

RingCentral

Beyond CPaaS: Harnessing the full potential of integrated communications platforms



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Introduction

Communications Platform as a Service (CPaaS) is a cloud-based technology that allows companies to add real-time communication features to their existing applications without the need for complex backend infrastructure. It provides developers with APIs and software tools to integrate voice, video, messaging, and other communication capabilities into their business systems and applications. CPaaS gives organizations a toolbox of communications capabilities and integrations to customize their existing communications environments, improve customer engagement, and create more efficient workflows without significant upfront investments in hardware or software development.

In an increasingly connected and highly digital marketplace, every business should be seeking ways to streamline their communications and improve efficiency. While standalone CPaaS solutions have gained popularity, integrated communications platforms offer a more comprehensive approach to addressing modern business challenges. This whitepaper explores how RingCentral's integrated, AI-powered communications platform, which combines Unified Communications as a Service (UCaaS), Contact Center as a Service (CCaaS), and CPaaS, provides unique advantages for businesses looking to transform their communications infrastructure.

Addressing the evolving challenges of business communication

Businesses today face a multifaceted communication landscape. Fragmented systems hinder data flow and process automation, creating integration challenges between communication tools and existing applications. Legacy systems, such as on-premises phone and contact centers using traditional telco services, offer isolated experiences and limited integration options. This fragmentation results in productivity silos and collaboration barriers.

At the same time, rapidly changing customer preferences demand quick adaptation to new communication channels. Many businesses struggle to keep up, leading to missed opportunities and reduced customer satisfaction. The absence of real-time analytics across systems impedes data-driven decision-making, leaving companies unable to effectively improve their operations and customer experiences.

Delivering consistent omnichannel experiences also remains a major obstacle. Disconnected communication channels create disjointed customer journeys, causing frustration. Implementing advanced features like AI-powered interactions poses difficulties for many organizations, despite their potential to boost efficiency and personalization.

Finally, compliance across communication channels adds further complexity, particularly in heavily regulated industries such as healthcare and finance. As regulations tighten, ensuring adherence across all touchpoints becomes increasingly challenging. These diverse issues underscore the need for a flexible, integrated communication approach that can comprehensively address these pain points.

The flexibility of CPaaS enables rapid adaptation to new communication channels, helping organizations keep pace with changing customer preferences.



CPaaS and communication APIs provide an effective approach to address these modern challenges. By enabling seamless integration between diverse systems, APIs facilitate unified data flow and process automation across platforms. Acting as a bridge between communications and systems, CPaaS allows businesses to customize their communication solutions, incorporating voice, messaging, and video functionalities into existing applications. The flexibility of CPaaS enables rapid adaptation to new communication channels, helping organizations keep pace with changing customer preferences.

Moreover, CPaaS solutions offer varying degrees of analytics that can be leveraged to glean insights across the communication touchpoints within their domain. This approach allows businesses to create consistent omnichannel experiences, fostering brand uniformity and enhancing customer satisfaction. CPaaS and communications APIs also simplify the implementation of advanced features such as AI-driven intelligent virtual agents (IVA), and sentiment analysis within communication workflows. Additionally, many CPaaS providers include built-in compliance features, assisting businesses in maintaining regulatory standards across their various communication channels. In other words, CPaaS empowers organizations to build efficient, flexible, and compliant communication ecosystems tailored to their specific needs.

The business value of CPaaS

The fundamental value of CPaaS lies in its ability to transform communications into a strategic business asset. By providing a flexible, scalable platform for integrating various communication channels into existing applications and workflows, CPaaS enables businesses to create tailored experiences for both customers and employees. This customization allows organizations to differentiate themselves in the market, respond quickly to changing customer preferences, and optimize internal processes for greater efficiency.

Moreover, CPaaS reduces the technical barriers to implementing advanced communication features, allowing businesses of all sizes to access enterprise-grade capabilities without significant upfront investments in infrastructure or specialized development resources. This democratization of communication technology empowers organizations to innovate rapidly, improve customer engagement, and ultimately drive business growth through more effective and efficient communication strategies.

