



# Leveraging Communications APIs to Achieve Programmability

PRESENTED BY:  
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VP Product Management,  
Vonage

*Worst Title Ever....*

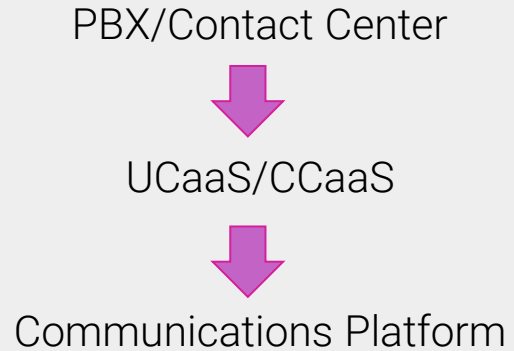
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# Evolution of Applications



# Evolution of Communications



# The world's most flexible cloud communications platform

This means you can eliminate the silos with a fully integrated stack that includes Applications, Communications APIs or best of both

## Vonage Communications Platform

APIs

Global Carrier Network

Global Footprint

Cloud Infrastructure

Third party integrations

## Applications

Unified Communications & Contact Center

## Communications APIs

CPaaS Programmable Communications

## Best of both

Customize Apps using APIs

But why does this matter?

What do your customers  
expect?

# Expectations of the Customer Today & Tomorrow



40%

want companies to focus on taking care of their needs quickly; The future of service belongs to those who deliver **quick, convenient and personalized service** in the customer's channel of choice [[American Express](#)]

59%

Customers expect to receive service through any channel and on any device, with 59% of respondents having used **multiple channels to get questions answered**. [[Microsoft](#)]

70%

Of customers expect **consistent experiences across channels**, with the same capabilities and contextualized engagement [[Salesforce](#)]

16%

Customers are willing to pay more for a better customer experience [[PwC](#)]

# In an increasingly digital world, customers expect:



Personal Touch

Relevant

Multichannel

Memorable

Effortless

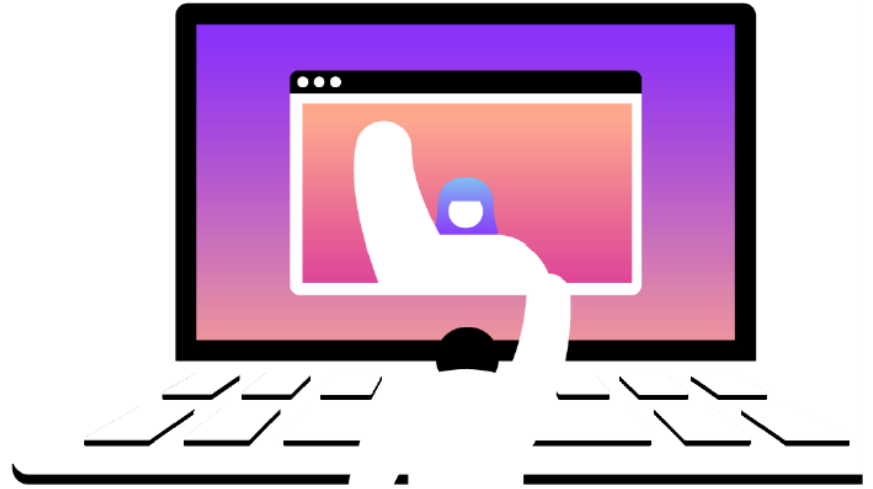


# Expectation of Developers Today

Move Faster

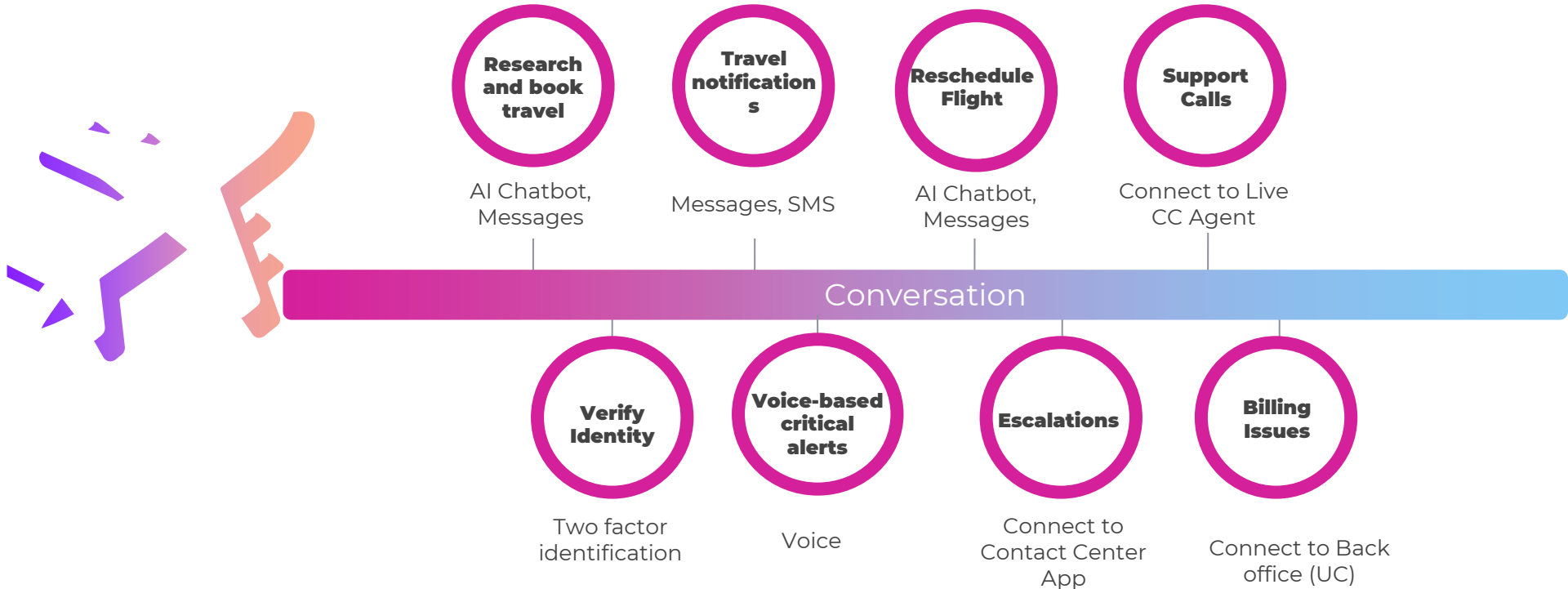
End to End Experience

Innovate Relentlessly



# Create Customer Journeys through Conversations

Travel Example: Travel booking with Airline



# COMMUNICATIONS PLATFORM TOOLS

## USE CASE APIS



VERIFY



DISPATCH

## PROGRAMMABLE NUMBERS



NUMBERS



SHORTCODES

## COMMUNICATION APIS



VOICE



VIDEO



SMS/MMS



IN-APP



SOCIAL



EMAIL

Conversation

## APPLICATION APIS



Account



Routing



Events



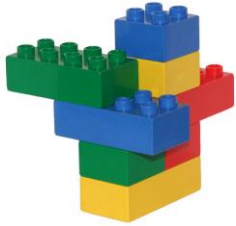
Reporting



Integration

It is Not All On You

# You Don't Have to Do it All Yourself - Enable Others



Beginner

Simple tools like IFTTT, Zapier and in house to solve common business needs



Intermediate

Partnerships with strong platforms such as Mulesoft and Microsoft exposing key functionality



Advanced

A comprehensive platform based open source Node- RED to expose the full power of our APIs

# Thank you!

## Questions

