our beginnings in 2006, our mission has been to provide accessible, innovative global communication technology that creates seamless interactions between businesses and people across the globe.

About Juniper Research

Juniper Research was founded in 2001 by the industry consultant Tony Crabtree, in the midst of the telecoms and dot-com crash. The business was fully incorporated in February 2002 and has since grown to become one of the leading analyst firms in the mobile and digital tech sector.

Juniper Research specialises in identifying and appraising new high-growth market sectors within the digital ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment and business modelling.

We endeavour to provide independent and impartial analysis of both current and emerging opportunities via a team of dedicated specialists - all knowledgeable, experienced and experts in their field.

Our clients range from mobile operators through to content providers, vendors and financial institutions. Juniper Research's client base spans the globe, with the majority of our clients based in North America, Western Europe, and the Far East.