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Infobip pivots from messaging to governing the agent economy

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Introduction

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The Take

Infobip boasts two decades of profitable growth and has built a global communications network that is now its most important competitive asset. This foundation of more than 800 direct carrier connections provides the trusted, carrier-grade rails upon which its new flagship product, AgentOS, and the emerging agentic AI economy can be built. These factors position the company to execute on its strategy, pivoting from selling message delivery to selling governed, AI-driven outcomes. Its core bets on auditable AI governance, compound contextual memory and a future shift toward outcome-based monetization seem to be the right bets for an enterprise market grappling with the risks and opportunities of generative AI. Capturing dominant market share in the AI-native conversational market and successfully navigating the transition from usage to outcomes will likely be the key dynamics to watch. Infobip has the infrastructure and the vision; now it must prove it can out-execute its well-capitalized competitors in the software layer.

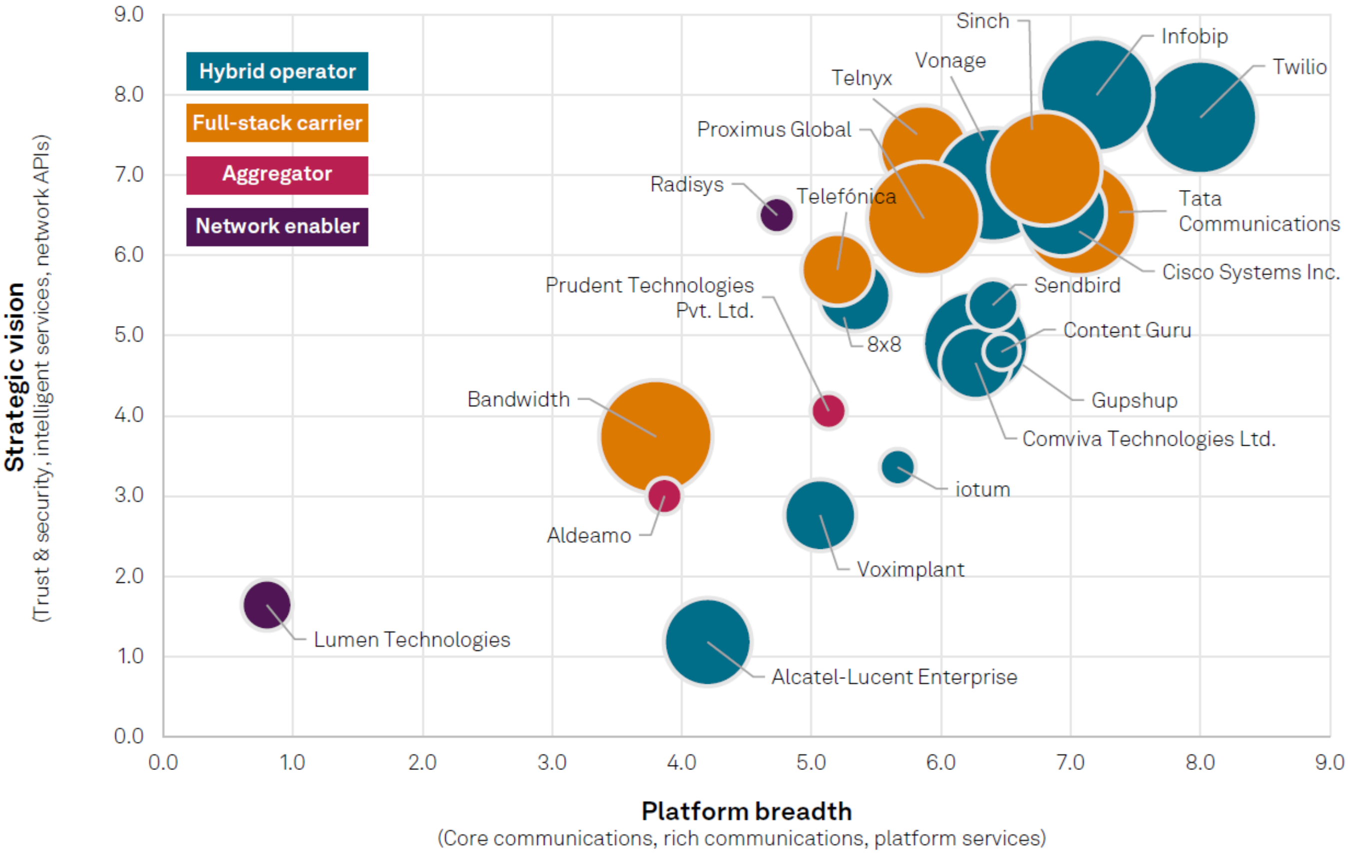
Context

Infobip continues to be led by its co-founders, CEO Silvio Kutić and CTO Izabel Jelenić, providing a level of strategic consistency that is rare in the sector. The Croatia-headquartered cloud communications platform has crossed $2.34 billion in annual revenue, interactions have grown to over 614 billion annually and its customer base has expanded to more than 11,500. It added AI-native orchestration to its core platform via AgentOS and made its first significant acquisition in the email infrastructure space with the purchase of SocketLabs. The company has sustained profitable growth since 2023 and operates more than 75 offices globally with over 3,500 employees and more than 1,400 partners.

Its infrastructure spans over 800 direct mobile operator connections across six continents, with more than 40 data centers handling over 50 billion monthly interactions. North America represents a growing share of the business, with the region accounting for roughly 51% of activity. This geographic rebalancing toward North America is a meaningful shift for a company with European origins and reflects deliberate market expansion investment, particularly in US voice infrastructure.

Infobip was named a Tier 1 Market Pacesetter in 451 Research's Programmable Communications Market Map 2026 — a designation reserved for vendors that demonstrate leadership across both platform breadth and strategic vision metrics.

High scores on both platform breadth and strategic vision position Infobip as a market pacesetter



Source: 451 Research by S&P Global. Programmable Communications Market Map 2026.

Note: Bubble chart size corresponds to vendors' assigned revenue band score, based on their estimated 2026 CPaaS-related revenue. This metric does not apply to the network enabler category.

From infrastructure to agentic AI

