

# IDC MarketScape: Worldwide Communications Engagement Platforms 2026 Vendor Assessment

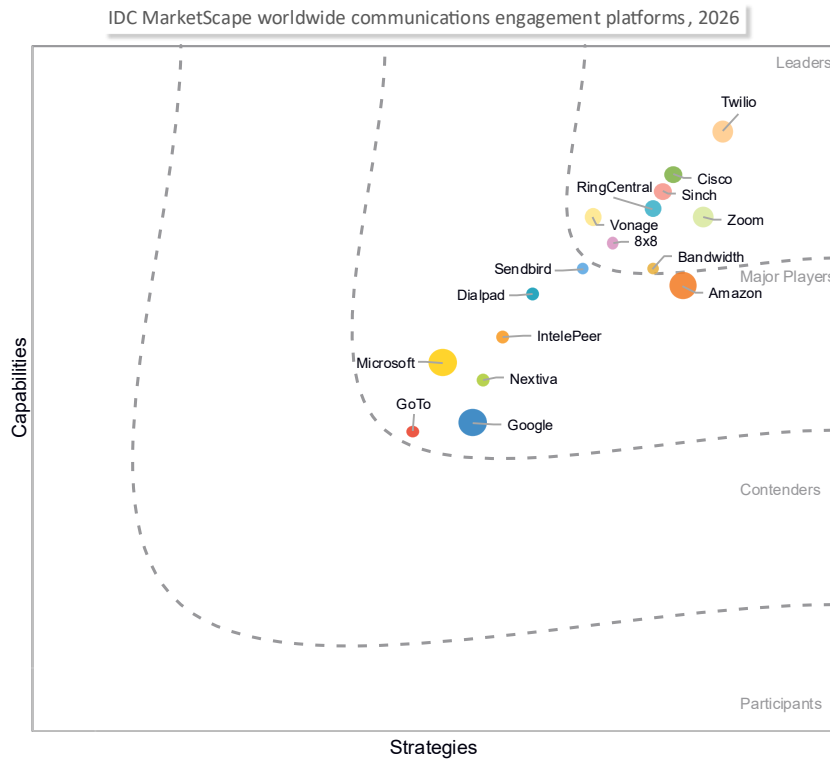
Courtney Munroe      Denise Lund

**THIS EXCERPT FEATURES TWILIO AS A LEADER**

## IDC MARKETSCAPE FIGURE

**FIGURE 1**

### IDC MarketScape worldwide communications engagement platforms vendor assessment



Source: IDC, 2026

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

## ABOUT THIS EXCERPT

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The content for this excerpt was taken directly from IDC MarketScape: Worldwide Communications Engagement Platforms 2026 Vendor Assessment (Doc # US53542326)

## IDC OPINION

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The communications engagement platform (CEP) market is undergoing rapid transformation, driven by the convergence of unified communications as a service (UCaaS), contact center as a service (CCaaS), and communications platform as a service (CPaaS) capabilities within unified, cloud-native architectures. Vendors are increasingly differentiating through deep AI integration, omni-channel engagement, programmable APIs, and robust compliance frameworks. Predominant vendors in this space are advancing the pace of innovation with AI-driven automation, real-time analytics, and vertical-specific solutions that streamline and personalize both customer and employee experiences.

A key trend is the shift toward agentic AI, enabling autonomous, proactive engagement and context-aware orchestration across channels. Vendors are investing in conversational AI, sentiment analysis, and workflow automation to optimize performance and reduce friction in customer journeys. The breadth and maturity of API ecosystems, as well as the ability to integrate with third-party platforms, are critical for enterprises seeking extensibility and tailored solutions.

Challenges persist, particularly around developer ecosystem maturity, integration complexity, and the need for ongoing investment in brand perception and support. Some vendors, while strong in infrastructure or CPaaS, must further enhance their CX and AI capabilities to compete with pure-play engagement providers. Enterprises should evaluate platforms based on their ability to deliver unified, scalable, and compliant solutions that align with evolving business requirements and regulatory demands.

