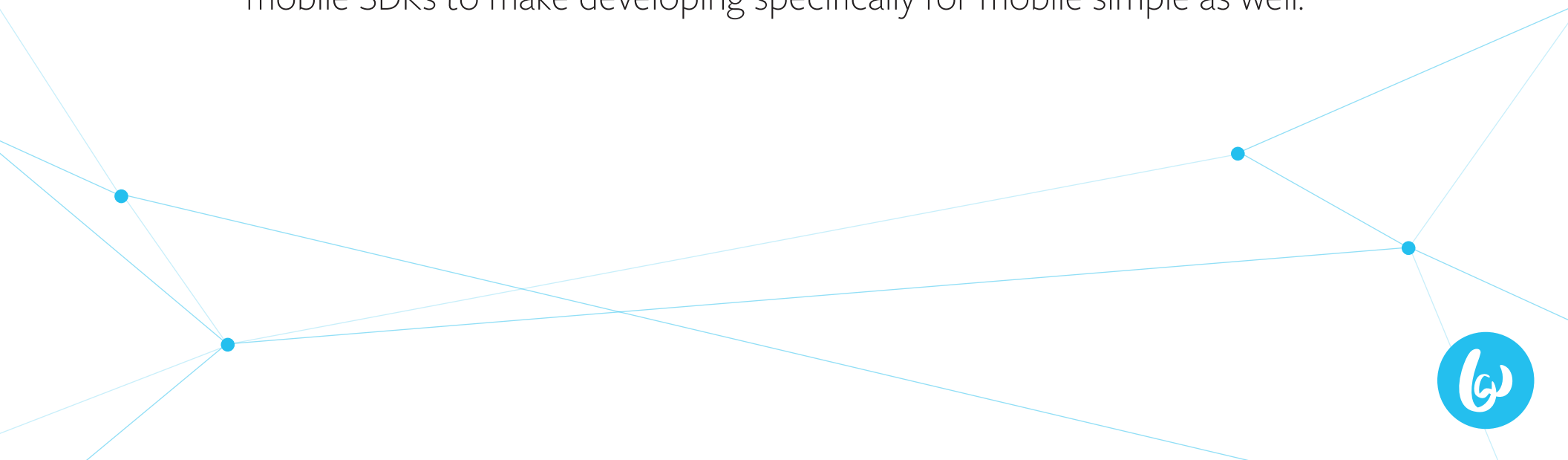
bandwidth

GETTING STARTED WITH A CPaaS Provider





Communications APIs are the quickest, easiest way for virtually any developer or business to add calling and texting into software applications. CPaaS providers make the whole process simple by delivering both the software APIs and a suite of tools and resources to help you along the way. Your typical CPaaS package will include communications APIs for voice and messaging, how-to guides, sample code and API helper libraries. Many providers also offer mobile SDKs to make developing specifically for mobile simple as well.



So, how do you get started working with a CPaaS provider?

Here are some tips to help you along the way.





1

Start with a free trial.

You won't know what it's going to be like working with a CPaaS provider until you've peeked under the covers. Once you've done some initial research and found some providers you think will meet your needs, it's time to sign up for some free trials. Most CPaaS providers will give you a login and let you explore their dev tools, document libraries, sample code and more—with absolutely no commitment. That makes it pretty easy to play around with the merchandise before you make any big decisions.

Once you've got your free login, create a sample app. Get a free number to test your app, check out each provider's voice and messaging features and make sure the options are adequate (or better) to meet your needs.



2

Ask the right questions.

During this trial phase, you'll also get a sense for other important aspects of working with the provider and you'll be able to answer important questions such as:

Does the provider have APIs for everything you want to do? Every CPaaS will offer some standard calling and texting functionality, but things such as number purchasing and porting and, video conferencing, MMS (picture messaging) are sometimes more limited or specialized depending on the business.

What kind of support does the provider offer? Is it more of a DIY environment where you're finding answers through documentation and a dev community—or do you also have a dedicated resource you can call on for help? Different applications and businesses require varying levels of support. It's important to factor your specific support requirements into the equation when evaluating providers.

When you think about the future, can the CPaaS scale for the volume you'll require with a cost structure that supports your business's needs? Depending on your volume, and your growth plan you should think ahead here.

