

## MARKET NOTE

# Smart Contact by Enreach: A Comprehensive AI-Powered Portfolio Built for Europe

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## EXECUTIVE SNAPSHOT

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### FIGURE 1

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#### Smart Contact by Enreach: A Comprehensive AI-Powered Portfolio Built for Europe

Enreach democratizes enterprise-grade AI and automation for European small and medium-sized businesses (SMBs) via unified communications as a service (UCaaS), enhancing productivity and cost efficiency. Its comprehensive "Smart Contact" portfolio integrates AI across communication layers, while its dual role as service provider and cloud vendor, together with GDPR compliance and regional expertise, uniquely position it to meet European market demands with a focus on SMBs.

#### Key Takeaways

- Enreach focuses on democratizing enterprise-grade AI and automation for European SMBs through its UCaaS and contact-center-as-a-service (CCaaS) offerings, enhancing productivity and cost efficiency.
- Its comprehensive portfolio includes fixed/mobile communication, broadband connectivity, conversational AI, and contact center solutions, offering flexibility and customization for SMBs.
- Enreach's dual role as a service provider/mobile virtual network operator (MVNO) and cloud software vendor enables seamless integration of connectivity, cloud applications, and AI, providing a competitive edge.
- The company's strong European roots, GDPR compliance, and localized operations align with regional regulatory and cultural requirements, addressing data sovereignty and privacy concerns.
- Enreach's channel-first approach empowers partners with customer ownership and cost-competitive solutions, while its "Smart Contact" strategy embeds AI and automation into all communication layers to modernize operations, particularly for SMBs.

Source: IDC, 2025

## IN THIS MARKET NOTE

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This IDC Market Note evaluates Enreach's portfolio following new additions. Enreach has designed its portfolio to cater to the needs of modern businesses. While Enreach can address the requirements of all business sizes, it sees its sweet spot in the European small and medium-sized business (SMB) segment, which remains largely underserved despite accounting for a sizeable chunk of the market. Enreach's mission is to democratize enterprise-grade AI/automation for SMBs by infusing AI/automation into its unified communications as a service (UCaaS) and contact center as a service (CCaaS) offerings to help boost productivity and cost efficiency. Its portfolio is both comprehensive and flexible, offering customers a range of options while giving them the opportunity to tailor their solutions based on their unique requirements.

What makes Enreach's portfolio comprehensive is that it offers fixed communication, mobile integration, and broadband connectivity, which can come in a bundle or can be purchased in a modular fashion. A more detailed breakdown of its portfolio is provided below:

- **Business Communications:** Enreach's unified communications (UC) portfolio comes in three flavors: Enreach Contact, Swyx, and Enreach UP. Enreach Contact is a UCaaS solution unifying desk phones, mobiles, and Teams to make it easier for SMBs to manage all communications from a single solution. Swyx is its UCaaS offering for the midmarket that is available in the cloud (multitenant and/or single instance), on premises, or in a hybrid format. The telephony features included in Swyx are call management, customer relationship management (CRM) and enterprise resource planning (ERP) integrations, and queue handling. As with the different deployment versions of Swyx, customers have flexibility in how they want to consume it — they can buy the hardware (on premises), subscribe to the multitenant cloud model (Swyx Flex), or subscribe to a single instance private cloud (SwyxON). Enreach UP, on the other hand, is a mobile-first, white label UCaaS platform that enables service providers, managed service providers, and telcos to deliver UC and light contact center solutions at scale. It can support mobile-first deployments, integrations, and customization as required by customers. All platforms are enriched with AI functionalities
- **Mobile Integration:** Mobile Connect, Enreach's fixed mobile convergence (FMC) solution, connects mobile phones with Enreach's UCaaS and third-party PBX platforms. This lets users operate their mobile phones as a business extension by enabling them to show their office number on outgoing calls, access PBX features like call transfer, conferencing, or voicemail, and synchronize their presence across fixed and mobile networks.

- **Fixed Access:** This provides voice connectivity for Enreach's UCaaS, PBX, and contact center offerings. It consists of SIP-Trunk and Operator Connect (MS Teams).
- **Broadband:** High-quality internet lines tailored for cloud telephony with or without quality of service (QoS) features to ensure calls, video meetings, and contact center interactions are clear and reliable.
- **Contact Center:** An AI-powered omni-channel proposition for contact centers that offers inbound communication, agent support, quality monitoring, and outbound marketing.
- **Conversational AI:** DialoX, Enreach's conversational AI platform, provides layering for all other platforms. enabling Enreach to embed AI/automation features into all its offerings. It comes with pre-built, ready-to-use AI-powered applications such as automated handling of frequently asked questions (FAQs) and appointment scheduling, as well as custom apps that can be tailored by partners and users using the DialoX no-code/low-code studio. Another feature of the DialoX platform is Shomi and Aimi — AI-powered personal assistants for, respectively, Enreach Contact and Enreach UP. These assistants can perform call screening, make automatic summaries and provide insights from conversations, take meeting notes, and transcribe voicemails. In 2024, Enreach launched DialoX Marketplace with the sole purpose of making conversational AI accessible for SMBs through Enreach's network of partners.