IDC believes that the CEP market will continue to evolve rapidly, with innovation focused on AI-powered automation, omni-channel orchestration, and seamless integration across enterprise IT ecosystems. Buyers should prioritize platforms that offer flexibility, robust analytics, and proven global reach while considering the vendor's road map for AI, compliance, and vertical-specific enhancements.

## IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

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The vendors selected for inclusion in this IDC MarketScape were selected on the basis of the following criteria:

- The vendor must be a UC&C/UCaaS and/or CPaaS provider that offers and has a visible and/or increasingly visible communications engagement offering that can be used in customized, differentiated ways by the customer.
- The vendor must operate and have customers in more than one country.
- The vendor's annual revenue in communications and/or collaboration solutions must be at least \$50 million in fiscal year 2024.

## ADVICE FOR TECHNOLOGY BUYERS

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When evaluating CEPs, technology buyers should prioritize solutions that offer unified, cloud-native architectures capable of supporting both customer and employee engagement across multiple channels. Key considerations include:

- **AI and automation:** Assess the depth of AI integration, including conversational AI, sentiment analysis, and workflow automation. Platforms with agentic AI capabilities can deliver proactive, context-aware engagement and streamline operations.
- **Omni-channel and API ecosystem:** Look for robust omni-channel support and mature API ecosystems that enable extensibility and integration with third-party applications. This is essential for tailoring solutions to specific business needs and scaling across global operations.
- **Onboarding and customization:** Evaluate the ease of onboarding, implementation, and customization. Platforms that offer intuitive setup, comprehensive documentation, and flexible configuration options can accelerate time to value and reduce deployment complexity.
- **Compliance and security:** Ensure the platform provides strong compliance frameworks and security features, especially for regulated industries. Evaluate the vendor's track record in supporting privacy, data protection, and regulatory requirements.
- **Analytics and insights:** Choose platforms with advanced analytics and real-time reporting to optimize customer and employee experiences. Analytics should be actionable and support continuous improvement.
- **Vendor road map and support:** Consider the vendor's innovation road map, investment in AI and CX, and the maturity of their developer and support ecosystems. Engage with vendors that demonstrate commitment to ongoing enhancement and transparent communication.

Buyers should conduct thorough due diligence, including proof-of-concept testing and reference checks, to validate platform capabilities and alignment with organizational goals. As the CEP market evolves, flexibility, scalability, and a clear vision for AI-driven engagement will be critical differentiators.

## VENDOR SUMMARY PROFILES

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This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

### Twilio

Twilio is positioned in the Leaders category in this 2026 IDC MarketScape for worldwide communications engagement platforms.

Twilio is a global customer engagement platform that offers a comprehensive suite of CEP solutions, which includes an integrated portfolio of cloud communications, CCaaS, CDP, and identity capabilities. The company has more than 402,000 customers and serves over 10 million developers. It processes over 2.7 trillion digital interactions on its platform per year. Its coverage spans over 180 countries, with phone numbers offered in over 110 countries, leveraging more than 4,800 carrier partners. Based on its current momentum, Twilio reported full-year revenue growth of 14%.

Twilio's engagement platform is based on a seamless integration of its communications, contextual data, Identity, and AI capabilities that orchestrate conversational customer experiences across all channels. Its Identity features focus on continuous security monitoring and fraud, programmable verification/authentication, including the ability to identify humans, bad actors, and agents in the era of AI. Twilio offers context-driven customer intelligence leveraging its CPaaS, CDP, and enterprise in-house data and trusted AI. A key differentiator for Twilio is the platform's orchestration capabilities, which manage conversations and interactions across all Twilio Channels. Most importantly, Twilio offers its own AI-powered capabilities, as well as the ability to "bring your own" AI models and agents that provide flexibility of choice.

