



How to Convince Your Organization It's Time for a **Twilio** Alternative



"Reliable! Easy!"

"Seamless and consistent"

“
Good solution, good pricing,
and excellent support!

"Awesome!!!"

Twilio may be the top cloud communications platform in terms of market share, but that doesn't mean that organizations are always satisfied with it. As the top Twilio alternative, we hear about issues customers have, including

- ✓ Inconsistent quality and deliverability in some regions.
- ✓ Rising costs as the business's customer base grows.
- ✓ Lackluster customer support.
- ✓ Ongoing technical issues.

We've helped thousands of Twilio customers who were looking for alternatives migrate to Plivo or add us for redundancy. We know the common questions, objections, and roadblocks that arise from internal stakeholders. We've put together this guide to help you make your case to the buying committee. Here are the factors we recommend educating your team on.

Multicloud for the win

Voice quality and message deliverability vary on different platforms. If you find you're having problems in those areas, selecting a secondary platform allows you to send messages or calls through the provider that provides the best call quality or message deliverability, ultimately offering better service to your customers.

Similarly, providers have different rates for services in different countries. With multiple providers you can plot out the best rates and optimize your costs.

In a report based on the 451 Research Voice of the Enterprise (VOTE) survey, 451 Senior Analyst Raul Castanon says, "As mainstream enterprise adoption continues to grow, we expect CPaaS will mirror key trends driving the evolution of the larger IaaS/PaaS market."

Castanon also said, "Plivo can be considered among the pioneers for CPaaS and continues to innovate, with novel approaches such as multicloud CPaaS, which can be instrumental for enterprises looking to address challenges related to resiliency, scalability, global coverage, and regional regulation requirements."



"1/2 price w/ 90% of the features of Twilio"

Plivo's strengths

Time and again [we hear from customers](#) how pleased they are with our reliability, call quality, and reasonable pricing. They appreciate our global reach, ease of use, and responsive support. Those factors top this list of Plivo's strengths.



High deliverability, high reliability

You can rely on Plivo to deliver your messages and calls, ensuring you a solid customer experience. Our reliability starts with our internal infrastructure, which is hosted on a cloud platform with high availability built in. **We guarantee 99.95% uptime — with a 99.99% service-level agreement (SLA) available to customers who need it.**

Message and voice traffic go out over Plivo's [Premium Communications Network](#) (PCN). We connect directly with Tier 1 telecom network operators in more than 100 countries, and have direct connectivity with more than 1,600 carriers in 190+ countries overall. Having those direct relationships means fewer interconnections and less chance of packets being dropped or misrouted. We work only with carriers that meet the highest industry standards, and vet them through a strict evaluation process.

To ensure top performance for customers in every region, we've established six points of presence (PoP) that correspond to high-traffic internet exchange points (IXP) in every region around the globe. That helps us deliver sub-50-millisecond latency for connections to carriers to give customers the best voice quality for their calls. We staff geographically distributed network operations centers (NOC) in Austin, Texas, and Bangalore, India, to deliver round-the-clock support from trained engineers.

Thanks to our investment in our global network, we ensure that customers' messages take the fastest, most reliable routes. We keep track of our routes by getting constant feedback from simulated handsets across all the countries we serve, using real phone numbers from carriers local to each region. We send messages to these test nodes and receive data back about voice and SMS deliverability and delivery speed. If we encounter issues, we dynamically and automatically reroute traffic to better-performing carriers.

Plivo can address coverage and quality gaps in Twilio's services. Many of our customers use Plivo as a redundant provider for failover in the event of Twilio downtime — or use Plivo as a primary service and Twilio as a backup.

Read more about how [our reliability rules](#).





Call quality: loud and clear

Those Tier 1 carrier relationships that give us good reliability also contribute to high voice quality. Plivo customers are rarely troubled by dropped audio or annoying lags and delays.