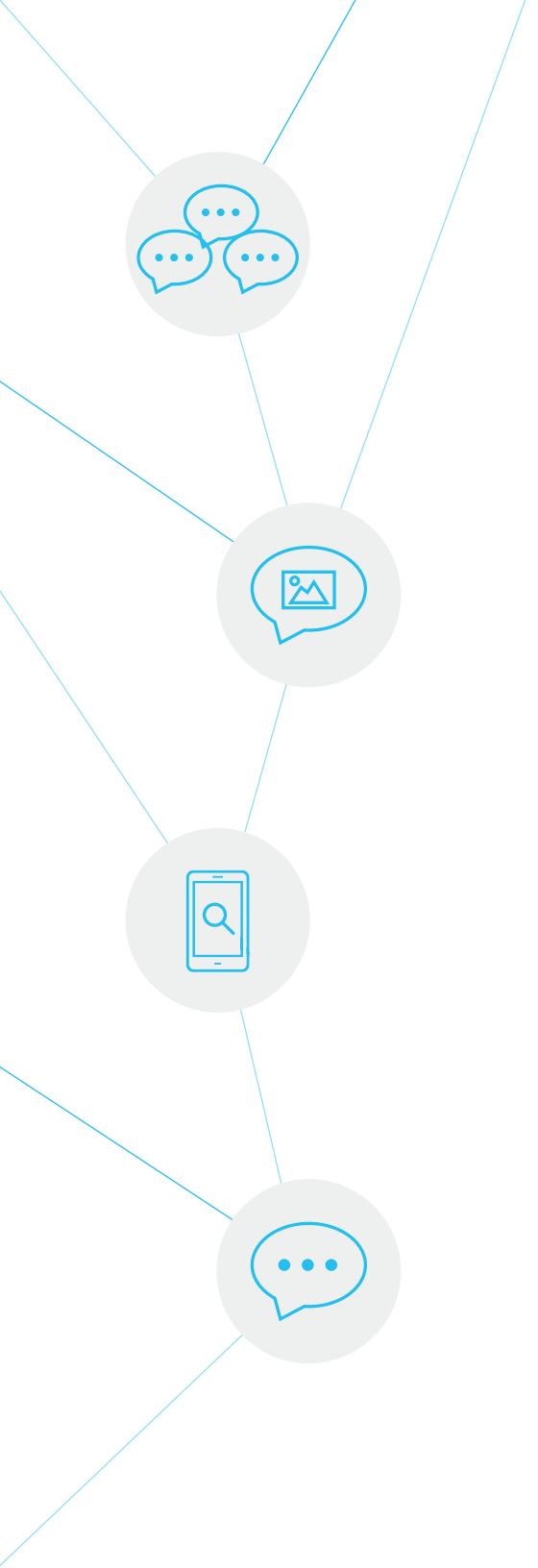


Think about your own customer SLAs—can the provider support your needs when it comes to network availability and uptime? Do they have reference customers that give you confidence in their product?



3

Dig deep into the developers' console.



Before you make this important decision, it's important to dig deep and explore all of the core features and functionality each provider offers. Some key tasks you should be able to check out include:

- Send a message and make a basic call
- Search for available numbers
- Set up a conference call
- Send/receive a picture message
- Manage call recordings
- Upload media
- And more—if there's a key feature you need, now's the time to make sure the provider can deliver

These are the steps you should take before you select the best CPaaS for your business...but what's it really like working with a CPaaS provider? Keep in mind that someone, somewhere, will need to actually write some code. You should check for code samples and example applications that demonstrate how the building blocks of the API are assembled. Everything should be easily accessible and organized in an intelligent manner. You should also get a feel for how their customer support operates. Are you going to have to spend hours searching the Internet after an unresponsive help ticket? Or do you get a prompt reply with detailed answers for your question, saving you time and dropping stress?

IF YOU'RE MIGRATING FROM ONE CPAAS TO ANOTHER...

There are even more features that are important.

- Are you able to keep your old phone numbers (aka port)?
- How much development time is needed to get up and running with the new provider?
- Does the new provider offer dedicated team members or special instructions to facilitate your migration?

Some providers may offer special services to help specifically with migration—it's important to bring up at the start of your sales conversation.



Ready to get started now?

Take a look at Bandwidth—start with a no-commitment trial of our APIs.

THE MOST IMPORTANT STEP IN GETTING STARTED IS TO DIVE ON IN!

Whether you've been working with telecom infrastructure for years and are looking to consolidate, or you are just looking to add messaging as a side feature in your application, working with CPaaS APIs is easier than you may think.

If you'd like to check out Bandwidth's CPaaS solution give us a quick call at (855) 290-8135 and we'll make sure you get started on the right foot.



