

Essential CPaaS Terminology



WE MAKE COMMUNICATIONS HAPPEN

Like any industry, CPaaS (Communications Platform as a Service) has its own lexicon of terms and acronyms that can be confusing or misunderstood. This curated collection aims to demystify the intricacies of CPaaS by providing concise definitions and explanations for key terms, empowering your team to navigate the dynamic landscape of communication technologies with ease. From APIs to WebRTC, this glossary is your go-to resource for unraveling the language of CPaaS.

#		
	Keyword	Definition
	10DLC (10-Digit Long Code)	A specific 10-digit phone number sanctioned by carriers in the United States, primarily designated for professional messaging purposes. It is alternatively known as an officially approved A2P (application-to-person) long code.
	6-bit Unicode	A character data encoding method with the capability to represent 1,112,064 potential characters within the Unicode system.
	2G Mobile Technology	The second iteration of mobile telecommunications technology, originating in Finland in 1991.
	3G Mobile Technology	The third phase of wireless mobile telecommunications technology, launched in 2003, offering enhanced data transfer and internet connectivity compared to 2G.
	4G Mobile Technology	The fourth evolution in mobile phone technology, succeeding 3G and preceding 5G. It delivers improved upload/download speeds, call clarity, and reduced latency, reaching speeds of up to 100 Mbit/s.
	5G Mobile Technology	The standard for the fifth generation of broadband cellular networks, globally deployed since 2019, aiming to provide higher data speeds, extensive network capacity, ultra-low latency, reliability, and availability for a consistent user experience.
	7-bit Encoding	A coding system equivalent to ASCII encoding, both representing alphanumeric characters and symbols using numeric values.
A		
	Access Point Name (APN)	The gateway name linking a data-transmitting mobile network to another computer network, typically the public Internet. Mobile devices establishing data connections must be configured with an APN for carrier identification.
	Access Token	Employed in token-based authentication, it grants one system access to another system's API by furnishing the necessary security data for clearance.
	Account Notifications	Timely, pertinent, and personalized messages sent by companies to apprise their customers about their accounts.
	AI Chatbot	Also acknowledged as a "conversational chatbot," it denotes an intent-based computer program utilizing artificial intelligence to engage in customer service through conversations.

A

	Keyword	Definition
	AI Hallucinations	Instances where a large language model presents inaccurate information as if factual.
	Artificial Intelligence Markup Language (AIML)	Comprises rules that delineate the conversational abilities of a chatbot.
	Alphanumeric Sender ID	Employed in one-way messages, these IDs consist of a combination of numbers, uppercase and lowercase letters, and space characters. They can extend up to 11 characters and generally represent the business or brand name.
	Apache	Widely recognized as Apache HTTP Server, it stands as the most extensively used web server software on the internet.
	Application Programming Interface (API)	A mechanism enabling two software entities to exchange messages or data in a standardized format. APIs empower software applications to communicate with other websites and applications for added functionality.
	Application Programming Interface (API) Key	An exclusive identifier authenticating a developer or program to an API.
	Application (app)	A program or set of programs enabling end-users to execute specific functions.
	Application-to-Person (A2P) Messaging	Denotes any traffic where an individual receives messages from an application, increasingly evolving into two-way communication for business-to-consumer or business-to-business messaging.
	App Notification	A message or alert dispatched by an application to the user's device, encompassing push notifications and in-app notifications.
	Appointment Reminder	A message sent by a business to apprise customers of imminent events such as appointments, reservations, or deliveries.
	Area Code Overlay	Denotes an area code covering the same geographic region as another area code, typically added due to the depletion of phone numbers in existing area codes.
	A Record	Alternately recognized as a "DNS Record," it establishes a connection between a domain and an IP address.
	Arrival Alerts	Notifications sent by a business to apprise customers about the anticipated arrival of a product or service.
	Artificial Intelligence (AI)	Signifies a computer's ability to emulate human cognitive skills, including learning and comprehension.

A

	Keyword	Definition
	Attribute-Based Routing	A method employed by contact center applications to distribute tasks based on specified characteristics.
	Authentication	The procedure of verifying the identity of a user, account, or connector to ensure data sharing exclusively with authorized entities.
	Authentication Token	Also identified as an "Auth token," it constitutes information verifying a user's identity to a website, server, or requesting entity.
	Average Hold Time	A metric gauging agent efficiency and customer response times.