Infobip frames its strategy around the market's evolution toward agentic autonomy, where AI agents conduct business on behalf of people and companies. This creates a structural shift from application-to-person (A2P) to agent-to-agent-to-person (A2A2P) communication, where the orchestration layer and not the individual message becomes the primary unit of value.

Infobip's core competitive advantage lies in its global infrastructure, built from the ground up over two decades. This moat of over 800 direct mobile operator connections, more than 40 data centers and deep local regulatory expertise cannot be easily replicated. Competitors that expanded via a developer-first, software-led model are now adding carrier depth through acquisition. This M&A-led approach often results in a patchwork of integrations and higher long-term costs, a structural disadvantage compared with Infobip's organically built, fully integrated global network. In the A2A2P era, where trust, identity and security are paramount, owning the underlying network provides a credibility and performance advantage over software-only players.

Products and technology

Infobip's product strategy is focused on translating its infrastructure advantage into AI-native software value.

AgentOS is the flagship of this effort. It is designed to be more than a chatbot builder, as an AI governance layer for regulated industries. It allows enterprises to safely deploy autonomous agents by providing an auditable framework for every decision, a compound memory graph that builds contextual intelligence with every interaction and seamless human-in-the-loop collaboration.

Security and network APIs directly monetize the carrier relationships. For CSOs and CIOs, the most significant development is Number Verify v2. This CAMARA-compliant, SIM-based authentication flow replaces vulnerable SMS OTPs, providing a phishing-resistant solution that operates transparently. With regulators in the Philippines, UAE and Malaysia already mandating the abandonment of SMS OTP, there is immediate market demand for this higher-security alternative.

Unified channel intelligence is the strategy for managing the complex communications landscape. Rather than just providing channels, Infobip is focused on delivering intelligence across them. The July acquisition of SocketLabs, an email observability and routing specialist, exemplifies this. The move gives Infobip's customers vendor-agnostic control over the entire email ecosystem, turning a commodified channel into a source of strategic insight.

Go-to-market strategy

Infobip's GTM evolution reflects the increasing complexity of selling and delivering AI-native communications solutions. The company has moved from remote sales through hunter/farmer models to cross-functional squads — teams of account executive, customer growth executive, customer success executive, partner development manager and solution engineer — that provide end-to-end ownership of top customer relationships. The model is built around the principle that commercial and technical context should stay together — no handoffs, no context reset; one accountable team from pre-sales through expansion.