CPaaS brings measurable benefits

Organizations that adopt CPaaS solutions often see significant improvements in operational efficiency and customer satisfaction. A study by Juniper Research ("CPaaS: Future Market Outlook & Emerging Opportunities 2023-2028") found that businesses using CPaaS can reduce communication costs by up to 45% compared to traditional methods. RingCentral customers have reported even more impressive results. For instance, Senderra RX achieved significant improvements by integrating RingCentral's communication APIs into its workflows. The specialty pharmacy automated over 10,000 daily patient SMS messages and 1,200+ daily digital faxes, stating these integrations provide a "better experience for our patients" and demonstrating the tangible benefits of embedded communication solutions in the healthcare sector.

The flexibility of CPaaS also leads to faster innovation cycles. Forrester Research ("The Total Economic Impact of CPaaS: 2023 Update") found that companies using CPaaS reduced their time-to-market for new communication features by an average of 72%. This agility is crucial in the rapidly changing business environment.

45%

savings on communications costs possible with CPaaS over traditional methods

72%

reduction in time-to-market by using CPaaS for new communication features

10K

daily SMS

Automated SMS messages sent to patients every day with the RingCentral SMS API

1200+

digital faxes

Digital faxes processed every day through the RingCentral Fax API

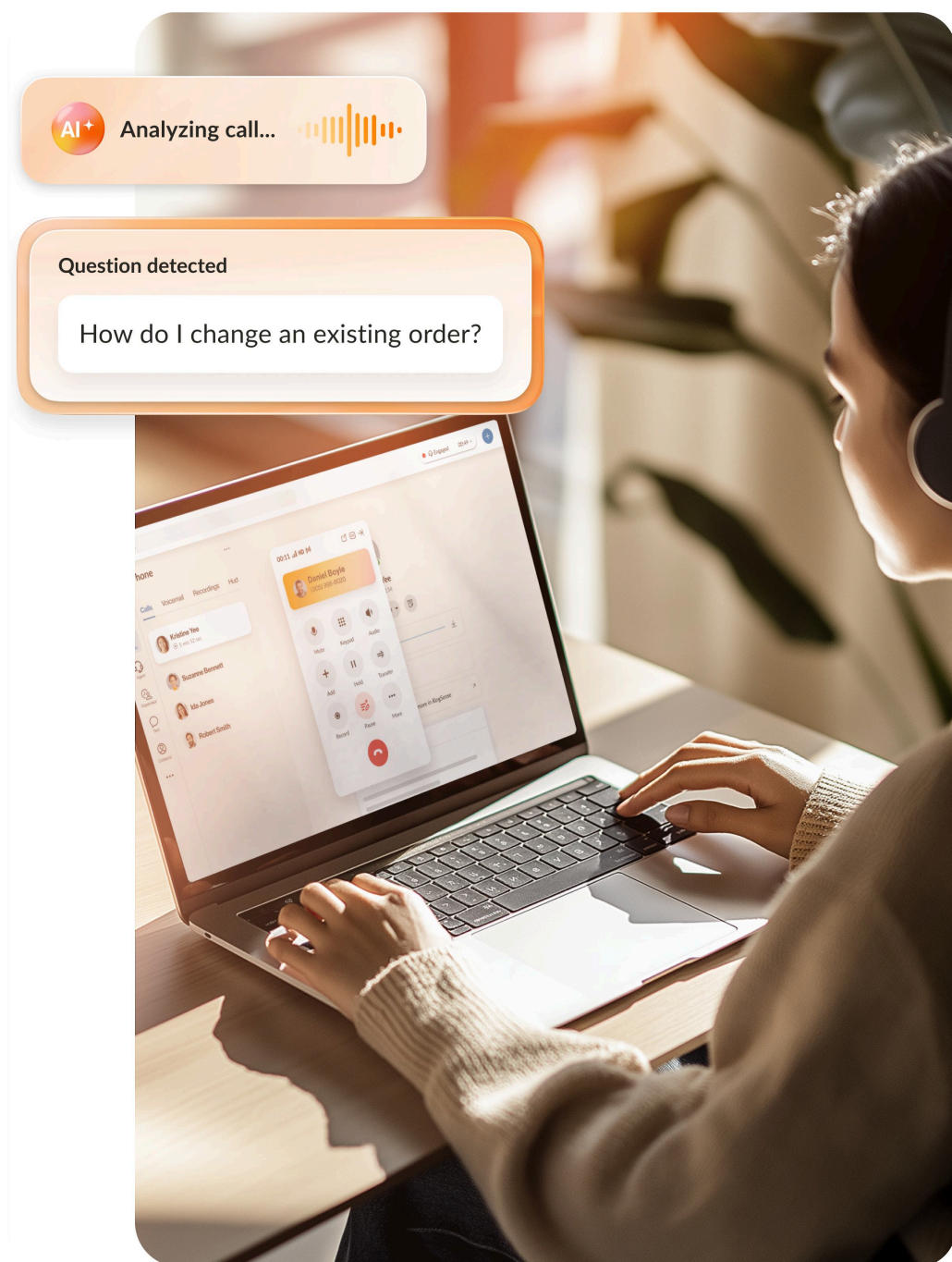
\$150K

cost savings

Saved each year by consolidating services with RingCentral

Beyond CPaaS: The integrated platform advantage

While Communications Platform as a Service (CPaaS) offerings provide valuable API-based communication capabilities, they also often present unique challenges for businesses seeking comprehensive solutions. Many of the CPaaS offerings are standalone solutions and were designed to bolster traditional or legacy