

Network APIs: Are telcos selling ingredients or baking a cake?

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Background: STL Partners conducted a comprehensive research programme to define strategic recommendations for network API commercialisation strategies

Programme overview

Focus on three priority APIs

KYC Match/Age

Location Retrieval

Quality on Demand (QoD)

Primary research

To understand API value propositions, current user issues and viable GTM channels



18 interviews with telcos, distributors and enterprises



318 respondents surveyed from enterprise customers and platforms

Secondary research

To understand alternative solutions and their price points



20 competing products benchmarked across features and pricing

API market position

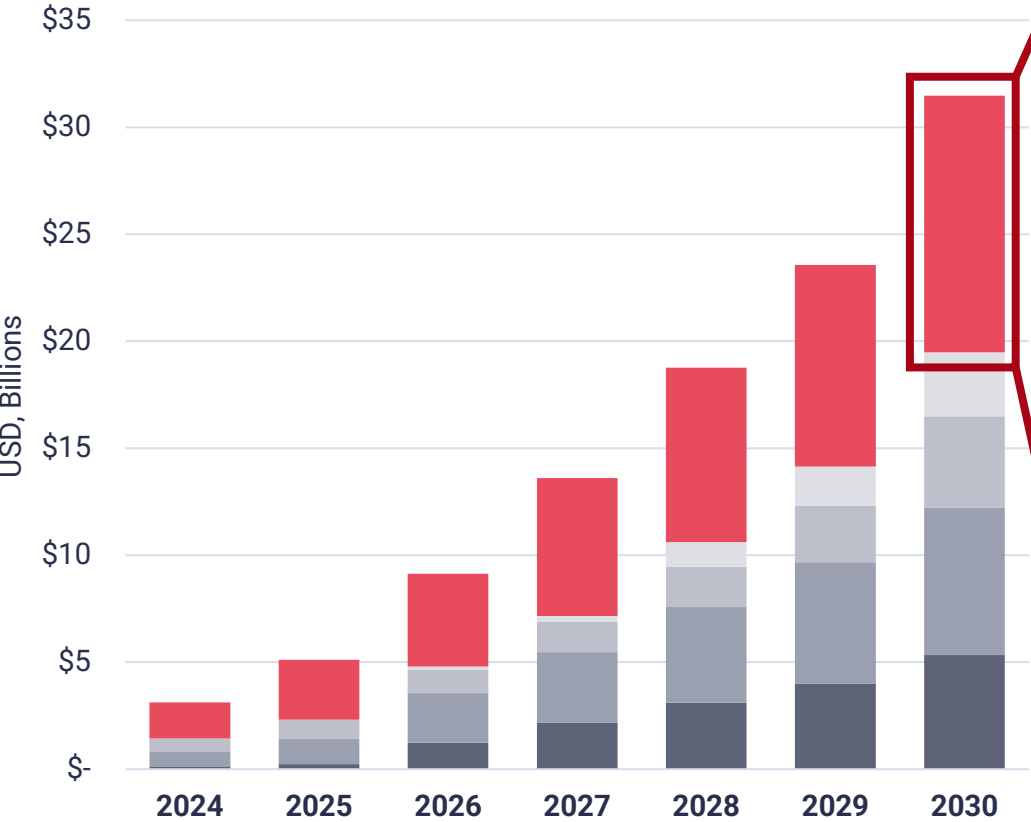
- **Value drivers:** Factors influencing willingness to pay and premium potential.
- **Commercial model:** Commercial models telcos should pursue beyond per-transaction fees.

GTM guidance

- **Roadmap:** Key steps operators should take to launch and commercialise APIs.
- **The telco role:** The proposition and differentiators for telcos in each API, including role in the value chain beyond base API provider.

Identity APIs present the largest opportunity, with KYC Match and Fill-in taking more share as anti-fraud solutions mature

Network API monetisation forecast 2023-2030 - by API family (Global)



Revenue split by identity API, 2025

- Number verification
- SIM swap
- Fraud indicators
- KYC match
- KYC fill-in
- Verified caller

c. 60%
Of the value in 2025 from Identity APIs comes from Number verification

Revenue split by identity API, 2030

- Number verification
- SIM swap
- Fraud indicators
- KYC match
- KYC fill-in
- Verified caller

c. 23%
From wider pool of fraud indicators and KYC Match / Fill-in, Num verification reduced to 52%

The network is a pantry: How can you use APIs as ingredients for more value generating services?

To capture the full potential of network APIs telcos must play at multiple layers of the value chain



For example...