B

	BaaS (Business-as-a-Service)	A concept within A2P messaging that enables mobile operators to manage their entire A2P business without significant investment or ownership risk.
	Basic Authentication	A technique for an HTTP user agent to provide a username and password during a request.
	Binary SMS Messages	Messages employed to transmit data such as small files, rich content, and WAP Push messages, encoded in XML format with up to 140 bytes of data.
	Biometric Authentication	The process of confirming a person's identity by comparing characteristics data to their biometric template.
	Blocklist	Additionally referred to as a "blacklist," it serves as an access control system preventing access to a predefined list of users, programs, or networks.
	Brand Indicators for Message Identification (BIMI)	An email parameter showcasing a brand's logo next to their email messages.
	Bulk Messaging	The process of dispatching a large number of messages concurrently, frequently associated with SMS.

C

	C#	Pronounced "see sharp," it represents an object-oriented and statically typed computer programming language developed by Microsoft for use on its .NET platform.
	Call Attribution	A method for tracking calls by linking phone numbers with data from an advertising source, such as keywords or campaigns.

C

	Keyword	Definition
	Call Center	The central hub for customer service, where customers seek assistance and representatives engage in sales, often referred to as a contact center in modern parlance.
	Call Routing	The process of directing voice calls to a specific queue based on predetermined criteria, also recognized as an automatic call distributor (ACD).
	Call Tracking	A software-based marketing technique assigning a unique phone number to an advertisement or marketing campaign to gauge its effectiveness and return on investment.
	Call Transcription	The conversion of voice or video call audio into written words, stored as plain text.
	Call Whisper	Alternately recognized as Call Screening, it entails playing a message to the recipient while the caller hears ringing, providing additional information about the call's source or purpose.
	Caller ID	A telecommunication service allowing users to identify incoming calls before answering.
	Campaign	A crafted message dispatched to a specific audience or group, commonly employed by marketers.
	Carrier Billing	A mobile payment method where the purchase amount is billed to the mobile phone or deducted from the prepaid balance.
	Channel	A communication platform where messages or conversations occur, such as WhatsApp, SMS, or Facebook Messenger.
	Chatbot	An artificial intelligence program facilitating conversational interaction through voice commands or text chats.
	Click-to-Call	Alternately recognized as click-to-talk or click-to-dial, it permits users to connect with a company representative by phone while navigating a website or within an app.
	Click-to-open Rate (CTOR)	A metric evaluating the performance of an email campaign.
	Cloud Contact Center	A technology platform hosting tools and services essential for running an enterprise-level contact center in the cloud.
	Communications Platform-as-a-Service (CPaaS)	Also referred to as Cloud communications platform, it falls under the category of cloud computing services enabling developers or organizations to add real-time communication capabilities to their applications without building backend infrastructure.
	Concatenated Messages	Messages divided into smaller parts, transmitted individually, and reassembled at the recipient's end due to the 160-character limit in traditional SMS.

C

	Keyword	Definition
	Contact	An individual stored in a database.
	Contact Center	The central hub for overseeing all customer communications across diverse channels, integrated with a customer relationship management (CRM) system.
	Contact Center-as-a-Service (CCaaS)	Technology facilitating omnichannel customer service.
	Content	The message body, encompassing text, images, files, and other elements.
	Conversational AI	Chatbot technology leveraging natural language processing to convert spoken or typed words into structured data.
	Conversational Commerce	The use of AI, such as chatbots, to facilitate sales transactions through messaging apps.
	Conversational Design	The process of crafting interactive conversations and experiences between individuals and digital platforms.
	Conversational Experience	Describes the back-and-forth interactions between customers and businesses over digital channels.
	Conversational Marketing	A strategy engaging customers through direct conversations, typically on digital platforms.
	Conversational Support	A chat interface service enabling customers to pose questions and receive responses using natural language.
	Conversational UI	An interactive design pattern allowing people to communicate with digital products using natural language.
	CPS	Abbreviation for Calls per second.
	Customer Engagement	The emotional connection between a company and its customers, influencing their purchasing decisions.
	Customer Experience (CX)	Interactions between a customer and an organization across all contact points in the customer journey.
	Customer Journey	The cumulative experiences a customer undergoes when interacting with a business or organization.