telecommunications services. As a result, these services may not be able to fully integrate with existing communication systems, perpetuating siloed and fragmented user experiences. Additionally, these offerings only have visibility into the communications traffic moving across their native network, limiting their ability to provide deep insights and automate complex workflows across an organization's entire communication ecosystem.



An integrated communications platform, however, offers several key advantages that go well beyond standalone solutions. An integrated communications platform combines Unified Communications as a Service (UCaaS), Contact Center as a Service (CCaaS), CPaaS, and in some cases, webinars and events, across shared infrastructure. This comprehensive approach enables businesses to manage their entire communication ecosystem through one unified interface, streamlining operations and boosting overall efficiency. By seamlessly integrating various communication technologies and incorporating native AI capabilities, these platforms offer a more holistic and intelligent solution to modern business communication challenges.

Enhanced customer experience and brand consistency:

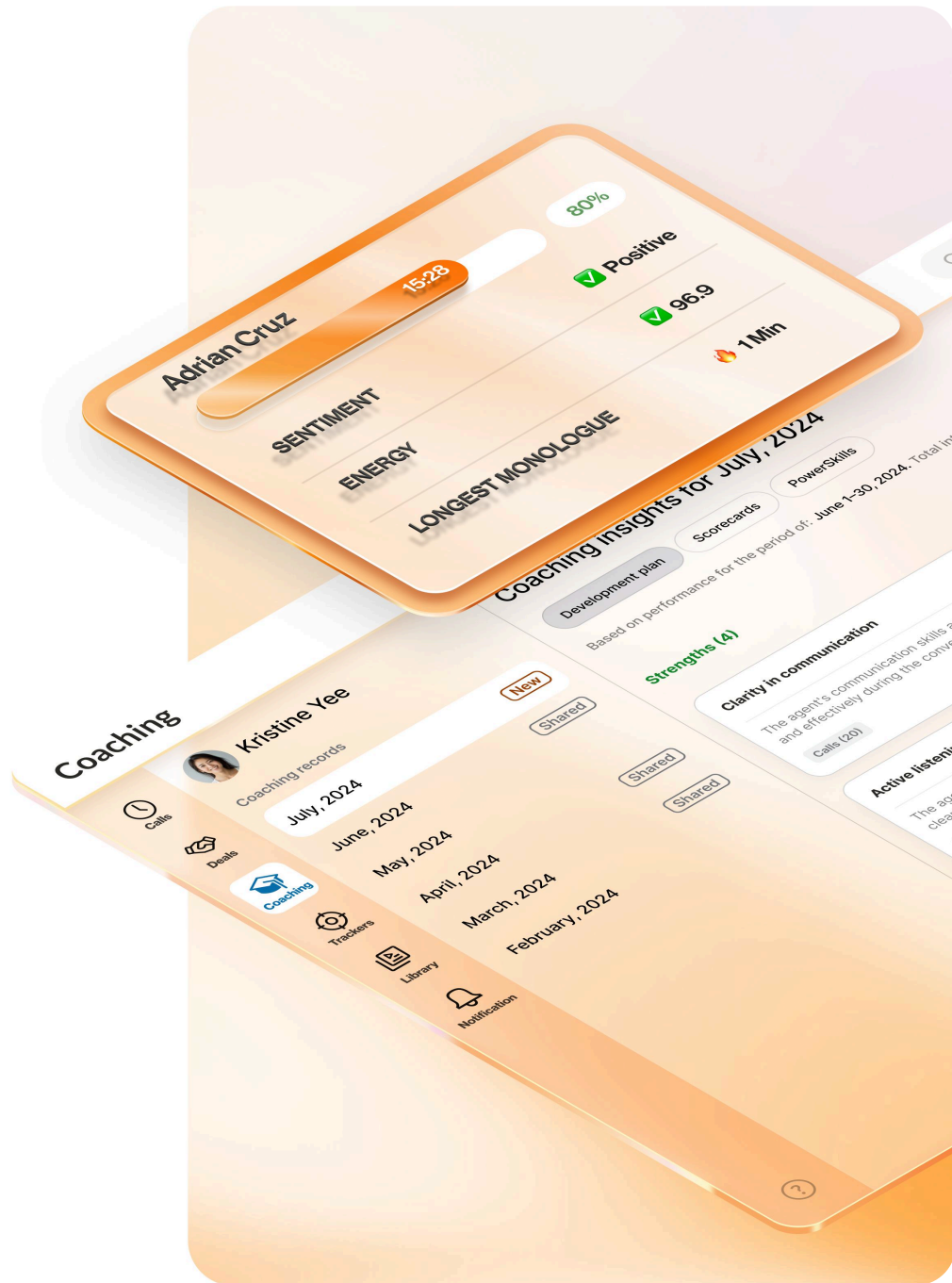
By integrating all customer-facing communication channels, businesses can provide a more cohesive and personalized customer experience while maintaining their brand identity. This integration allows for better context preservation across interactions and enables agents to provide more informed and efficient service. Importantly, an integrated platform leverages a business' phone numbers - a crucial part of their brand identity - across the entire tech stack and communication channels. This comprehensive approach ensures consistent brand representation and customer recognition, something that standalone CPaaS solutions struggle to achieve due to their limited capabilities in managing a business' phone number identity across diverse platforms.

