The ultimate cheat sheet for choosing the right CPaaS provider

Compare CPaaS providers and choose with confidence with this simple checklist!

But first things first: What is CPaaS?

CPaaS (Communications Platform as a Service) is a cloud-based platform helping businesses enrich customer interactions through messaging, voice, email, and video APIs. With CPaaS businesses can easily expand the capabilities of their existing applications without having to build any backend infrastructure.

So, what should you look out for in a CPaaS provider?

1. API range and features

Customers expect personalized, real-time interactions with their favorite brands on the channels they already use.

This means you need a provider with a range of APIs spanning all channels — yes, even if you're not using all of this today, because you never know what the future will bring! Ask yourself — and potential providers — this:

- ☐ Can the provider deliver voice, video, email, and messaging services without a hitch?
- ☐ Can you easily upgrade to omnichannel?
- ☐ Can they provide demonstratable customer use cases for all of their services?
- ☐ Is the service compatible with any user device?
- ☐ Do you need any additional equipment to use the services?

2. Support and community

You need a partner who can provide quick, efficient support in case things go wrong — and preferably, one who can do so 24/7 at no extra cost!

- ☐ Check the vendor's response times, contact options, and processes for fixes and updates.
- ☐ Take a look at the vendor's user community and forums to see how they're supporting their user base.

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3. Network infrastructure and reliability

The CPaaS market is growing, but it doesn't mean all vendors have everything it takes under the hood to enable quick, reliable, and secure communication at scale. Make sure to check the following:

- [ ] How long has the provider been on the market?
- [ ] Does it have a carrier-grade network?
- [ ] How many operator connections do they have?
- [ ] How about uptime and historical outages?

4. Integration and user experience

Selecting a partner with tools you can integrate and work with effortlessly is also crucial!

- [ ] Are the vendor's APIs easy to integrate with your existing tools?
- [ ] Can you easily add more channels to your communication mix in the future?
- [ ] Does the vendor listen to feedback to continuously improve user experience?

5. Security and privacy

Data security isn't something you can compromise on. Make sure your provider will keep your business and customers safe:

- [ ] Is the provider compliant with all local data laws and restrictions of the markets where you operate?
- [ ] Does the provider have certifications demonstrating its expertise in data security?
- [ ] How many operator connections do they have?

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6. Cost and general conditions

Cost is of course an important consideration when choosing a new vendor, but keep in mind your current requirements might change:

☐ What does the vendor bill for its services, and what are the taxes and fees applicable?

☐ Is the vendor able to adjust its costs and pricing to your needs?

☐ Is there a contract? How can you get out?

7. Growth and flexibility

You never know what the future holds, which is why you need a partner who can grow and scale with you:

☐ Does the vendor have local and international reach and expertise?

☐ How easily can you access new channels and services? How much will it cost?

8. Market research and customer reviews

Don't just take their word for it. Look at what industry experts and existing customers have to say!

☐ What do industry analysts say about the provider?

☐ Is the provider able to provide verified customer reviews or use cases?

About Sinch

Sinch's leading cloud communications platform lets businesses reach everyone on the planet, in seconds or less, through mobile messaging, email, voice, and video. Our advanced platform and 600+ direct operator connections enable 600B+ engagements a year to help 150,000+ businesses – including many of the world's largest companies and mobile operators – connect with their customers.

Sinch has been profitable and fast-growing since its foundation in 2008. Headquartered in Stockholm, Sweden, Sinch has local presence in more than 50 countries. Shares are traded at NASDAQ Stockholm: XSTO:SINCH.

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