During 2025, Twilio implemented multiple enhancements of the platform, from onboarding and compliance features to rich media RCS, WhatsApp Business calling, and AI-based conversational tools. The company released event-triggered journeys, observability, as well as enhanced messaging and email integration. The company also enhanced its authentication features. Over the next year, Twilio will continue its cadence of innovation with hundreds of planned feature enhancements in these categories.

### Strengths

Twilio has a multilayered customer engagement platform with a broad and diverse array of services. The company's strength is the integration of its communications and data portfolio enhanced by AI tools. Twilio is noted for CPaaS and CDP and has a strong Contact Center offering, Twilio Flex. The company builds those key pillars with an array of orchestration

tools with a foundation of AI engagement models for customer personalization. It also has a premier suite of solutions to meet multiple enterprise requirements for Authentication and Identity, Marketing and Promotion campaigns, Sales and Service, as well as customer acquisition and the customer experience journey.

Twilio will continue to invest in the platform during 2026, with a goal to enable "frictionless, context-driven interactions." This is based on establishing a repository of customer interactions (memory) that will leverage omni-channel and bidirectional engagement, with human interactions enhanced by conversational agentic AI.

## **Challenges**

Twilio is a company in transition from a developer-focused cloud communications to an integrated customer engagement platform. The company is still oriented toward custom-engineered solutions and pricing. It must continue its journey of reducing complexity, especially for those sectors requiring automated engagement orchestration.

## **Consider Twilio when**

Consider Twilio when you are a large enterprise or digital entity that requires integrated digital engagement solutions. Twilio offers one of the most seamless suites of customer engagement solutions on a global basis. It offers an array of prebuilt integrations with thousands of IT partners and has a reputation for quality and reliability, as well as ease of use.

## **APPENDIX**

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### **Reading an IDC MarketScape graph**

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

## **IDC MarketScape methodology**

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

## **Market definition**

Worldwide communications engagement platforms are cloud-based solutions — encompassing communications platform as a service (CPaaS) and/or unified communications as a service (UCaaS) and/or contact center as a service (CCaaS) — that provide a foundation of APIs and/or SaaS services that are designed to address customer engagement needs. These platforms integrate various communication functions to facilitate optimal customer experience and dynamic omni-channel engagement. Leveraging AI-driven intelligence and customer data, they enable personalized interactions, enhanced automated customer support, and tailored recommendations. Communications engagement platforms serve multiple industries, such as retail, healthcare, and financial services, and support functionalities including voice and other communication modes, marketing campaigns, customer support, and sales enablement.

## LEARN MORE

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### Related research

- *IDC Survey: IDC Enterprise Communication Services Survey, 2025-Buyer Perspective on AI in UC&C* (IDC #US53326925, March 2026)
- *IDC's Worldwide Communications Platform–as-a-Service Survey, 2025: Developers Leverage AI-Enabled Tools* (IDC #US53094925, December 2025)
- *IDC MarketScape: Worldwide Communications Platform as a Service 2025 Vendor Assessment* (IDC #US52039625, February 2025)
- *IDC MarketScape: Worldwide Unified Communications and Collaboration Platforms 2024 Vendor Assessment* (IDC #US52083224, May 2024)

### Synopsis

This IDC study provides a comprehensive assessment of select communications engagement platform (CEP) vendors, highlighting their strengths, challenges, and strategic direction to guide technology buyers in making informed decisions.

"We are witnessing a pivotal shift in the customer engagement market, as AI-powered orchestration and frictionless integration across platforms fundamentally reshape enterprise interactions with both customers and employees. Organizations should focus on solutions that deliver demonstrable innovation, adaptability, and a strategic approach to context-rich, omni-channel engagement," says Denise Lund, research vice president, Worldwide Telecom and UC, IDC.

## ABOUT IDC

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International Data Corporation (IDC) is the premier global market intelligence, data, and events provider for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight help IT professionals, business executives, and the investment community make fact-based technology decisions and achieve their key business objectives.

### Global headquarters

One Beacon Street  
Suite 33100  
Boston, MA 02108  
USA  
508.872.8200  
X: @IDC  
blogs.idc.com  
www.idc.com

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