Seamless integration of UCaaS and CCaaS functionalities:

An integrated communications platform allows businesses to manage both internal communications and customer interactions within a single ecosystem, eliminating silos and improving overall efficiency. For example, customer service agents can seamlessly transition from internal team chats to customer calls without switching applications, ensuring a smooth workflow and faster response times.

Comprehensive analytics and insights: By collecting data from all communication touch points, integrated platforms provide deeper, more actionable insights into both internal operations and customer interactions. This holistic view allows businesses to identify trends, optimize processes, and make data-driven decisions that span across different communication channels and departments.

Native AI capabilities woven throughout the entire technology stack: Integrated platforms can leverage AI across all communication channels, enabling features like intelligent routing, real-time transcription, summarization and sentiment analysis for both employee and customer interactions. Platform-level AI integration can lead to more accurate customer insights, improved self-service options, and enhanced agent performance through real-time coaching and assistance.



Consistent user experience across communication channels: An integrated platform ensures that employees and customers have a uniform experience whether they're using voice, video, messaging, or other channels, leading to improved adoption and satisfaction. This consistency reduces the learning curve for users and promotes higher engagement across all communication modes.

Simplified deployment and management: With a single platform, IT teams can more easily deploy, manage, and update communication tools across the organization, reducing complexity and potential points of failure. This streamlined approach not only saves time but also reduces the risk of configuration errors and incompatibilities that can arise from managing multiple separate systems.

Enhanced security and compliance: A unified platform allows for centralized security measures and compliance management, reducing the risk of vulnerabilities that can occur with multiple disparate systems. This centralized approach makes it easier to implement consistent security policies, monitor for potential threats, and ensure compliance with industry regulations across all communication channels.

Scalability and flexibility: Integrated platforms offer seamless adaptability to evolving business requirements, enabling organizations to swiftly incorporate or adjust features without the complexities of managing multiple vendors or systems. This agility extends to rapidly integrating new communication channels, such as popular messaging apps and social media platforms. As a result, businesses can promptly respond to market shifts, scale operations efficiently, and seamlessly adopt emerging technologies and communication mediums, ensuring they remain at the forefront of customer engagement and internal collaboration.

Cost-effective solution: By consolidating multiple communication tools into a single platform, businesses can often reduce their overall technology costs. This consolidation eliminates redundant systems, simplifies licensing, and reduces the resources needed for management and maintenance.