C		
	Keyword	Definition
	Customer Relationship Management (CRM)	A method for managing an organization's relationships with its customers, often referring to CRM systems as software for managing contacts and streamlining sales processes.
	Customer Satisfaction Score (CSAT)	A measurement determining whether a customer perceives their expectations have been met by a company's products and services.
D		
	Data Compliance	The process of ensuring business compliance with laws, regulations, and standards pertaining to customer data storage and processing.
	Data Coverage	The geographical area where a mobile device can send and receive data.
	Debugging	The process of identifying and rectifying errors in flows and automations.
	Delivery Report (DLR)	Provides the current status of an SMS that has been sent out.
	Directory	A searchable list of contacts.
	DomainKeys Identified Mail (DKIM)	An email security standard detecting if emails were tampered with during transit.
	Domain authentication	A method to verify that the email sender is who they claim to be.
	Dual-tone Multi-frequency Code (DTMF) Code	A response code generated when an end-user presses numbers on a mobile or landline phone's keypad.
	Dynamic Number Insertion (DNI)	A call tracking feature where a unique phone number is linked to each ad source.
E		
	E.164	The international telephone numbering plan ensuring each device on the PSTN has a globally unique number.
	Engagement	A measure of how many customers have interacted with a campaign.

E

	Keyword	Definition
	ETA Alerts	Also recognized as Estimated Time of Arrival Alerts, periodic notifications regarding the status of an item, delivery, or person with an estimated time of arrival.

F

	Failover	Activated to switch to another communication channel if the primary channel fails.
	Fallback Option	A backup option employed when the primary option fails to establish contact.
	Fixed Sender ID	A sender ID, typically the sender's mobile phone number, adhering to the standard MSISDN format.
	Flash SMS	A pop-up notification that appears directly on the user's home screen, frequently sent for urgent alerts, deals, and offers.
	Flow	Automations functioning on the principle of 'When this happens, do that.' Flows may also incorporate AI.

G

	General Data Protection Regulation (GDPR)	A regulatory framework by the European Union governing the processing of personal data, outlining individuals' rights regarding their data. Enforced since May 25, 2018, GDPR applies to any entity handling the data of EU individuals, irrespective of their location.
	Geo-redundancy	Involves distributing physical servers across diverse data centers strategically to mitigate risks associated with catastrophic events, natural disasters, and optimize traffic load for enhanced performance.
	Global Title (GT)	In the Signaling Connection Control Part (SCCP) protocol, a Global Title (GT) serves as an address for routing signaling messages across different telecommunications networks, with the aim of uniquely identifying destinations.
	GSM-7	GSM-7 is a character encoding standard that compresses frequently used letters and symbols into 7 bits each, suitable for GSM networks. SMS messages encoded in GSM-7 can contain up to 160 characters as they are transmitted in 140 8-bit octets.

H

	Home Location Register (HLR)	The Home Location Register (HLR) is a database containing information on all active mobile network customers, encompassing their number, service entitlements, and number porting history.
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H

	Keyword	Definition
	HLR Query	Also known as Network Query or Number Look Up, Home Location Register Query (HLR Query) is an instantaneous query fetching the current connectivity and portability data of a mobile phone. The HLR database acts as a primary source for subscriber data in the mobile network.

I

	Independent Software Vendor (ISV)	An Independent Software Vendor (ISV) refers to a software producer that operates independently of hardware manufacturers.
	Integrated Circuit Card ID (ICCID Number)	An Integrated Circuit Card ID (ICCID Number) is a 19- or 20-digit code usually found on the back of a SIM card, uniquely identifying it.
	Intelligent Routing	Intelligent Routing is an essential feature for contact centers undergoing digital transformation, optimizing the routing of communication channels for improved efficiency.
	Interactive Voice Response (IVR)	Interactive Voice Response (IVR) assists users in navigating interactive menus using their phone's keypad for efficient communication.
	International Mobile Equipment Identity (IMEI) Number	The International Mobile Equipment Identity (IMEI) Number is a 15-digit unique identification or serial number assigned to every mobile phone, ensuring its distinctiveness.
	International Mobile Subscriber Identity (IMSI)	IMSI is a 15-digit unique number embedded in the SIM card of GSM and UMTS network subscribers, comprising the mobile country code, mobile network code, and mobile subscriber identification number.
	Internet of Things (IoT)	Internet of Things (IoT) refers to interconnected devices that sense or manipulate the physical world, facilitating data exchange and enabling new applications through internet connectivity.
	iOS	iOS is the operating system developed by Apple Inc., powering various mobile devices such as the iPhone and iPod Touch.

