

didlogic?s CSO Expands On The Next Phase Of Growth At The Company

March 19, 2026

NEW YORK, NY - March 19, 2026 -
didlogic, a global provider of SIP trunking and DID services, today announced the launch of its SMS offering, extending its unified communications capabilities to meet growing enterprise demand for integrated voice and messaging solutions.

The new SMS product enables businesses to activate programmable SMS and MMS capabilities on their existing didlogic phone numbers and SIP infrastructure through a unified API and management interface. The expansion is designed to eliminate vendor fragmentation and simplify operations for organizations currently managing separate providers for voice and messaging.

According to didlogic, the decision to launch SMS services was driven directly by customer demand from its base of more than 5,000 global clients.

?Over the past year, our customers have made one request consistently clear,? said Alex Kloc, CSO of

didlogic. ?They want SMS on the same numbers they already use for voice. They do not want separate vendors, separate APIs, or separate compliance frameworks. Our goal is to remove that complexity.?

The global A2P SMS market continues to grow as enterprises increase investment in authentication, customer notifications, conversational messaging, and AI-driven engagement. However, many SMS platforms are designed primarily as developer-first solutions that operate independently from existing UC and SIP-based environments. This often forces businesses to manage dual vendor relationships, fragmented billing, and additional integration overhead.

didlogic?s SMS offering addresses this gap by unifying voice and messaging within a single telecom infrastructure. Businesses can now send and receive SMS using their existing business numbers without migrating to separate CPaaS platforms.

The company noted that vendor fragmentation creates operational and compliance challenges, particularly for regulated industries such as healthcare and financial services. Maintaining separate audit trails, governance processes, and vendor contracts for voice and messaging increases both cost and risk.

?Fragmentation is one of the most underestimated costs in enterprise communications,? Kloc added. ?When voice and SMS operate on different platforms, organizations carry additional overhead in vendor management, billing, integration, and compliance. Unifying these services under one infrastructure simplifies growth.?

didlogic brings more than 15 years of telecom experience to the SMS market, operating across 130 plus countries with direct tier one carrier relationships and handling more than 100 million call minutes per month. The SMS service leverages this existing infrastructure, connecting directly to mobile network operators to deliver carrier-grade quality and global reach.

The new offering is designed to integrate seamlessly into modern UC and PBX environments, including Microsoft Teams, Zoom Phone, and SIP-centric deployments. This allows contact centers and enterprises to add SMS capabilities without extensive redevelopment or parallel CPaaS integrations.

didlogic also highlighted the alignment between its SMS expansion and its Bring Your Own Bots initiative, which supports AI voice deployments. As businesses implement AI agents for customer support and engagement, SMS enables additional automation workflows such as appointment confirmations, authentication codes, and two way conversational messaging.

?The future of communications is unified,? said Kloc. ?Voice, messaging, and automation should not operate in silos. Our strategy is to strengthen the infrastructure layer and extend it intelligently so customers can scale

without rebuilding their foundation.?

The SMS launch follows the recent opening of didlogic?s new headquarters in Larnaca, Cyprus, reflecting the company?s continued investment in infrastructure, product expansion, and global growth.

With the addition of SMS, didlogic positions itself as a unified voice and messaging provider for enterprises seeking to reduce complexity while maintaining carrier-grade performance and regulatory alignment.

About didlogic
didlogic is a global telecom provider specializing in SIP trunking and DID numbers across more than 130 countries. With over 15 years of experience and direct carrier relationships worldwide, didlogic delivers reliable, scalable, and compliance-ready communication infrastructure for enterprises, contact centers, and service providers. The company focuses on simplifying global communications through unified, carrier-grade voice and messaging solutions.

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didlogic

At didlogic, we offer high-quality SIP trunking and VoIP solutions with low-latency connections, local DID numbers, SIP

termination, and toll-free numbers in over 130 countries.

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