Improved collaboration: An integrated platform facilitates better teamwork by providing a unified environment for all types of communication and collaboration. This can lead to faster decision-making, more efficient project management, and improved knowledge sharing across the organization.

An open and integrated communication platform offers a comprehensive solution that addresses the complex needs of modern businesses. The platform enables organizations to create seamless workflows, enhance customer experiences, and drive operational excellence. This unified approach not only meets current communication requirements but also positions businesses to adapt swiftly to future challenges and opportunities. The true power of an integrated platform lies in its ability to harmonize diverse communication functions, resulting in a solution that delivers greater value than the sum of its individual components.

Unblocking today's industries

The use cases of APIs and integrations within an integrated communications platform can provide substantial advantages across a wide range of business sectors.



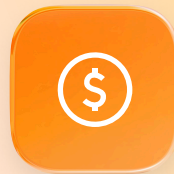
Healthcare industry solutions

- Integration with Electronic Health Record (EHR) systems for real-time patient information access, improving care coordination and reducing medical errors
- Automated patient access workflows for faster issue resolution, including appointment scheduling, prescription refills, and test result notifications
- Proactive patient engagement and outreach that can be tied into remote patient monitoring using patient's preferred communication channels
- Telemedicine capabilities with integrated video conferencing and secure file sharing for remote consultations
- HIPAA-compliant communication channels for secure patient interactions, ensuring privacy and regulatory compliance



Retail industry solutions

- Personalized marketing messages to share promotions with customers
- Customer engagement and loyalty programs with automated messaging
- Automated appointment scheduling for in-store consultations, installs, or repairs
- Automated inventory, order confirmation, and tracking updates for customers
- Omnichannel customer service integration for consistent shopping experiences
- In-store mobile technology integration for improved customer assistance
- Electronic receipts to reduce costs and help prevent fraudulent returns



Financial services enhancements

- Integrated compliance management for regulatory requirements, including automated call recording, archiving, and audit trails
- Secure document sharing and communication channels for sensitive financial information, with end-to-end encryption and access controls
- Advanced voice analytics for fraud detection and customer sentiment analysis, helping identify potential risks and improve customer satisfaction
- Automated workflows for loan applications, account opening, and other financial processes, reducing processing time and errors



Education sector applications

- Bulk, near real-time notifications and alerts to students or faculty
- Automated student onboarding or admissions programs
- Secure communication channels for student-teacher interactions
- Virtual classroom environments with integrated collaboration tools
- Appointment scheduling for teacher meetings or special services
- Automated attendance tracking and parent communication systems
- Improved accessibility through multi-media messaging (video, voice, or text)
- Learning management system (LMS) integration for streamlined course delivery

Empowering users with no-code, low-code, and pro-code options

One of the key advantages of an integrated and open communications platform is the ability to empower users of all technical skill levels to create custom workflows and integrations. This democratization of development is achieved through no-code, low-code, and pro-code options. No-code solutions allow users with no programming experience to create applications through visual interfaces. Low-code platforms provide some coding capabilities for more complex customizations, while pro-code options offer full programming flexibility for developers. RingCentral's platform offers several options to cater to these different skill levels:

No-code solutions:

- Over 500 ready-to-use, out-of-the-box integrations
- Simplified deployment process for popular applications
- Drag-and-drop interfaces for basic customization

Low-code options:

- Workflow Builder tool for creating custom communication flows
- Visual interaction designer for enhancing customer experiences
- Support for 20+ iPaaS solutions, enabling integration with 6,000+ apps

Pro-code capabilities:

- Access to 500+ APIs for complete flexibility and control
- SDKs available in 11+ programming languages
- Extensive documentation and developer support

3-5 mins

per call saved by using an integrated platform

No-code solutions and application integrations

RingCentral's platform offers over 500 ready-to-use, out-of-the-box integrations that require no coding expertise. These pre-built integrations cover a wide range of business applications, including popular CRMs, productivity tools, and industry-specific software. Users can easily deploy these integrations through a simplified process, allowing for quick adoption and immediate value. The platform also supports drag-and-drop interfaces for basic customization, enabling users to tailor their communication workflows without writing a single line of code.

