

8x8

CPaaS Buyer's Checklist

10 Questions to Ask Before You Sign

What Is CPaaS?

CPaaS (Communications Platform as a Service) empowers businesses to embed real-time communication features, such as voice, messaging, and video, directly into their own applications, websites, and workflows. It eliminates the need to build or maintain complex backend infrastructure.

10 Questions to Ask Your CPaaS Provider



Does the platform support all your critical communication channels?

Look for : Voice, SMS, video, and messaging APIs in one platform.



Is the platform scalable and flexible as your business grows?

Look for : Elastic infrastructure, modular APIs, and usage-based pricing.



Can it integrate with your current systems and tools?

Look for : Well-documented APIs, SDKs, and ready-to-use integrations.



What's the uptime guarantee and global reliability track record?

Look for : 99.99% SLA, low-latency routing, and resilient failover architecture.



Is the platform compliant with regulatory requirements?

Look for : GDPR, HIPAA, ISO 27001, and country-specific certifications.



Does it offer real-time analytics and reporting?

Look for : Live dashboards, message delivery insights, and flexible reporting APIs.



Are developer tools and documentation robust and up to date?

Look for : SDKs, API references, tutorials, and live support.



What level of technical and customer support is available?

Look for : 24/7 local support, dedicated account managers, and clear SLAs.



How does the provider handle security and data privacy?

Look for : End-to-end encryption, secure APIs, role-based access, and audit controls.



What is the real Total Cost of Ownership (TCO)?

Look for : Transparent pricing, flexible usage plans, and no hidden charges.

Why This Checklist Matters



Choosing the right CPaaS provider impacts how your business communicates, scales, and innovates. From customer engagement to operational efficiency, the platform you choose plays a critical role.

[Explore More](#)

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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