

On the Radar: Telestax®

RestcommONE Marketplace™ powered by
Communications Platform-as-a-Service
enablement platform, RestcommONE™

Summary

Catalyst

The market for real-time communications delivered from a communications platform as a service (CPaaS) is being driven by the new omni-channel approach to customer engagement. The challenge is that for many service providers this capability, providing a set of integrated cloud solutions for real-time communication, involves a lengthy development and testing process. Telestax® with its RestcommONE Marketplace™ provides service suppliers with a simple way to provide integrated applications to its customers. In this report, discover how Telestax RestcommONE Marketplace delivers on this promise.

Key messages

- The RestcommONE™ platform allows service providers to use its network for the delivery of SMS related real-time communications applications.
- The RestcommONE Marketplace is a new addition to the offering that enables service providers to select a range of applications to customize for its end-customers.
- RestcommONE Connect™ includes a WebRTC SDK, for both IOS and Android.

Ovum view

The customer engagement market is a fast-growing segment and is seeing rapid new developments in different ways customers are engaged. For any service provider, keeping up with this demand means that they must deliver new integrated applications when its customers demand them, otherwise these customers will go elsewhere to get their services.

Recommendations for service providers

Why put Telestax on your radar?

The ability to offer service providers a new business opportunity by providing in demand real-time applications and solutions is core to the value Telestax provides. Its RestcommONE platform is a new CPaaS-enabled computing paradigm that blends traditional telecommunications with new enterprise applications. As organizations look to take action to become a digital organization, increasingly it is the customer engagement aspect that is driving much of this change. Service providers are in an ideal place to meet the demand for more customer-centric real-time communications between mobile customers and mobile businesses. These service providers have, in many cases, the billing relationship with these companies and need to be more agile and faster with new services to satisfy demand. The Telestax RestcommONE platform provides an environment where these user requirements can be answered by merging standard telecommunication technology with modern applications designed for location and mobile scenarios.

Highlights

There is rise in mobile communications, where everything from a taxi to a parcel delivery business is now looking to ensure it can communicate with its customers in real-time. These real-time communications are providing these customers with personal messages relating to their specific engagements, such as when a taxi will arrive or if your flight has been delayed and you are booked on a new flight. Telestax has two solutions: the RestcommONE CPaaS and the RestcommONE Marketplace.

Background

Telestax is bringing real-time communications into the mainstream, the RestcommONE platform is scalable, highly available and a WebRTC platform that supports cloud, on premise and hybrid deployment configurations. RestcommONE is a platform of for the ability to rapidly build enterprise class real-time messaging, voice and video applications. RestcommONE Marketplace connects these new Omnichannel applications with RestcommONE CPaaS. The RestcommONE Marketplace is a disruptive force in the real-time communications market by changing the way organizations acquire and utilize their business software. Telestax is a privately held global company with headquarters in Palo Alto, CA.

RestcommONE Service Providers participating in the Marketplace are quickly CPaaS enabled and gain access to available real-time messaging, voice and video applications to sell to their business customers. Service providers now become partners where they profit from a *value-based revenue sharing business model* that favors themselves, the application vendor and Telestax. Where CPaaS offerings have historically been a single vendor solution that locks partners into their platform, the Marketplace is open to any application *and* service provider to participate.

The RestcommONE Marketplace offers participating service providers a new business opportunity by providing in demand real-time applications and solutions that are certified and integrated into the RestcommONE platform. This new CPaaS-enabled computing paradigm blends traditional telecommunications with new enterprise applications to create and deliver real-time communications business solutions that scale.

Current position

Telestax has built its RestcommONE platform as an enterprise-class modular architecture. The RestcommONE platform has two main components: RestcommONE Connect and RestcommONE Telecom. It has just announced its RestcommONE Marketplace that sits on top of the RestcommONE platform.

RestcommONE Platform

Telestax and its certified partners offer guides to help the service providers through the process of building, deploying and managing their CPaaS platform. The two separate components of the platform are built from independent modules that allow the RestcommONE platform to scale to meet demand.

RestcommONE Telecom

RestcommONE Telecom provides all of the low level protocols, integration points and servers needed to build any type of telecom-enabled application or service, including:

- Sending and receiving SMSs

- Locating users and devices for location based services (LBS)
- Connecting to mobile and landline networks
- Delivering high quality audio and video services to users or partners

RestcommONE Telecom also provides all of the telecommunications technology needed to build a high performing and fault tolerant CPaaS platform. One of the key capabilities is how it integrates with the major over the top (OTT) messaging applications. Another of the Telecom capabilities is its load balancing ability so that traffic can be directed to ensure that performance is not compromised by usage patterns.

RestcommONE Connect

RestcommONE Connect has a wide range of restful APIs that enable easy access to RestcommONE Telecom functions. Sitting above this API layer, RestcommONE Web, IOS and Android SDKs and Visual Designer enable web developers to build apps and services with WebRTC technologies that take advantage of the RestcommONE Telecom modules.

RestcommONE Marketplace

RestcommONE Marketplace allows service providers to select SMS-enabled business applications that provide a full choice of rich communications products and services to their existing business customers. These service providers become their own CPaaS, and as a consequence they benefit from increased margins and retain all the traffic on their network.

Data sheet

Key facts

Table 1: Data sheet: Telestax

Product name	RestcommONE Marketplace	Product classification	CPaaS
Version number	1.0	Release date	May 2017
Industries covered	Telecommunications	Geographies covered	Worldwide
Relevant company sizes	Tier 2 and 3	Licensing options	Metered (based on usage)
URL	https://telestax.com/	Routes to market	Direct and indirect
Company headquarters	Palo Alto, California, USA	Number of employees	75

Source: Ovum

Appendix

On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. Although On the Radar vendors may not be ready for prime time, they bear watching for their potential impact on markets and could be suitable for certain enterprise and public sector IT organizations.

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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