NETWORK API MARKET 2025-2030

Competitor Leaderboard

Prepared for Nokia

JUNIPER RESEARCH

1.1 Why Read This Report?

This section details the product offerings of 11 leading network Application Programming Interface (API) vendors identified by Juniper Research. Given the nascent network API ecosystem, this report is not intended to provide comprehensive coverage of all the vendors operating in this market.

Network APIs are a rapidly developing market, with AI being deployed by operators around the world as they seek to create new revenue streams. However, despite the excitement and hype surrounding network APIs, Juniper Research believes it will be a slow process for operators to monetise these APIs at scale, with a business strategy similar to startups needing to be adopted.

Juniper Research is a Europe-based provider of business intelligence. We specialise in providing high-quality data and fully researched analysis to manufacturers, financiers, developers, and service/content providers across the communications sector. Juniper Research is fully independent and able to provide unbiased and reliable assessments of markets, technologies, and industry players. Our team is drawn from experienced senior managers with proven track records in each of their specialist fields.

Key Takeaways for the Network API Market

Network APIs cannot be approached by operators as a standalone offering within their markets. The value of network APIs, such as Number Verification, Location Verification, and Know Your Customer (KYC) Match, is dependent on the network effect. These network APIs are dependent on near complete coverage of the mobile subscribers within the market in which they are being deployed.

Enterprises will not pay for solutions, such as anti-fraud, which are ineffective for a sizeable proportion of the population; they will look instead to alternative solutions. Therefore, it is critical that operators harmonise their development and go-to-market strategies for network APIs, with harmonisation necessary to reach the population coverage required for network APIs to be valuable to enterprises. Operators need to work together to align their launches of new network APIs. This will allow for a network effect which, in turn, will accelerate growth.

Juniper Research recommends that operators focus firstly on harmonising their network API offerings within their domestic markets, as to focus on larger harmonisation will make the process far too complex and unmanageable. This approach will be most effective in markets such as the US and China, which are large enough for applications to be built solely to serve the single market. However, there will still be considerable benefits in smaller markets, such as the UK and Spain.

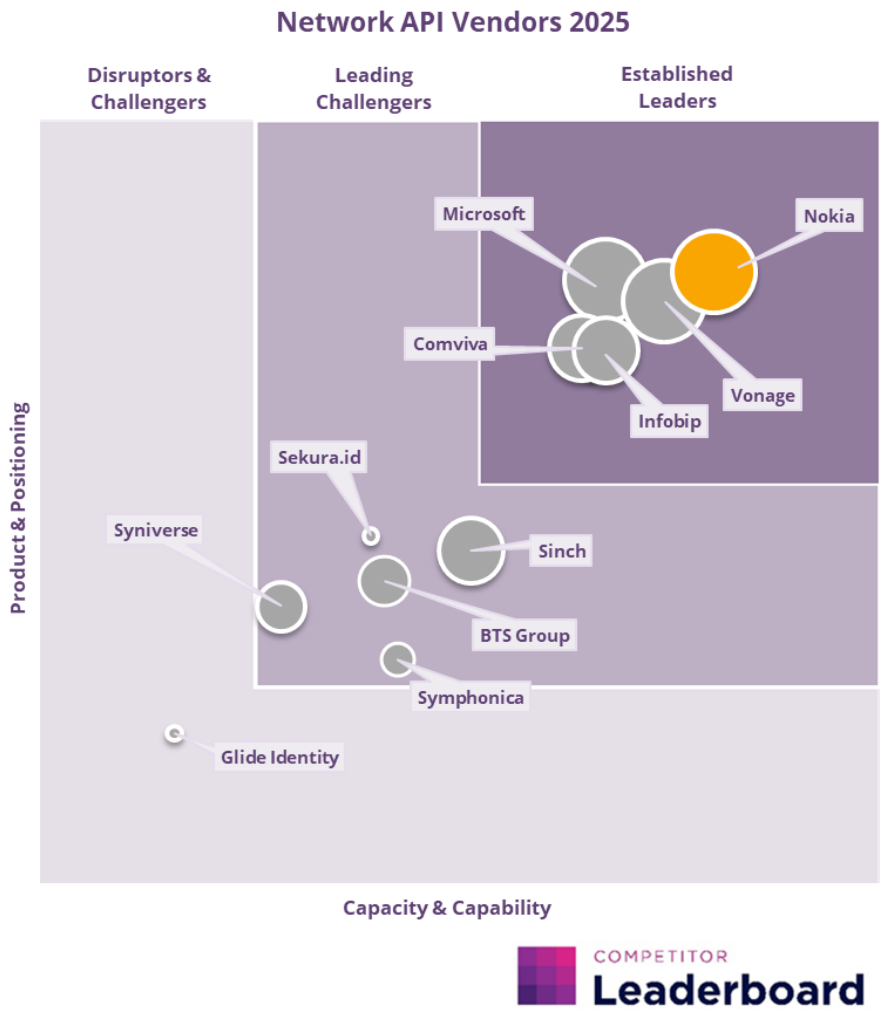
Authentication and Fraud Prevention Will Remain Essential to the Market