KYC Match as one of many complementary data sources used to verify KYC

KYC Match bundled with Number verification + SIM swap + location verification for full IDV workflow

Identity APIs integrated as an additional feature in a wider cybersecurity offering for SMEs

Baking the cake: How customer relationships and GTM can evolve as telcos expand their capabilities



Customer evolution

Large customers with ability to integrate tech

Increasing value to customers = increasing revenue opportunity

Deeper relationships with large customers to serve long tail of small customers with limited internal capabilities

GTM evolution

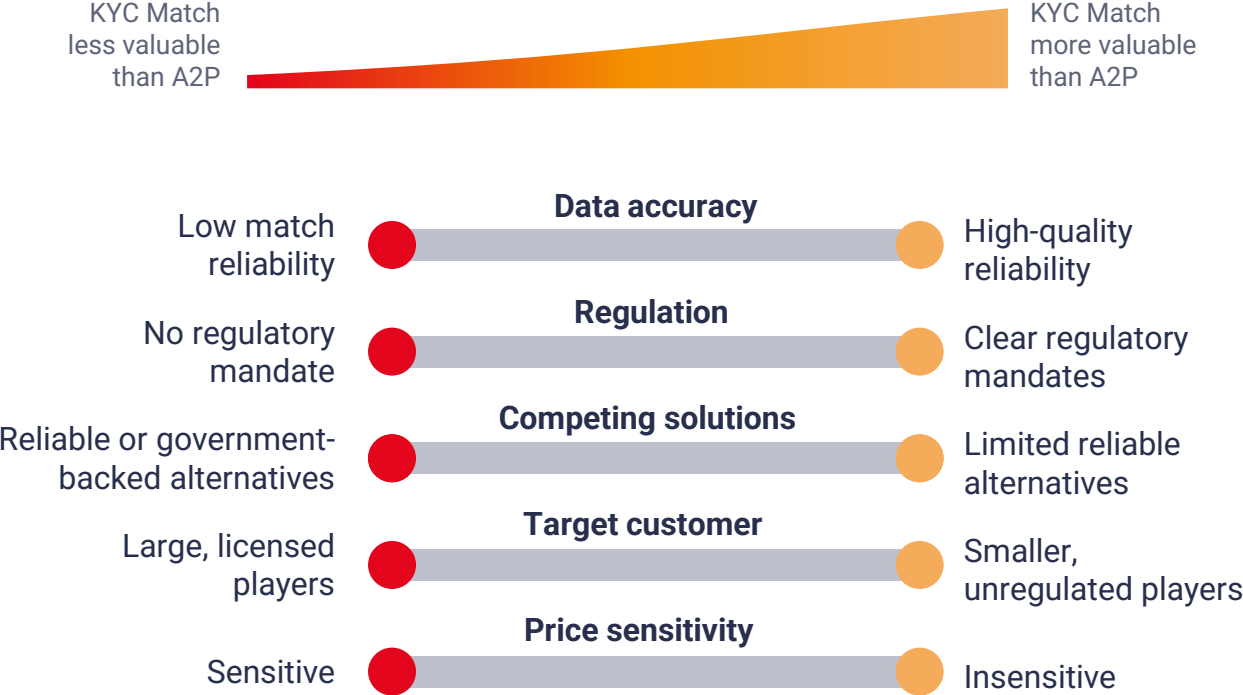
Focus on building relationships with CPaaS and IDV partners

Increasing data quality + proven fraud and identity expertise = growing customer trust

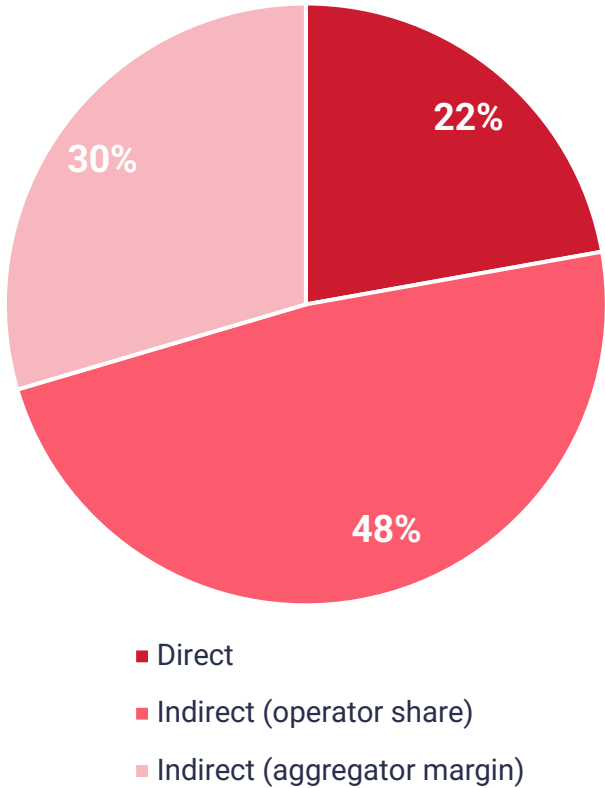
Expand more direct channels (potentially collaborating with other telcos) – especially in markets where telcos are seen as reliable data sources

More robust identity services can enable telcos to create more value and capture more direct revenue

KYC Match value in each market can be defined as a multiplier of SMS A2P base case



Global Identity API revenues by segment, 2030



Thank you!

Source: <https://stlpartners.com/>