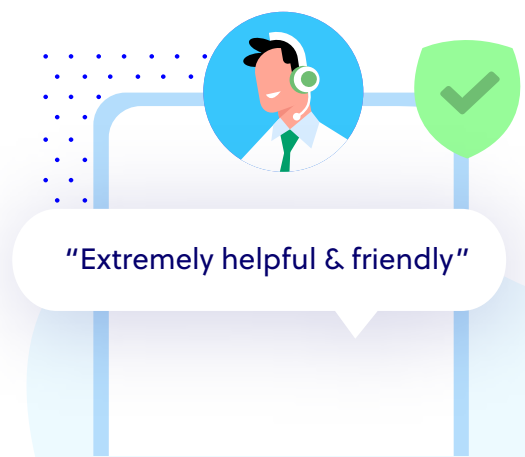
Three of the major call quality metrics are [latency, jitter, and packet loss](#).

Latency refers to the time it takes to transmit a packet from the source to the destination. When latency is high, users experience a lag in their audio call. Calls tend to experience noticeable audio lags when the latency increases beyond 100 milliseconds.

Packet loss is caused by network congestion. High packet loss results in robotic or broken audio. Calls tend to experience issues when the packet loss is higher than 2%.

Jitter is caused when the packets arrive out of order. High measurements of jitter can cause muffled audio in voice calls. Calls tend to experience issues when jitter increases beyond 30 milliseconds.

You can see how well we do at limiting latency, jitter, and packet loss on our [Call Insights](#) dashboard. It provides a quality score in the form of a standard mean opinion score (MOS) computed based on factors of jitter, packet loss, and round trip time.





Read about how Plivo customer [Become](#) gained high-quality global calling.



Secure and compliant by design

Everyone nowadays is concerned about IT security — or should be. Plivo keeps your data safe with more locks than a Manhattan apartment. We employ:

- ✓ **Physical security:** State-of-the-art on-premises security for all of our distributed computing and storage networks worldwide
- ✓ **Network security:** Full redundancy and guaranteed 99.99% uptime for all of our global carrier interconnects
- ✓ **Application security:** Encryption and authentication for secure and efficient access to Plivo’s APIs
- ✓ **Data security and privacy:** Backup encryption and account access limitations to mitigate risk and threats to our customer data

If your business must meet compliance requirements, Plivo has you covered. We’ll sign a Business Associate Agreement for [HIPAA compliance](#) for customers who take advantage of our [enterprise package](#). We’re also certified for [PCI DSS Level 1](#), and of course we’re GDPR compliant as well.



“Reliable API for SMS, MMS, and Calls”



We help you manage costs at scale

When you're the market leader, you can often charge a premium for your services. Plivo services are at least as good as Twilio's, but you won't pay as much. **We put together a head-to-head comparison of [Plivo versus Twilio costs](#) that illustrates how much you can save by using Plivo.**

On top of those everyday savings, we offer additional savings for organizations sending and receiving high volumes of text messages and voice calls. Commit to spending \$1,000 a month or more and you can receive customized rates, guided onboarding, and premium support. [Contact our team](#) for details.

How can we offer our Voice and Messaging APIs for less? It's thanks to our direct relationships with underlying carriers and our low customer acquisition costs. Rest assured we don't compromise on features or quality.

Read more about why [our carrier network matters](#).

Our high reliability also contributes to cost savings. Reliable message delivery on the first try means you won't pay for multiple attempts.



We're everywhere you want to be

Wherever your customers are today, Plivo can reach them. We have **voice** and **[messaging](#)** coverage in more than 190 countries — that's more global coverage than Twilio offers. You may not need to send messages to all of them today, but if your business is growing, you should have the flexibility to deliver your messages wherever your customers live and work.





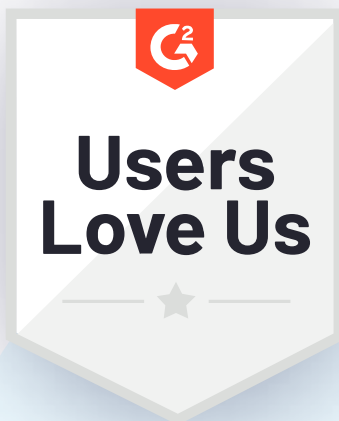
We take a consultative approach to customer success

If there's one thing Plivo prides itself on, it's great customer support. We offer a range of support plans to meet any organization's needs, from a free basic plan to 24x7 premium [support plans](#). No matter which plan you're on, you'll have access to our team of experienced support engineers.