L

	Latency	Latency represents the temporal delay between initiating an event and its perception, a crucial aspect in networking and telecommunications where it denotes the time lapse between a system state change and its observation.
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L

	Keyword	Definition
	Localization	The process of localization entails the adaptation of projects, incorporating elements like images in message templates, to align with the languages and locations relevant to the customer base.
	Local Time Stamp	The Local Time Stamp feature exhibits message timestamps according to the recipient's or customer's local time, particularly beneficial for international enterprises orchestrating messages.
	Long Code	A Long Code, distinguished by its length (typically 10 digits), serves as a conventional phone number employed for voice calls and SMS messages, setting it apart from SMS short codes.

M

	Machine Learning	Machine Learning embodies the application of artificial intelligence, enabling computer programs to autonomously learn and enhance performance based on new data, devoid of explicit programming.
	Magic Links	Magic Links exemplify logins where users gain access to an account by clicking on a link dispatched via email.
	Masked Calling	In the realm of e-commerce, Masked Calling acts as a protective mechanism for personal phone numbers, assigning each party a temporary number for communication within a specified timeframe.
	Masked Phone Numbers	Masked Phone Numbers introduce anonymity to communication between multiple parties, utilizing a third-party phone number to forward calls and ensure privacy.
	Media Message Templates	Businesses leverage Media Message Templates to share a variety of attachments, including images, documents, videos, or locations, enhancing the richness of information.
	Message Log	The Message Log facility serves as a real-time resource providing insights into SMS traffic, facilitating the monitoring of SMS campaign performance with the aid of various filters.
	Mobile Country Code (MCC)	Mobile Country Code (MCC) employs three decimal digits to identify the country of a specific mobile phone subscriber.
	Mobile Data Penetration	Mobile Data Penetration serves as a metric gauging the prevalence of smartphones in a given country.
	Mobile Identity	Mobile Identity encompasses real-time identification and authorization services within a verification solution, elevating user experience and authentication for online transactions.

M

	Keyword	Definition
	Mobile Network Operator (MNO)	A Mobile Network Operator (MNO), also known as a Wireless Carrier, offers wireless voice and data communication services to subscribed mobile users.
	Mobile Number Portability (MNP)	Mobile Number Portability empowers users to retain their mobile numbers when transitioning from one operator to another.
	Mobile Originated SMS Message (MO SMS)	A Mobile Originated SMS Message is initiated from a user's mobile phone to the service provider, often utilized as a response in contests or service interactions.
	Mobile Phone Penetration	Mobile Phone Penetration quantifies mobile phone usage in a specific country, typically expressed as the ratio of SIM cards to the total population.
	Mobile Station International Subscriber Directory Number (MSISDN)	MSISDN, a 15-digit number, identifies an international mobile phone number, encompassing the country code and area code.
	Mobile Subscription Identification Number (MSIN)	MSIN, a unique numeric code, identifies a mobile subscriber within a mobile network.
	Mobile Terminated SMS Message (MT SMS)	Mobile Terminated SMS Messages are delivered to a mobile phone from the SMS provider's system, generated in response to a Mobile Originated message.
	Mobile Virtual Network Operator (MVNO)	An MVNO delivers mobile phone services without possessing a licensed frequency allocation or infrastructure, partnering with a mobile network operator for service access.
	MSISDN	MSISDN, a number uniquely identifying a subscription in a GSM or UMTS mobile network, signifies the phone number associated with a SIM card.
	Multimedia Messaging Service (MMS)	MMS stands as a standard method for transmitting media files over SMS on a cellular network.
	Multichannel	Multichannel contact centers engage with customers through diverse communication channels, such as email, social media, web chat, and voice, aiming for a seamless customer experience.

N

	Keyword	Definition
	Numeric Sender ID	Numeric Sender ID, the default sender type for SMS messages in the standard MSISDN form, comprises numeric characters.

O

	Omnichannel Communications	Omnichannel Communications embody a strategy harmonizing the customer experience across various channels, including websites, mobile apps, social media, and phone calls.
	Omnichannel Contact Center	In an Omnichannel Contact Center, multiple communication channels integrate to furnish a seamless customer experience, enabling agents to transition between channels without losing context.
	One-Time Password (OTP)	A One-Time Password (OTP) is a single-use passcode utilized for secure access or transactions.
	On-Premise Contact Center	Locally hosted contact center hardware and software.
	Opt-in	Opt-in signifies the customer's consent to receive promotional materials.
	Opt-out	Opt-out denotes the customer's request to cease receiving promotional communication.
	Order Notifications	Order Notifications comprise status updates for customers' orders.
	Outbound Message	An Outbound Message is sent from a client or application to end-users.

