



SMSCloud Hub

ARCHITECTING A SECURE, SCALABLE MESSAGING
ECOSYSTEM FOR GLOBAL ENTERPRISES AND CARRIERS

Shweta Singh | The CEO Magazine

The past few years have reshaped how enterprises communicate with customers. As businesses moved rapidly toward digital and mobile-first engagement, A2P messaging became mission-critical, demanding higher standards of security, compliance, reliability, and scale. SMSCloud Hub was founded against this backdrop, with a clear intent to build a globally reliable, telco-grade messaging and cloud communication platform designed for this new reality.

The company operates with a focused mission: to deliver secure, scalable, and intelligent messaging by combining telecom-grade connectivity, cloud platforms, and AI innovation, enabling enterprises and carriers to communicate with confidence and grow sustainably.

ASHISH BAVISHI, MANAGING PARTNER, SMSCloud Hub

Ashish's journey into technology began in the early days of personal computing in India, sparked by a fascination with PC XTs, DOS systems, and hardware assembly back in the 90s. What started as curiosity soon turned into capability, as he moved from learning systems to training others through DoEACC programs, building a strong technical foundation early in his career.

His career progressed across software development, large-scale banking data processing, and Linux-based enterprise solutions, each stage deepening his understanding of systems built for reliability, precision, and scale. Over time, this path led him into the telecom domain, where he became closely involved with value-added services, A2P messaging, VoIP, Telco Platforms and international carrier ecosystems. Across these transitions, his focus remained consistent, building trust, long-term relationships, and sustainable value. On a separate note, Ashish Bavishi also provides strategic advisory support, including revenue design, carrier partnerships, business acceleration, funding facilitation, and M&A or exit readiness. Ashish is keen and always available for mentoring for idea validation, acceleration and growth for any startup or Telecom/Tech company. "Success in wholesale telecom comes from credibility and execution, not just scale," he says.

"Leading SMSCloud Hub today, while mentoring startups and supporting strategic and funding opportunities, feels like a natural extension of that belief."

END-TO-END ENTERPRISE MESSAGING ECOSYSTEM

SMSCloud Hub and its US entity, SMSCloud Hub LLC, operate as a global cloud communications and connectivity solutions provider, delivering A2P SMS and multi-channel messaging services across more than 185 countries. Built on telecom-grade cloud infrastructure, the company supports enterprises, carriers, aggregators, hubs, and telecom operators with high-performance routing, regulatory compliance, and business continuity. Its capabilities include carrier-to-carrier and hub interconnections, cloud communication platforms, and CPaaS enablement. As customer needs expanded beyond basic connectivity, SMSCloud Hub broadened its offerings to include AI-led communication and managed services. These services span traffic optimisation, L1-L3 support, compliance management, firewall management, and value-added messaging such as OTPs, alerts, and entertainment services.



ASHISH BAVISHI

MANAGING PARTNER, SMSCloud Hub

Quality and customer satisfaction are ensured through direct operator relationships, 24x7 NOC monitoring, redundancy planning, AI-driven fraud controls, dedicated account management, transparent dashboards, and regular client feedback, enabling consistent performance even during peak traffic.

AI1K: SHAPING THE FUTURE OF AI AND COMMUNICATION

AI1k is a future-focused initiative conceptualised in October 2024 by Ashish Bavishi to study the real-world impact of artificial intelligence on enterprise communication. It brings together businesses, academia, and future talent to translate AI adoption into practical, scalable communication models. Structured as a multi-month engagement, AI1k involved over 1,000 students from more than 100 colleges across India, generating actionable insights for enterprises while building an industry-ready talent pipeline aligned with evolving communication needs.

DIFFERENTIATION THROUGH DISCIPLINE

The A2P messaging landscape continues to face regulatory flux, rising fraud and AIT risks, increasing OTT competition, and sustained margin pressure. SMSCloud Hub navigates these challenges through strong carrier partnerships, AI-driven fraud detection and traffic validation, proactive compliance tracking, and diversified high-quality routing across markets. These operating disciplines also form the basis of the company's differentiation.

SMSCloud Hub stands out through telecom-grade reliability, end-to-end solutions that extend beyond basic connectivity, deep industry expertise, and rigorous compliance and fraud prevention processes. This differentiation is sustained through consultative engagement, continuous investment in quality routes, and value-added managed services, rather than competing primarily on price.

A CULTURE THAT RETAINS

Like much of the telecom and technology sector, SMSCloud Hub operates in an environment where attracting and retaining skilled talent remains an ongoing challenge. SMSCloud Hub addresses this by building a culture centred on trust, ownership, collaboration, and continuous learning. Teams are empowered, leadership remains accessible, and people are placed at the centre of the organisation.

The company invests in mentoring young professionals, offering clear direction, real responsibility, and defined growth paths. With a belief that direction matters more than speed, the company focuses on long-term growth and meaningful development, creating an environment where individuals feel valued and fulfilled, making retention a natural outcome.

NOTABLE MILESTONES

SMSCloud Hub has established global connectivity across more than 185 countries using telecom-grade infrastructure. The company has built trusted partnerships with over 1,000 enterprises and international carriers.

It has received multiple industry recognitions, including Best Enterprise SMS Provider (Antonio Meucci Global Telco Awards, 2023-2025), Best CSR Company in Telecom (2024), Most Valuable Telecom Solution Provider (Corporate Connect, 2024), Visionary of the Year (Fortuna Global Awards, 2025) and Most Valuable Telecom Solution Provider (Corporate Connect, 2024).

SMSCloud Hub also prioritises ethical governance, cloud-enabled reduction of its carbon footprint, employee wellness initiatives such as Wellness Wins!, and community engagement. Their AI1k program upskills future talent while delivering business insights, an approach that has earned them recognition as the Best CSR Company in Telecom.

THE ROAD AHEAD

As the enterprise messaging landscape continues to evolve, SMSCloud Hub stays closely connected to industry shifts through ongoing market intelligence, strong carrier partnerships, in-house research, client feedback, and team training programs.

This evolution is reflected in the way AI is embedded across operations, supporting fraud detection, intelligent routing, analytics, and automation to improve delivery performance, compliance, and efficiency. Building on this foundation, the company is currently focused on advancing AI-driven traffic intelligence, strengthening its CPaaS platforms, expanding managed services and cloud automation, and scaling advisory and M&A support. Over the next three to five years, SMSCloud Hub aims to establish itself as a Tier-1 global provider of intelligent, multi-channel cloud communication platforms, scaling advisory services, deepening AI capabilities, and empowering clients and partners to thrive in a digital-first world.

SMSCloud Hub is increasingly focused on helping businesses scale globally through strategic advisory, cloud automation, cross-border expansion support, acquisition facilitation, and post-transaction integration, acting as a comprehensive partner in growth, transformation, and long-term success.

LEADERSHIP MANTRA

Advising aspiring entrepreneurs, Ashish shares, "Build on trust and integrity, not short-term gains. Embrace continuous learning, balance vision with disciplined execution, nurture talent, remain resilient and ethical, leverage technology responsibly, and create genuine value for all stakeholders." ■