vodafone business

Discover a bold new category of Unified Communications

Designed to deliver intelligent, trusted, and experiential interactions

Advanced Communications from Vodafone Business

Advanced Communications is more than a new portfolio name It's a bold signal of intent

As customer expectations shift and the lines between UCaaS, CCaaS, and CPaaS blur, your business needs more than connectivity. You need intelligence. Integration. Impact. Built around how you work.

That's why we're developing **Advanced Communications,** a bold new portfolio that brings together branded calling, message translation, voice AI, click-to-call, conversational intelligence and more. All powered by Vodafone's global network strength and our ecosystem of innovative partners.



Whether it's helping a contact centre agent work smarter or enabling mobile-first businesses to connect in new ways through APIs, this portfolio is designed to unlock new value today and composable flexibility tomorrow.

We're proud of the brilliant Vodafone team and partners making it happen. And we're just getting started.

Let's make communications experiential. Let's make it Vodafone Business.

Why businesses must evolve

The way businesses communicate is changing, fast. Many organisations are stuck with fragmented systems that don't talk to each other, don't scale, and don't deliver the intelligence modern teams need.

According to Gartner, 80% of enterprises will rely on cloud collaboration platforms for telephony by 2027, up from just 20% in 2023[1]. But trust is breaking down: 80% of unidentified calls now go unanswered, and nearly half of consumers never pick up, driven by growing concerns over scams and spoofing[2].



At the same time, the need for smarter voice, messaging, and APIs is accelerating. **IDC forecasts the UC&C market will hit $85 billion by 2028**[3], and Forrester shows that businesses using advanced CPaaS are nearly three times more effective at delivering what customers want[4]. Unified APIs and AI-driven automation are no longer optional, they're essential.

Without intelligent, integrated communications, businesses risk falling behind.

Unlock the power of Advanced Communications

Advanced Communications is Vodafone Business's response to the challenges businesses are facing today. It will be a modular, programmable portfolio that brings together voice, messaging, and intelligent solutions, all built on cloud-native infrastructure and powered by Vodafone's global network and partner ecosystem.

This portfolio's design will be flexible, so you can pick what you need, integrate it into your workflows, and evolve at your own pace. It will feature:

Advanced Voice

Branded calling, voice AI, click-to-call, transcription, call risk scoring, and global SIP, turning voice into a strategic asset.

Advanced Messaging

Secure, multilingual, cross-platform messaging with AI-powered features and vendor interoperability.

Advanced Solutions

Conversational intelligence, cloud-based call recording, spatial audio, and industry-specific APIs.

[1] Gartner, Cloud Shift — 2023 Through 2027
[2] Hiya, State of the Call Report 2025
[3] IDC, Unified Communications & Collaboration Market Forecast
[4] Forrester, CPaaS Effectiveness Study

Why choose Vodafone Business?

Advanced Communications isn't just a new category of Unified Communications; it's a signal of intent. It's how we're helping organisations move from legacy systems to intelligent, experiential communications.

Vodafone Business is uniquely positioned to deliver this solution:

Global network strength

Our infrastructure spans borders, ensuring quality, reliability, and scale.

Modular architecture

Built for flexibility, our services are programmable, secure, and compliant by design.

Innovation leadership

From branded calling to spatial audio and AI agents, we're already trialing the future of communications.

Market-leading partnerships

We integrate with leaders like Google, Dubber, Salesforce, and ServiceNow, so you get seamless experiences powered by the best in the industry.

Analyst recognition

Leading analysts from Gartner, IDC and Forrester are already backing our vision, recognising Vodafone Business as a driving force in what's next for communications.



Prepare for the future of smarter communications

We believe communications should do more than connect; they should build trust, unlock AI insights, and create experiences that move your business forward. That's the power of **Advanced Communications**.

Reach out to your Account Manager to stay in the loop.

Get in touch

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