You can also rely on our extensive documentation, which runs the range from concept tutorials and getting started guides to technical reference pages.

Our ultimate goal is to ensure customer success — and it shows. We're rated number one in satisfaction among *all* cloud communications providers on [G2](#).

Read more about how [we take care of our customers](#).



"Absolutely love Plivo. Switched from Twilio. If you are like us and were choosing between Plivo and Twilio... go with Plivo! You get more tailored support and are not just a number to them."

— Verified User

★★★★★ | Powered by G2












Plivo vs. Twilio

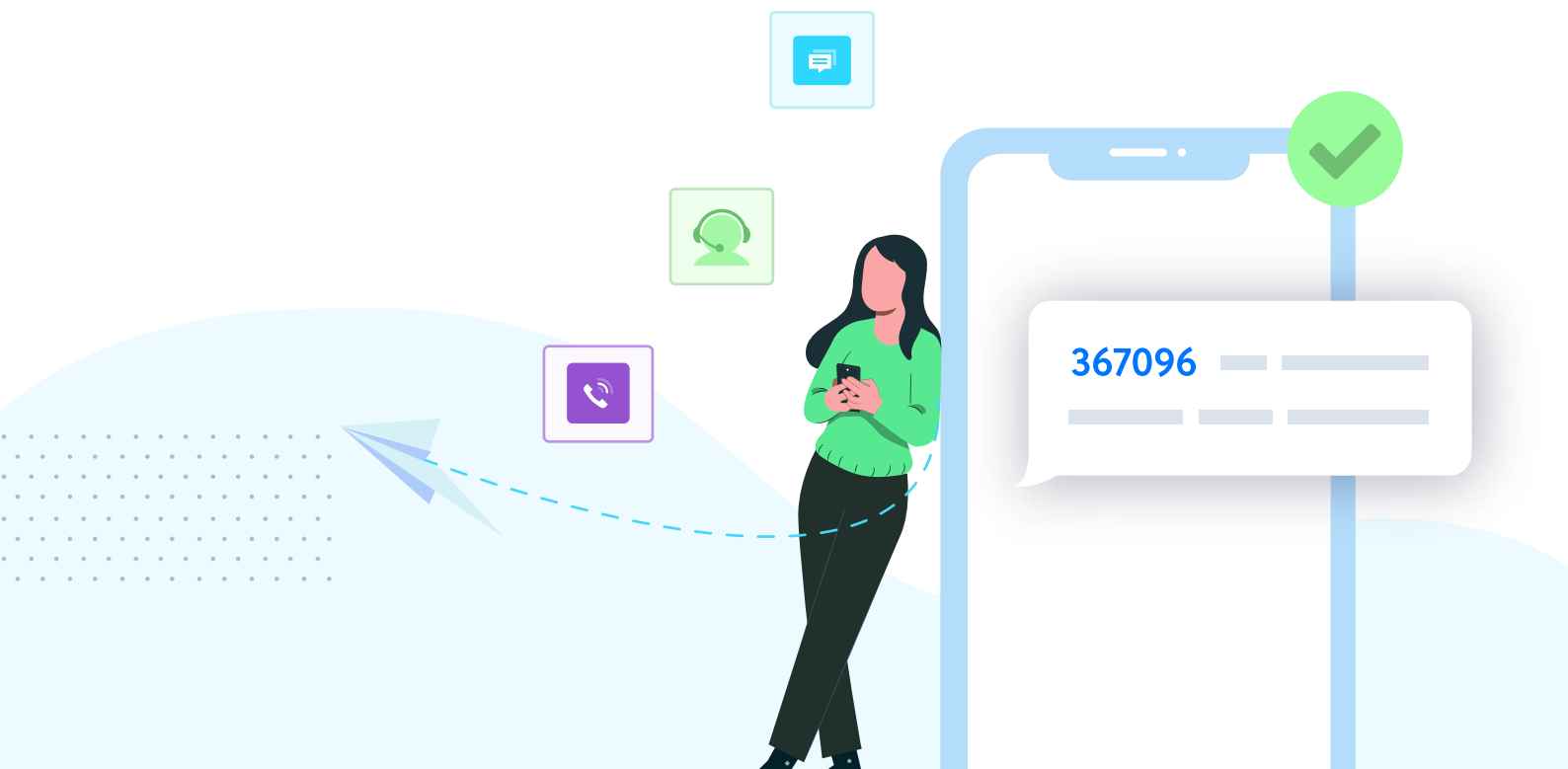
So much for Plivo’s strengths. As formidable as they are (if we do say so ourselves) it behooves you to compare them to Twilio’s features.