An example of this streamlined integration power comes from Lush Cosmetics, a global retailer. By leveraging RingCentral's pre-built Zendesk integration, Lush seamlessly embedded RingEX voice capabilities directly within their Zendesk support platform. This readily available integration allowed their Customer Care team to handle calls and create associated Zendesk tickets concurrently, eliminating cumbersome manual steps. The impact was immediate and significant: Lush reported saving 'three to five minutes per call,' translating to roughly 40 minutes per agent daily. This 'game-changer' in efficiency, achieved through an easily deployed, no-code integration, not only boosted agent productivity but also contributed to a notable 10% increase in customer satisfaction.

Low-code with RingCentral's Workflow Builder

RingCentral's Workflow Builder is a standout feature that empowers businesses to create custom workflows without any coding expertise. This versatile tool allows users to set up automated responses for various communication events, such as missed calls, voicemails, text messages, and team messages. Users can design intricate conditional flows, tailoring responses based on specific criteria or triggers. The integration of AI-powered voicemail transcription further enhances efficiency by converting voice messages into easily manageable text. Workflow Builder seamlessly integrates with a wide array of communication methods, including meetings, messaging, and calls, allowing for comprehensive automation across multiple channels. Additionally, the tool offers the capability to incorporate third-party HTTP requests within workflows, expanding its functionality and allowing for deeper integration with external systems. Through Workflow Builder, individual business users are empowered to streamline their communication processes, reduce response times, and create highly efficient, customized workflows that address their unique operational needs.

“This level of automation and customization not only improves internal efficiency but also enhances the overall customer experience by ensuring prompt and consistent responses across all communication touch points.”

Pro-code tailors communications for industry-specific needs

Within the financial services sector, AUTOPAY, a leading auto loan company, leverages RingCentral's APIs to deeply integrate their communication platform with their custom CRM. By utilizing the API, AUTOPAY achieved near real-time responsiveness to leads from their lender partners. As soon as a customer submits a loan application, an AUTOPAY advisor can initiate an outbound call within approximately one minute, directly from their CRM. This seamless integration, powered by RingCentral's API, has significantly improved their lead response time and contributed to their ability to handle up to 1,500 inbound and 1,000 outbound calls daily while maintaining

a low call abandonment rate. This demonstrates a powerful example of how financial services companies can customize their workflows using RingCentral's APIs to enhance efficiency and customer experience.

Such industry-specific adaptations demonstrate how CPaaS and APIs can be leveraged to create solutions that not only improve operational efficiency but also address the particular demands and regulations of different sectors, ultimately leading to better outcomes and experiences for both service providers and their clients.

Conclusion

The rapidly evolving landscape of business communication necessitates solutions that are efficient, flexible, and deeply integrated. While standalone CPaaS offerings provide valuable API capabilities, an integrated communications platform that truly unites UCaaS, CCaaS, and CPaaS offers a more holistic approach to addressing modern business challenges. This integrated approach provides distinct advantages over standalone solutions:

- A unified AI-powered experience that creates cohesion for both employees and customers
- Simplified management through a single platform
- Consistent security and compliance across all communication channels
- Comprehensive analytics for more accurate and actionable insights
- Enhanced scalability to adapt to changing business needs
- Cost-effectiveness through consolidation of services

By leveraging tools such as Workflow Builder, communications APIs, AI APIs, and extensive integration options, businesses can create tailored solutions that meet their specific needs without extensive coding expertise. The RingCentral platform not only enhances operational efficiency and improves customer experiences but also empowers employees across various technical skill levels to contribute to process optimization.

As organizations aim to future-proof their communications infrastructure, an integrated communications platform approach offers the necessary flexibility, scalability, and unified experience. It enables businesses to swiftly adapt to changing market demands, harness AI-driven insights, and deliver seamless experiences across all communication channels. In today's business environment, where effective communication is crucial for success, an integrated communications platform provides the foundation for businesses to thrive and innovate.



About RingCentral

RingCentral Inc. (NYSE: RNG) is a leading provider of AI-driven cloud business communications, contact center, video and hybrid event solutions. RingCentral empowers businesses with conversation intelligence, and unlocks rich customer and employee interactions to provide insights and improved business outcomes. With decades of expertise in reliable and secure cloud communications, RingCentral has earned the trust of millions of customers and thousands of partners worldwide. RingCentral is headquartered in Belmont, California, and has offices around the world.

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.