The customer success function is being deliberately elevated. Customer success executives are focused exclusively on AgentOS, with the Strategic CSE role launched on April 1, positioning CSEs as regional AgentOS GTM owners and bridges between product, sales and customers. Separately, customer growth executives own the CPaaS business and cover network APIs.

AI is now embedded as a productivity multiplier across the customer-facing organization. Solution engineers report 2-3 times productivity gains, a 23% faster deal cycle and ticket triage time reduced from 3 minutes to 8 seconds. Forward deployed engineers — an emerging role currently in pilot — embed alongside customers to accelerate time-to-value on complex AgentOS implementations.

Infobip's three-speed GTM model allocates pipeline contribution roughly equally across direct sales, marketing and partnerships — each at about 30% — with a developer/self-serve motion and AI-powered sales efficiency tools (automated target list generation, next best action, the Infobip Navigator and an RFP bot) completing the picture.

Partner motion and ecosystem

The company's partner ecosystem is now a primary growth engine, contributing more than 40% of the sales pipeline and net new revenue, with a shortened sales cycle than direct sales. This proves the model is scaling beyond the direct sales force. The company is also embedding AI internally to accelerate growth.

Competition

The CPaaS market is crowded at the channel layer but thinning rapidly as the stack moves upward toward orchestration, AI and agentic execution. Infobip's primary competitors include San Francisco-based Twilio Inc. — a fellow top-tier global CPaaS provider with $5.07 billion in revenue reported in fiscal year 2025 — and Stockholm-based Sinch AB, one of the largest global CPaaS specialists, with SEK 27,080 million (roughly $2.83 billion) in revenue for 2025.

Other key rivals include Cisco Systems Inc. with its Webex Connect enterprise CPaaS offering, and Vonage, acquired by Telefonaktiebolaget LM Ericsson in 2021. At the platform layer, cloud hyperscalers including Microsoft Corp.'s Azure Communication Services (ACS) and Amazon Web Services (AWS) have expanded into CPaaS in recent years. Infobip's competitive positioning rests on three structural arguments: depth of infrastructure, breadth of integrated platform and pace of AI-native build-out. Each is worth examining on its own terms.

Infobip's most durable competitive advantage relative to other software-first CPaaS providers is not a product feature; it is the cost and time required to replicate two decades of telco relationships. The company's over 800 direct mobile operator connections, more than 40 data centers across six continents and local regulatory expertise represent infrastructure that took 20 years to build, starting with direct telco integrations before software was the primary battleground. Twilio and Sinch, which built their platforms developer-first and have expanded carrier depth through acquisition, face a structural asymmetry: adding owned carrier relationships and in-market telco expertise after the fact is expensive, slow and relationship-dependent in ways that cannot be fully accelerated by capital alone.

SWOT Analysis

STRENGTHS	WEAKNESSES
Twenty years of direct telco integrations create a structural barrier to entry that is difficult and costly for software-first rivals to replicate. Owning the stack from carrier connectivity to the AI orchestration layer provides significant cross-sell leverage and a unified customer experience. An explicit focus on auditable, traceable AI is a key advantage for winning enterprise deals in regulated verticals like finance and healthcare.	The planned shift to outcome-based pricing is operationally complex and requires educating a market accustomed to usage-based models. The successful integration of SocketLabs — aligning technology, GTM and culture — is critical and will be a key item to monitor over the next 12-18 months.
OPPORTUNITIES	**THREATS**
A successful shift to outcome-based pricing could fundamentally disrupt the CPaaS market, aligning Infobip's value directly with customer return on investment. Regulatory mandates against SMS OTP create a powerful, immediate demand driver for high-margin services like Number Verify v2.	Providers like AWS and Microsoft ACS could leverage their scale to bundle more advanced communication services, applying downward pressure on the market. Rapid advances in core large language model capabilities could diminish the perceived value of proprietary orchestration layers over time. Well-capitalized rivals could accelerate infrastructure M&A or form deep carrier alliances to neutralize Infobip's primary advantage.

Source: 451 Research.

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