P

	Payment Card Industry Data Security Standard (PCI DSS)	PCI DSS serves as a security standard for companies handling credit card information.
	Person-2-Application (P2A) Messaging	P2A Messaging refers to SMS from a mobile user to an application.

P

	Keyword	Definition
	Person-2-Person (P2P) Messaging	P2P Messaging involves direct messaging between mobile phone users.
	Personal Data Verification	Personal Data Verification forms part of the user data verification service within Mobile Identity solutions.
	Phone Menu	A Phone Menu represents an automated phone navigation system for callers.
	Platform Company	A Platform Company provides foundational tools and resources for other companies.
	Private Branch eXchange (PBX)	PBX is a system routing calls between a business location and telephone network.
	PSTN	PSTN constitutes the voice call-carrying telephone infrastructure network.
	Push Notifications	Push Notifications are short messages dispatched by apps to devices.
R		
	Recipient	The Recipient serves as the message receiver or intended audience.
	Reply	A Reply denotes a message response to another message.
	Rest API	REST API exposes functionality and data over the Internet.
	Rich Communication Services (RCS)	RCS signifies the evolution of SMS with multimedia capabilities.
	Rich Media	Rich Media encompasses interactive content designed for an engaging user experience.
	Roaming	Roaming involves using mobile services outside the provider's coverage.

S

	Keyword	Definition
	Sender Individual	The Sender Individual represents the message initiator or communicator.
	Sender ID	Sender ID identifies the sender of an SMS.
	Screms II	Screms II pertains to the European Court of Justice case on data transfer restrictions.
	Short Code	A Short Code stands as a 5- to 6-digit number utilized for business SMS/MMS.
	Short Message Peer-to-Peer Protocol (SMPP)	SMPP is employed for exchanging text messages in telecom.
	Short Message Service (SMS)	SMS refers to a text message sent via mobile networks.
	Short Message Service (SMS) API	SMS API enables the sending and receiving of text messages in web applications.
	Short Message Service Center	SMSC routes SMS messages and stores them if undelivered.
	Signaling System #7 (SS7)	SS7 encompasses protocols for mobile phone data exchange.
	SMS Aggregator	An SMS Aggregator acts as an intermediary between carriers and software providers.
	SMS Delivery	SMS Delivery entails the direct distribution of SMS to end-users.
	SMS Gateway	SMS Gateway serves as the entry/exit point for SMS messages.
	SMS Gray Route	A SMS Gray Route represents a route for SMS that doesn't generate telecom revenue.
	SMS Hubbing	SMS Hubbing involves a structure managing international SMS traffic.
	SMS Power Switch	SMS Power Switch facilitates remote power control via SMS.
	SMS Pumping	SMS Pumping encompasses the fraudulent generation of SMS traffic.

S

	Keyword	Definition
	SMS Reseller	An SMS Reseller procures bulk SMS for resale.
	SMS Transliteration	SMS Transliteration denotes the process of transforming text from one script to another, facilitating international communication without altering the message's meaning.
	Software Development Kit (SDK)	An SDK, or Software Development Kit, constitutes a downloadable package of essential software tools for constructing applications on a specific platform, streamlining development and ensuring compatibility.
	Spam	Spam comprises unwanted and unsolicited electronic messages, often disseminated in bulk and characterized by irrelevant or inappropriate content.
	Subscriber Identity Module (SIM) Card	A SIM Card, or Subscriber Identity Module, serves as a chip card storing the International Mobile Subscriber Identity (IMSI) to identify the mobile subscriber and grant access to mobile services. Additionally, a SIM card may function as a memory storage device for contacts, SMS messages, network information, or apps specific to the mobile user's operator.
	Software-as-a-Service (SaaS)	SaaS delineates a transformative approach to digital services where software is delivered over the internet, allowing users to access applications without the need for local installation.
	Synchronized Multimedia Integration Language (SMIL)	SMIL, pronounced "smile," is employed for rich media, seamlessly integrating audio and video streaming with other media types to create an interactive and engaging user experience.