Feature parity

Customers who add redundancy with or migrate to Plivo can use all of the features they’re accustomed to getting from Twilio, such as **voice transcription, call transfer, call queuing, call whisper, and call hunting**, along with:

-  Two-factor authentication
-  Voice notification
-  Phone verification
-  Number masking
-  Call forwarding
-  Voice surveys
-  Call tracking
-  Click to call
-  IVR systems

Read more about migrating [SMS](#) and [voice](#) services from Twilio to Plivo.



Ease of use

More than 600 G2 reviewers — IT professionals trying to solve real problems for their organizations — have reviewed Plivo on G2. We score [higher than Twilio](#) — and most other top-tier competitors — in almost every rated category:

- ✓ Meets Requirements
- ✓ Ease of Use
- ✓ Ease of Setup
- ✓ Ease of Admin
- ✓ Quality of Support
- ✓ Partnership
- ✓ Product Direction

The key takeaway is that we're easier to use and do business with. Read our [G2 profile](#) for more details and quotes by G2 reviewers about Plivo.

Documented, guided migration

We've made it easy for you to review the migration process in our documentation portal. Check out our Twilio migration guides for [SMS](#) and [Voice](#). These guides give you an overview on migration, the differences between Twilio and Plivo development, and step-by-step pointers on how to migrate your Twilio applications to Plivo.

Check it out here so you can report back that we've covered all the bases:

- ✓ [Creating a Plivo account](#)
- ✓ [Migrating your SMS applications](#)
- ✓ [Migrating your voice applications](#)
- ✓ [Porting your existing numbers from Twilio to Plivo](#)
- ✓ [Renting new phone numbers for your migrated applications](#)
- ✓ [Registering long codes for 10DLC](#)



"I found Plivo cost-effective, full-featured, and easy to use."

Plivo checks all the boxes

- ✓ Consistent quality
- ✓ Reliable delivery
- ✓ Lower prices
- ✓ Better support
- ✓ Feature parity
- ✓ Easier to use
- ✓ Painless migration

Take it from a happy Plivo customer

Luxer One specializes in the secure delivery and pickup of goods. But after initially choosing Twilio to implement their SMS program, they noticed a few problems. They experienced random blips when some of their messages weren't getting through, and about once a month the company experienced a complete channel failure caused by blocked phone numbers. When delivery notifications failed to go through, a lot of packages, including time-sensitive items like groceries and gifts, sat uncollected in lockers.

Luxer One went in search of a new provider, ultimately selecting Plivo SMS and OTP. In the 18 months since the company implemented Plivo's solutions, Luxer One has experienced increased customer satisfaction as a result of dramatic improvements in message delivery at just half the cost of Luxer One's previous solution.

“

Plivo helped us solve the delivery issues we faced with Twilio. Migration from Twilio to Plivo was quick and seamless.

— **Doug Belew**
Director of Engineering,

LUXER
ONE





About Plivo

For businesses of all kinds, Plivo offers a simple, fast, and scalable way to modernize customer communications. Thousands of businesses use Plivo to quickly integrate messaging and voice calling into their applications to deliver better customer experiences. The Plivo team brings deep communications and modern software development experience to address the needs of today's businesses — quality, scale, speed, and agility. Plivo has direct relationships with more than 1,600 carrier networks and connectivity in 190+ countries.

To learn more visit www.plivo.com.