Enreach differentiates itself through a combination of technology, market focus, and organizational approach. It is both a service provider/mobile virtual network operator (MVNO) and a cloud software vendor, giving it a unique dual capability to control the full value chain. The company is built in Europe for Europe, with strong EU roots, GDPR-compliant hosting, and operations tailored to regional languages and regulatory requirements. Its channel-friendly model emphasizes partner ownership of customers, competitive pricing, and a unique operations/business support system (OSS/BSS) that includes white-label billing functionality. The company has long been committed to "Smart Contact" innovation, bringing advanced technologies to SMBs for over 25 years and now integrating AI directly with its voice networks to democratize enterprise-grade capabilities.

## IDC'S POINT OF VIEW

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The European UCaaS market is evolving rapidly, shaped by rising demand for integrated communications, AI-driven automation, and compliance with stringent data protection rules. According to the findings of IDC's *European Enterprise Communication and Collaboration Survey, 2025*, the two leading selection criteria for buyers are functionality and security. Functionality is underpinned by the flexibility to create an IT stack by integrating different communication points. Meanwhile, 25% of the respondents identified AI as their main buying consideration. Driven by a

portfolio that combines connectivity, cloud software, and AI, Enreach is in a strong position to address the specific needs of European businesses, particularly the underserved SMB segment. This position is further enhanced by its knowledge of the regional market, regulatory alignment, and partner-led models.

## **Alignment with the European Market**

Enreach is well positioned to serve the European market, where data sovereignty, regulatory compliance, and local language capabilities are critical differentiators. Its decision to host services within the EU and ensure GDPR compliance directly addresses European enterprises' security and privacy concerns. At the same time, its strong European roots and localized operations enable the company to tailor its offerings to meet different cultural and linguistic needs across the region. These factors are particularly important competitive differentiators as global UCaaS/CCaaS vendors attempt to penetrate Europe.

## **Competitive Edge Through Dual DNA**

Enreach's unique positioning as both a service provider/MVNO and a cloud software vendor gives it control over the full value chain — from connectivity (fixed, mobile, broadband) to cloud applications (UCaaS, CCaaS, AI). This dual capability is a significant competitive advantage, as it allows Enreach to integrate mobile and fixed connectivity seamlessly with UCaaS and AI features. Its channel-first approach further enhances differentiation: partners retain customer ownership while leveraging Enreach's OSS/BSS, including white-label billing, to deliver cost-competitive solutions. This combination of network control, channel empowerment, and cloud innovation positions Enreach distinctly in the market.

## **Supporting the SMB Segment**

While Enreach's portfolio can serve all business sizes (Enreach Contact for SMBs and Swyx for midmarket customers), its sweet spot lies in the SMB market, which is still underserved in Europe despite representing a large share of the economy. Enreach Contact is a suitable solution for SMBs as it allows them to manage all their communication and AI/automation from a central hub, making it simple and easier to manage. Enreach's portfolio, including a proposition for contact centers and a white label UC platform for service providers, is both comprehensive and flexible, offering SMBs the ability to tailor solutions according to their size, vertical, or regulatory environment.

IDC believes that Enreach's "Smart Contact" strategy — its core vision for differentiation by embedding AI and automation into every layer of communication (especially for SMBs) to drive productivity, cost efficiency, and enhanced CX — provides it with a strong competitive edge. This strategy is further reinforced by a broad-ranging portfolio and deep European focus. Enreach not only meets the stringent compliance and localization needs of the European market but also

democratizes AI and automation for SMBs, enabling them to modernize operations, reduce costs, and enhance customer engagement.

## LEARN MORE

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- *European Unified Communications and Collaboration* (IDC #IDC\_P39756, August 2025)
- *Mitel Addresses Critical Needs by Taking Away the Rigidity of Tech Choices* (IDC #EUR153733125, August 2025)
- *How Can Providers Make UCaaS Mid-Market Ready?* (IDC #EUR153554825, June 2025)
- *Five Key Trends in 2025* (IDC #EUR153234925, March 2025)

## Synopsis

Enreach's portfolio focuses on democratizing enterprise-grade AI and automation for European SMBs through its UCaaS and CCaaS offerings, enhancing productivity and cost efficiency. With a comprehensive suite of fixed/mobile communication, broadband, conversational AI, and contact center solutions, Enreach integrates AI into all layers of communication. Its dual role as a service provider and cloud software vendor, combined with GDPR compliance and regional expertise, positions it uniquely to address SMB needs while aligning with European regulatory and localization requirements.

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