Authentication and fraud prevention is currently much of the network API market; accounting for 89% of the market in 2025. This figure will fall to 61% in 2030, with total operator revenue from authentication and fraud reaching $4.9 billion. Moreover, many of the use cases for network APIs such as location verification relate to anti-fraud use cases; further putting authentication and fraud prevention at the centre of the network API market.

Network APIs such as Sim Swap and Number Verification have already emerged as pivotal to the network API market early on, and Juniper Research believes that authentication and fraud prevention network APIs such as KYC will emerge as critical to future revenue from network APIs.

However, the importance of authentication and fraud prevention operator network API revenue will decline over the next five years, with network APIs such as quality on demand which are more focused on providing developers and enterprises with network-as-a-service (NaaS) capabilities gain momentum.

Figure 1: Juniper Research Competitor Leaderboard: Network API Vendors



Source: Juniper Research

NOKIA

Juniper Research has ranked Nokia as the established leader in the global network API market, as scored in the Juniper Research Leaderboard.

Whilst the market is in a nascent stage, Nokia has emerged as an early leader in the network API market, with the company having quickly positioned itself as both a key aggregator of network APIs and distributor to developers. The company's unified two-side ecosystem provides developers with seamless deployment across public and private networks via its simplified and intuitive interfaces.

Nokia has moved to quickly expand the reach of its network APIs services, with the company providing access via its own Network as Code Platform, as well as through its partners. Notably the company has signed partnerships with communications platform-as-a-service provider (CPaaS) Infobip and hyperscaler Google Cloud to accelerate the growth and increase the accessibility of its network API services and capabilities.

Nokia has also strengthened its position in the network API market through its acquisition of Rapid's technology and research and development unit in November 2024. Rapid is the world's largest API hub and marketplace, which supports building, testing, and sharing for APIs internally and externally. By acquiring Rapid, Nokia has created a strong foundation for its network API business, with Rapid's technology accelerating the development and reach of Nokia's network API services and capabilities.

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1.2 Nokia

Table 2: Juniper Research Competitor Leaderboard Heatmap: Nokia

	Capacity & Capability					Product & Positioning					
	Financial Performance in the Open Network API Market	Size of Operations in the Open Network API Market	Open Network API Coverage	Marketing & Branding	Experience in Open Network APIs	Extent and Breadth of Open Network API Partnerships	Open Network API Support	Open Network API Operator Agreements	Extent of Innovation in the Open Network API Market	Future Business Prospects	Market Presence
Nokia											

High

Source: Juniper Research

i. Corporate Information

Nokia was founded in 1885; the company made its transition to focusing on telecommunications in the 1990s.

Nokia's leadership team consists of Justin Hotard (President & CEO), David Heard (President of Network Infrastructure), Patrik Hammarén (President of Nokia Technologies), Louise Fisk (CCMO), Victoria Hanrahan (Chief of Staff to Nokia's President and CEO), Mikko Hautala (Chief Geopolitical and Government Relations Officer), Tommi Uitto (President of Mobile Networks), Marco Wirén (CFO), and Esa Niinimäki (CLO).

Table 3: Nokia's Select Financial Information (€), 2022-2024

	2022	2023	2024
Net Sales	€ 23,761	€ 21,138	€ 19,220
Operating Profit	€ 2,299	€ 1,661	€ 1,999

Source: Nokia

Nokia's revenue declined from 2023 to 2024, falling from $24.1 billion in 2023 to $20.1 billion in 2024; representing a decline of around 14%. However, Nokia delivered a strong finish to 2024; improving sales and profitability.

In November 2024, Nokia acquired Rapid's technology and R&D unit to strengthen its development of network API solutions and ecosystem. Rapid has the world's largest API hub, which is used by hundreds of thousands of developers globally.

ii. Geographical Spread

Nokia is headquartered in Finland, with a further presence in North America, Europe, India, Asia Pacific & Japan, Latin America, Middle East & Africa, and Greater China.

