

OPEN APIS · VOICE & SMS · 2026

Open APIs for Voice and SMS: You Stay in Control

A closed phone platform decides what you are allowed to build and how long you will wait for it. An open one hands you the keys and gets out of the way.

Everything the portal can do, your code can do. That is the whole principle, and it has four parts. **Voice:** originate calls from your own application, pull call records and recordings, provision numbers, extensions and users, and route programmatically. **SMS:** send from your business number, receive inbound messages into your systems, and get delivery status back. **Events:** webhooks push a payload to your endpoint the moment something happens, call started, answered, missed, voicemail left, message received, transcript ready, so nothing has to be polled. **AI data:** transcripts and summaries available as structured data, not just as something to read in a portal.

■ The short version

A closed platform with an API	An open platform	
What is exposed	A subset the vendor chose, usually read-only reporting	The operations the portal itself performs
Provisioning	Raise a ticket. Wait	An API call. Seconds
Your call data	Viewable in the portal, exportable as a CSV if you are lucky	Queryable and exportable in bulk, whenever you want, in a format you can process
Building something new	Submit a feature request into a roadmap you do not control	Build it. Today. Without asking
Integration approval	Partner programmes, certification, commercial gatekeeping	Credentials and documentation
If you leave	Your history stays behind	You take your data and your numbers with you

■ Also worth knowing

Capability	What it does	What it is used for
Click-to-call origination	Your application asks the platform to connect a user to a number. The user's device rings, then the destination	Dial buttons in a CRM, a web app or an internal tool. Removes mis-dials and captures every call against a record automatically
Call detail records	Query calls by time, number, user, direction, duration and outcome	Custom reporting, wallboards, feeding a data warehouse, attribution, invoicing clients for time on calls
Recordings and transcripts	Retrieve the audio, and where AI transcription is enabled, the text and a structured summary	Compliance archives, quality review, writing call notes into a CRM automatically
Numbers, users and routing	Order a number, create a user, change where a number points, adjust a queue	Onboarding automation, multi-site rollouts, campaign numbers spun up and torn down programmatically

Why we treat this as a commercial position, not a feature

An API that only exposes what the vendor finds convenient is a permission system wearing an engineering costume. It lets a provider say yes to the question while retaining the ability to say no to everything specific. **The test of an open platform is not whether an API exists, it is whether you can do something the vendor never anticipated, without asking.** That is the commitment, and everything below follows from it.

■ Questions the full guide answers

- ☐ What can you do with a voice and SMS API?
- ☐ What does an open phone system API actually mean?
- ☐ What should I build first with a phone system API?
- ☐ How do webhooks work for call and SMS events?
- ☐ What Australian rules apply to sending SMS through an API?
- ☐ How do I avoid compliance failures in API messaging?
- ☐ Why does open API access matter when choosing a phone provider?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.