

2017 in Review: A Year of Fulfilling Potential for Nexmo



By OMAR JAVAID - Vonage Chief Product Officer

It's remarkable how time flies when a lot is being achieved, so before we get any further into 2018, I'd like to take a moment to reflect on last year and appreciate just how far we've come. Last year was Nexmo's first full year under Vonage ownership, and we are humbled and proud of what we've been able to accomplish as Nexmo, the Vonage API Platform.



This has been an exhilarating time during which we've made strides to reach new levels of achievement and success, as we've aligned our efforts and refined our strategy with the broader Vonage functional teams and leaders. As we increase the ranks for the Vonage API Platform (we've added more than 100 employees since the acquisition, and by the end of 2017, we were up to nearly 300!), we continue to focus on hiring best-in-industry talent across all functions and territories, solidifying our foundation and allowing us to scale globally at an accelerated pace.

Strengthening the Nexmo Developer Experience

As the Vonage API Platform, Nexmo has continued to focus on a critical aspect of its successful platform: our developer community-an essential constituency for achieving our future goals. In 2017, we revitalized our developer experience with Nexmo Developer, a new open source portal to make it easier and more accessible for any developer to integrate Nexmo APIs. We participated in 25% more developer events, and enhanced our digital content to provide more and more examples that address programmatic building blocks to enable developers from all communities to get started with Nexmo. As a result, we doubled the number of registered developers to more than 430,000 accounts in just one year.

Spotlight on Programmable Voice and the Enterprise

Building on the 2016 launch of the Nexmo Voice API with full integration into Vonage's carrier-grade network, we worked tirelessly throughout 2017 to deliver new capabilities, reach new markets and improve the experience for our voice customers. In line with these efforts, we've expanded globally with new offices in China, Japan and Germany to meet our customers' needs wherever they may be.

We continue to enrich our user experience, demonstrating real-time transcription and sentiment analysis capabilities at the 2017 InContact User Conference, launching both our new Voice Playground tool-allowing developers to test and debug their Nexmo voice applications on real calls, and the new Speech Synthesis Markup Language (SSML) feature in the Nexmo Voice API-an XML-based markup language that developers can use to programmatically augment text to speech (TTS) audio so it's easier for end users to understand.

As the market continues to evolve, so do we. We released new enhancements to our Enterprise Program, including advanced security and reporting products. In addition, we leveraged the Vonage network in the United States and included unlimited voice use cases to subscribers of our Enterprise Plans. The combination of unlimited voice, enterprise-specific products and features, and our professional services and support has created a best-in-class enterprise program, making it even easier for large businesses to adopt communications platform as a service (CPaaS) and change the way they communicate with customers.

These milestones have not gone unnoticed. In fact, in 2017 Nexmo was recognized by both Fierce Wireless and Frost & Sullivan. Vonage won the 2017 Fierce Innovation Award for Business Services for its innovative Nexmo Voice API. Frost & Sullivan awarded Vonage the North American Competitive Strategy Innovation and Leadership Award for its comprehensive portfolio of solutions that offer both unified communications as a service (UCaaS) and CPaaS capabilities, combined with extensive third-party solution integrations. We are extremely proud of both honors.

All Fierce Innovation Awards applications are evaluated on criteria such as effectiveness, ease of use, ROI, true innovation and end-user impact, and reviewed by an exclusive panel of executives from major telecommunications companies including Sprint, Verizon Wireless and Telia Carrier AB ... so we are extremely proud of this honor.

The Synchronicity of Success ... CPaaS in Motion

With new CPaaS opportunities having emerged in 2017, Nexmo customers are now leveraging cloud-based communications across a wider spectrum of channels with purpose-built APIs. From mobile messaging APIs (for both SMS and chat apps) to mobile user authentication and programmable voice, Vonage's Nexmo platform provides all of the building blocks, resources and management tools needed to easily and quickly deploy communications and enable software applications on a global scale.

Some notable 2017 highlights of the combined strength of Nexmo and Vonage include:

- A partnership with Microsoft to **launch a connector to Microsoft's suite of workflow automation tools**. Via Nexmo, the connector allows users to integrate SMS and TTS capabilities into custom workflows for increased employee productivity and efficiency without the need for developers to create or manage code.
- A **second patent granted on Nexmo's adaptive routing** technology. In 2016, Vonage was granted a patent on one aspect of adaptive routing. The original patent covered determining the routing of a message based on conversion ratios of messages over different periods. Following that concept, the most recent patent focuses on determining whether to replace a primary route for message delivery with an alternate route based on a risk measure, the risk measure being indicative of whether the quality of the primary route is likely to decrease.

- The **launch of VonageReach**, developed using Nexmo APIs. VonageReach is an SMS Automation Platform designed to provide enterprises with the ability to easily implement streamlined, automated, and targeted messaging to prospects and customers. This new platform provides a new delivery model of communications whereby complex and robust functionality can be easily implemented as a turnkey messaging solution, to augment Vonage’s existing UCaaS offering.
- Nexmo **preparation for the GDPR**. On May 25, 2018, the European Union’s new General Data Protection Regulation (GDPR) goes into effect, with serious implications for how companies communicate with their customers. Penalties will be extremely steep for non-compliance. Because Nexmo realizes just how important it is for companies to understand and be prepared for GDPR, we have been and will continue to inform our customers about what we are doing with our platform and product portfolio, what it means for customer communications, and how they can prepare their companies for GDPR.

Having witnessed Nexmo’s evolution from its earliest days, I know that this journey has been successful as a result of true collaboration and dedication. I am extremely grateful and proud that we, today, continue to demonstrate the same levels of enthusiasm and innovation that have been the foundation on which we’ve grown.

Now, with the continued energy and impetus that being part of Vonage’s amazing global communications brand has afforded us, I foresee great things ahead for this team, our partners, and our customers.

I thank the entire Vonage family, our loyal customers, and developer community for their support and commitment to our vision.

Please fill out the form and we will be in touch with you shortly.

1.844.324.0340

First Name		Last Name	
Email Address		Phone Number	
Are you a Developer?		Company Name	
Select Country		Product of Interest	
Existing traffic to switch?		Traffic Volume Monthly (Optional)	

