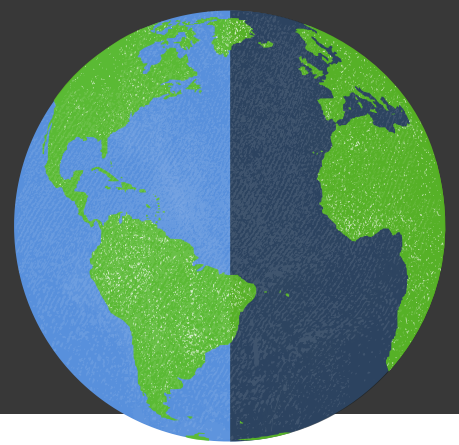# UCAAS + CPAAS

A Dynamic Duo

Many companies have already introduced UCaaS to their business to improve collaboration. Now, a new player has entered the communications space - CPaaS. So what are the differences between the two, and how can they be used together?

UCAAS

Unified communications as a service (UCaaS) is a cloud-based service that combines communications such as voice, chat, video into one solution.

CPAAS

Communications Platform as a Service (CPaaS) is a cloud-based service that enables developers to embed customized communications into applications.

WHAT YOU NEED TO KNOW

- CPaaS gives you the power to create your own communications applications to fit the needs of your business.

- UCaaS is built to connect your workforce.

- CPaaS & UCaaS will not only change how your employees communicate and collaborate with each other, but will also transform how you engage with customers.

- Both CPaaS and UCaaS will make it much easier for businesses to communicate internally, and with prospects and customers.

Great teammates!

What's Next?

With what seems like never-ending tech advancements, the benefits of UCaaS & CPaaS will continue to grow. Artificial Intelligence is primed to disrupt communication-related tech and chatbots continue to gain steam among automated services. Businesses across industries are deploying CPaaS as it earns a place in digital strategy.

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