

**BLACCSPOTMEDIA** 

## **Selecting the Right Communications Platform as a Service (CPaaS) Vendor**

All vendors are not created equally. Learn the key to selecting the right Cloud Communications vendor based on your unique business requirements.



## Selecting the Right CPaaS Vendor

In today's ever-changing digital landscape, communication is evolving at a rapid pace. An effective digital communication strategy is key for businesses to engage their customers more efficiently. Many companies decide to engage with a CPaaS vendor in order to quickly and effectively implement Cloud Communications Channels within their organization.

With so many options to choose from, determining the right CPaaS vendor for your company can be a difficult decision. To make the selection process easier, we have identified a few key questions to consider when picking a vendor that powers your Cloud Communications strategy.

1

### What are Communications Channels?

Communications Channels are the means through which a business communicates with its customers and workforce. There are multiple types of Communication Channels available for businesses. The most common forms of Communication Channels are voice, email, and chat. However, the types of channels used are dependent on the organization's business model.



## Vendor Selection

# CPaaS Questions to Consider

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### **What Communications Channels do the vendors provide?**

Communications Channels can vary greatly from vendor to vendor, therefore, it is vital to understand the channels that are critical to your business's success before selecting a vendor. Communications Channels used today include voice, video, SMS, chat, email, social (ie. WhatsApp) and IoT. Once you know what Communications Channels you are targeting, then you can narrow down your vendor selection pool by researching whether they provide the communications channels that align with your business model.

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### **Have you defined your target use cases, geographic service regions, and expected volume usage?**

Defining your target use cases, geographic service regions, and expected volume usages before starting your vendor search can provide additional data points necessary to select the right vendor. For instance, there are vendors that do not provide global support in all regions of the world and this would need to be taken into consideration before you lock in on a vendor, that may not support your specific geographic locations. Additionally, having a good understanding of the expected volume usage plays a major role in providing you with additional pricing power so you can negotiate usage-based costs with your vendor and understand who offers better rates.



## Vendor Selection CPaaS Questions to Consider

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### **Cheaper usage-based pricing is better, right?**

Don't just focus on the cheapest vendor, but rather the product and feature services to understand the value to your business. While pricing will always play a major role in the vendor selection process, you must make sure you understand the product features and services included with the usage-based pricing models to determine the biggest bang for the buck. For instance, if one vendor charges \$0.002 more than other vendors, but offers you a feature or service that gets you to market three months earlier and without added development expenses to build and maintain the feature or service yourself, you may consider selecting the more expensive vendor. In this scenario, the benefits outweigh the additional usage-based expenses you would incur.

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### **What compliance and industry regulations should I be aware of?**

Compliance and regulations can vary amongst industries and countries. It's important to understand how you intend to engage with users of your service to identify potential legal requirements. Ultimately, your business is responsible for staying current and compliant with industry regulations. However, some vendors provide up-to-date compliance, regulatory information, and services to their customers. Therefore, partnering with the right vendor can provide additional support that may relieve some of the pressure on your team from the demand of proactively staying current with industry regulations ensuring your business stays compliant.



## Vendor Selection CPaaS Questions to Consider

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### How should I evaluate a vendor's products and services?

Understanding the vendor's product and service offerings will provide insight into whether your current and future business needs will be met by the vendor. Products and services play a major role in fast-tracking the time it takes you to release your product or service to market. Cloud Communications vendors are expanding beyond APIs to offer a suite of products that enable their customers to accelerate their time to market by limiting the amount of custom development required to deploy. Therefore, understanding a vendor's products and services, as well as items on their product roadmap, are essential to selecting a vendor that supports your current and future business needs effectively.



### Need a helping hand selecting the right vendor?

Blacc Spot Media offers a **\$2,500** flat-fee consulting service that helps our clients identify the right vendor based on their unique business requirements.



## Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

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