T

	Termination Rates	Termination Rates represent the fees charged by one telecom operator to another when a call from the latter's network terminates on the former's network. This includes charges for both the caller's network (originating operator) and the recipient's network (terminating operator).
	Text-to-Speech (TTS)	Text-to-Speech (TTS) denotes a form of speech synthesis that converts written text into spoken voice output. TTS systems aim to assist visually impaired individuals by providing a computer-generated voice that reads text aloud.
	Time-based One-time Passwords	Time-based One-time Passwords constitute a common form of two-factor authentication (2FA) wherein unique numeric passwords are generated based on the current time, providing an additional layer of security and available offline.
	Two Factor Authentication (2FA)	Two Factor Authentication (2FA) stands as an additional security measure for user account logins, necessitating two types of authentication—typically something the user knows (e.g., a password) and something they have (e.g., a mobile device).

T

	Keyword	Definition
	Two-way SMS	Two-way SMS denotes a service or platform that integrates both outbound and inbound messaging into a unified system. Users can send and receive messages on the same number through a web interface, allowing for interactive communication.

U

	UCS-2	UCS-2 is a character encoding standard employing a fixed length of 16 bits (2 bytes) to represent characters. It serves as a fallback on many GSM networks when a message cannot be encoded using GSM-7 or when a language requires more than 128 characters.
	Unicode	Unicode represents the Unicode Standard, an IT standard facilitating consistent encoding, representation, and manipulation of text in various writing systems. This feature enables the sending of diverse content within SMS messages.
	Unified Communications	Unified Communications refers to the integration of multiple communication tools like voice, video, voicemail, messaging, and content sharing into a single interface, delivering a seamless user experience.
	Unstructured Supplementary Service Data (USSD)	USSD constitutes a session-based text communication protocol available on every GSM-enabled mobile device, allowing interaction with services through the sending of short codes.
	Unsubscribe	Unsubscribe involves the process of opting out of future marketing communications, enabling users to discontinue receiving promotional materials.
	UTF-8	UTF-8 stands as a variable-width character encoding standard utilizing between one and four eight-bit bytes to represent all valid Unicode code points. It facilitates the encoding of a broad range of characters.

V

	Verification	Verification denotes the process of confirming a customer's identity, often implemented through two-step verification to enhance security beyond a username and password.
	Virtual Log Number (VLN)	Virtual Log Number (VLN) constitutes a 12-digit mobile number provided to businesses by mobile messaging providers, capable of receiving both SMS messages and voice calls.

V

	Keyword	Definition
	Virtual Phone Number	A Virtual Phone Number is a standard telephone number not tied to a specific phone, capable of routing voice calls or text messages to any phone or workflow. Virtual numbers, powered by an API, enable the creation of complex software workflows triggered by calls and texts.
	Virtual Private Network (VPN)	A Virtual Private Network (VPN) represents a private network allowing users to securely send and receive data across a public network while retaining the advantages of a private network.
	Virtual SMS	Virtual SMS enables the sending and receiving of SMS text messages over the internet without relying on a physical phone. This is particularly useful for software communication with telephone networks.
	Voice API	Voice API serves as a tool for software developers to facilitate making and receiving phone calls with a simple, easy-to-understand API, bridging the Public Switched Telephone Network (PSTN) and internet-connected applications.
	Voice over Internet Protocol (VoIP)	VoIP, also known as IP telephony, denotes a method and group of technologies facilitating the delivery of voice communications and multimedia sessions over Internet Protocol networks, such as the internet.
	Voice Proxy	Voice Proxy represents a technique employed to safeguard users' private information during voice calls or SMS exchanges, providing an intermediary number to ensure that neither the sender nor receiver can see the other's true phone number.

W

	Wireless Application Protocol (WAP) Push	WAP Push denotes a mechanism for pushing WAP content to a mobile handset without requiring significant user intervention. It directs an SMS recipient to a web page or website without the need for manual entry of the web URL. The WAP content is sent in an encoded message, containing a link to a WAP address in the SMS header.
	Webhook	Webhook comprises automated messages sent from web pages or apps to notify users when a specific event occurs, facilitating real-time communication and updates.
	Web Real-Time Communication (WebRTC)	WebRTC, an open-source HTML5 specification, is used to add real-time communication capabilities directly between browsers, apps, and devices.

W

	Keyword	Definition
	Web Services Description Language (WSDL)	WSDL represents a language used for describing the functionality offered by a web service, providing a standardized way for applications to communicate over a network.
	WhatsApp Business API	The WhatsApp Business API enables medium and large businesses to reach out to 2 billion customers through a single interface, enhancing communication and interaction.

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