It has offices in Espoo, Reading, Budapest, Ottawa, Dallas, Sunnyvale, Munich, São Paolo, Bogotá, Cuautitlán, Nozay, Melbourne, Sydney, Dhaka, Phnom Penh, Jakarta, Kawasaki, Osaka, Kuala Lumpur, Yangon, Auckland, Wellington, Taguig City, Singapore, Colombo, Bangkok, Hanoi, and Ho Chi Minh City.

iii. Clients & Strategic Partnerships

In February 2024, Nokia and Telenet trialled Network-as-a-Service at the Port of Antwerp. Using Nokia's Network as Code platform, Telenet's 5G Standalone network with slicing capabilities allowed ships' captains to operate vessels more safely and efficiently. It used real-time data provided by the low-latency network capabilities and zero-touch automation.

- In May 2024, Nokia and Infobip partnered to allow developers to build telco network-powered applications more quickly. Developers will have access to network and CPaaS APIs in the development of new use cases, and the capacity to enhance application performance.
- In June 2024, Nokia and Telefónica expanded their partnership, with Telefónica deploying Nokia's network Exposure Function in Germany and Spain to expand its 5G API capabilities.
- In January 2025, Nokia and StarHub partnered on network APIs to drive the development of 5G and 4G applications. The partnership is targeting enterprises in banking, finance, ports, online streaming, and the public sector. StarHub's 5G and 4G networks will connect to Nokia's Network as Code platform with developer portal, to give developers a seamless pathway for creating new applications.
- In June 2025, Telstra and Nokia partnered to provide developers access to network APIs. Through the partnership, Telstra's muru-D Labs will provide access to a select mix of live and simulated network APIs on Nokia's Network as Code platform with developer portal. The collaboration will focus on real-world use cases across industries, such as managing network traffic during large events; improving network observability and prioritising critical services.
- In July 2025, Nokia announced that its network APIs would be available on Google Cloud Marketplace; making it easier for developers to access Nokia's network APIs. The network APIs initially made available were Quality of Service on demand, Number Verification, and Device Location Verification.

iv. High-level View of Offerings

Nokia's Network as Code platform provides a unified ecosystem for network providers, systems integrators, and software developers around the world. It is designed as a trusted two-side ecosystem and aims to simplify network complexities by abstracting them and exposing developer-friendly interfaces. These interfaces enable developers to deploy applications seamlessly across multiple public and private networks.

The Network as Code platform exposes network capabilities organised as follows:

- Anti-Fraud and digital identity verification including:
    a) KYC, SIM Swap and Number Verification – developers can enrich their applications with more robust fraud prevention capabilities to complement existing methods.
- Device insights including:
    a) Device Location, Device Status and Device Reachability – developers can receive notifications about the network status of their mobile network devices, either for monitoring purposes or to react whenever devices go offline and reconnect.
- Network insights including:
    a) Network congestion, network density and network-aware route optimisation – developers can tune their applications for best performance and effectiveness.
- Programmable Connectivity including:
    a) Quality of Service on demand – developers can manage the connection bandwidth and latency characteristics of mobile network devices using predefined network profiles.
    b) Specialised Networks – developers can reserve a part of a 5G network for specialised usage scenarios to guarantee stable connectivity for their devices and applications.

The Software Development Kits (SDKs) provided eliminate the need for app providers to understand the service provider's intricate network workings or specifics. By abstracting these complexities, Nokia's Network as Code platform empowers developers to focus solely on creating applications without delving into the underlying network complexities.

1.3 Juniper Research Leaderboard Assessment Methodology

Juniper Research provides updates on a select number of companies offering network API solutions and services. To qualify for the Competitor Leaderboard, companies must be involved in enabling mobile operators to commercialise and monetise network APIs. The vendors included here have developed specific expertise in the network API space, although some embarked on the route earlier than others and, therefore, have wider customer bases or geographical reach.

The companies featured include CPaaS players, such as Infobip and Sinch, as well as companies focused on identity, fraud, and authentication, such as Glide Identity and Sekura.id. This research covers a significant number of vendors; however, we cannot guarantee that all players in the market are included. Our approach is to use a standard template to summarise the capability of players working with operators to commercialise and monetise network APIs. This template concludes with our view of the key strengths and strategic development opportunities for each vendor.

We also provide our view of vendor positioning, using our Juniper Research Leaderboard technique. This technique, which applies quantitative scoring to qualitative information, enables us to assess each player's capability and capacity, as well as its product and position in the broader market for network APIs. The resulting Leaderboard exhibits our view of relative vendor positioning.

1.4 Limitations & Interpretations

Our assessment is based on a combination of quantitative measures, where they are available (such as revenue and numbers of employees), that indicate relative strength, and also on qualitative judgement, based on available market and vendor information as published. In addition, we have added our in-house knowledge from meetings and interviews with a range of industry players. We have also used publicly available information to arrive at a broad, indicative positioning of vendors in this market, on a 'best efforts' basis.

