

Telco

## BICS MESO® CPaaS for whitelabeling

Relevant and personalized customer interactions

Customers demand personalization. To outshine competitors, brands must adopt CPaaS, a customer engagement solution. This advanced communication toolkit facilitates global, multi-channel customer engagement. Whitelabel our ready-to-use platform today.



### Expand your product portfolio

A lot of your customers already use your messaging services. Why not upgrade your offer? Stay ahead of the curve, open a new revenue stream as a CPaaS provider, and help your clients achieve their goals:



#### Marketing

Attract and convert customers



#### Operations

Scale and streamline costs



#### Customer experience

Deliver excellent client support worldwide

### Branch out to the cloud

We help communications providers to innovate. With CPaaS, one platform for all communication needs, your customers can:



Launch global marketing campaigns



Engage customers worldwide



Create multichannel communications



Design IVR



Authenticate and onboard seamlessly



Access our dynamic APIs



Build and integrate flows with CRM/ ERP/ HRM



Protect your company and users from fraud

## Three different levels of cooperation

Whitelabel our CPaaS platform, so it's customized to your clients' without losing your brand identity. Here are some of the ways we can collaborate:

**Build** your platform with APIs and documentation

**Co-create** with BICS and get consulting support

**Turnkey** solution developed by our experts

## The partnership that boosts your business potential

The CPaaS market is snowballing. It's expected to hit \$25.9 billion in 2025. Get your cut and enjoy all the benefits of CPaaS:

- Strengthen your market position
- Develop new revenue streams
- Cross/ upsell to your current client base
- Explore and acquire new segments
- Offer new products and features
- Reduce time-to-market

## Introduce CPaaS to your clients in



Retail and e-commerce



Travel and hospitality



Banking and finance



Logistics and transportation

## About BICS

€1.132B revenue 2022

500+ employees

Brussels headquarters

2,500+ customers

20 top global brands enabled

900+ connected countries

BICS is at the heart of the communications ecosystem, bridging telecommunications services and the needs of enterprises.

Enterprise-grade quality

Telco heritage

CPaaS core competency

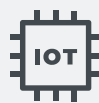
Market strength

Outstanding reputation

Financial stability

## CPaaS is a part of the Enterprise Suite for MNOs.

Explore its other solutions:



IoT



Mobile Private Networks



Cloud Connect