However, we would also caution that our analysis is almost by nature based on incomplete information and, therefore, with some elements of this analysis we have had to be more judgemental than others. For example, with some vendors, less-detailed financial information is typically available if they are not publicly listed companies. This is particularly the case when assessing early-stage companies, where a degree of secrecy may be advantageous to avoid other companies replicating elements of the business model or strategy.

We also remind readers that the list of vendors considered is not exhaustive across the entire market but, rather, selective. Juniper Research endeavours to provide accurate information. While information or comment is believed to be correct at the time of publication, Juniper Research cannot accept any responsibility for its completeness or accuracy; the analysis is presented on a 'best efforts' basis.

The Leaderboard compares the positioning of 11 network API vendors based on Juniper Research's scoring of each company against the criteria below, that Juniper Research has defined. The Leaderboard is designed to compare how the vendors position themselves in the market based on these criteria. Relative placement in one particular unit of the Leaderboard does not imply that any one vendor is necessarily better placed than others. For example, one vendor's objectives will be different from the next and the vendor may be very successfully fulfilling them without being placed in the top right box of the Leaderboard, which is the traditional location for the leading players.

Therefore, for avoidance of doubt in interpreting the Leaderboard, we are not suggesting that any single cell in the Leaderboard implies in any way that a group of vendors is more advantageously positioned than another group, just differently positioned. We additionally would draw the reader's attention to the fact that vendors are listed alphabetically in a unit of the Leaderboard and not ranked in any way in the cell of the Leaderboard.

The Leaderboard is also valid at a specific point in time, July 2025. It does not indicate how we expect positioning to change in future, or indeed in which direction we believe that the vendors are moving. We caution against companies taking any decisions based on this analysis; it is merely intended as an analytical summary by Juniper Research as an independent third party.

Table 4: Juniper Research Competitor Leaderboard Scoring Criteria

Category	Scoring Criteria	Relevant Information
Capability & Capacity	Financial Performance in the Network API Market	This scores each vendor on their revenue from network APIs.
	Size of Operations in the Network API Market	This scores each vendor on the number of network API calls they received in the past year.
	Network API Market Coverage	This scores each vendor on the number of countries in which they can provide access to network APIs.
	Marketing & Branding	This scores each vendor on their marketing and branding in the network API market.
	Experience in Network APIs	This scores each vendor based on their experience in the network API market.
Product & Positioning	Extent and Breadth of Network API Partnerships	This scores each company based on their key partnerships and collaborations with different vendors in the network API space.
	Network API Support	This scores each vendor based on the number of different network APIs it supports.
	Network API Operator Agreements	This scores each vendor based on the number of operators it partners with on network APIs.
	Extent of Innovation in the Network API Market	Score of Juniper Research's opinion of the company's innovation or plans for innovation.
	Future Business Prospects	Score of Juniper Research's opinion of the company's future prospects in the market.
Market Presence	Market Presence	Total revenue from network APIs, and size of operations in the network API market.

Source: Juniper Research

About Nokia

As a B2B technology innovation leader, Nokia is pioneering networks that sense, think and act by leveraging its work across mobile, fixed and cloud networks. In addition, Nokia creates value with intellectual property and long-term research, led by the award-winning Nokia Bell Labs, which is celebrating 100 years of innovation.

With truly open architectures that seamlessly integrate into any ecosystem, its high-performance networks create new opportunities for monetisation and scale. Service providers, enterprises and partners worldwide trust Nokia to deliver secure, reliable and sustainable networks today – and work with Nokia to create the digital services and applications of the future.

Nokia is an established leader in the global network API market; securing a strong position with its unified ecosystem for mobile network operators, enterprises, hyperscalers, developers, and more. Nokia offers a wide range of network API exposure options including Network as Code aggregator platform with developer portal, Network Exposure Function (NEF) and the industry's first implementation of GSMA's Operator platform specifications with Nokia's Network Exposure Platform (NEP).

Since launching the Network as Code platform in late 2023, Nokia's ecosystem of 60+ Network as Code partners covers leading global networks including BT, Orange, Telefonica, Vodafone, Telstra and major US carriers.

https://www.nokia.com/

About Juniper Research

Juniper Research was founded in 2001 by the industry consultant Tony Crabtree, in the midst of the telecoms and dot-com crash. The business was fully incorporated in February 2002 and has since grown to become one of the leading analyst firms in the mobile and digital tech sector.

Juniper Research specialises in identifying and appraising new high-growth market sectors within the digital ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment and business modelling.

We endeavour to provide independent and impartial analysis of both current and emerging opportunities via a team of dedicated specialists - all knowledgeable, experienced and experts in their field.

Our clients range from mobile operators through to content providers, vendors and financial institutions. Juniper Research's client base spans the globe, with the majority of our clients based in North America, Western Europe and the Far East.

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