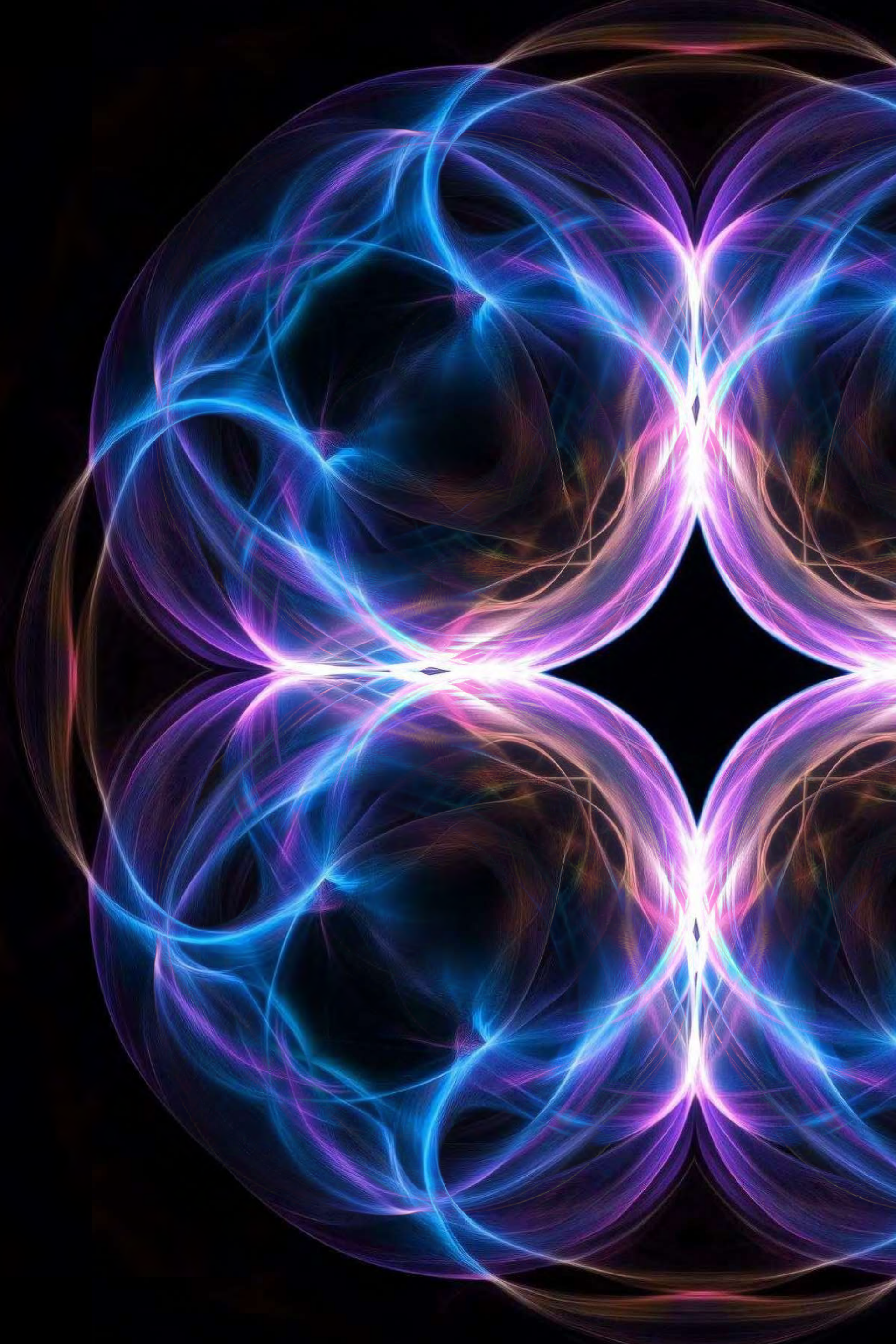# miratech

Make the Complex Simple

7 Pitfalls to Avoid When Choosing a CCaaS Vendor

Choosing a CCaaS vendor can feel a little bit like staring into a kaleidoscope – an overwhelming array of features, functionality, integration, and complexity.

Every vendor dazzles you with a mix of AI, automation, omnichannel solutions, and security – each promising to be the perfect fit. But with so many pieces in motion, it's easy to lose sight of what truly matters.

Depending on how intricate your CCaaS needs are, many vendors might present what they consider to be the picture-perfect solution. But it takes an independent and experienced eye to help you see what's right for you, amidst endless possibilities.

That's where Miratech can help. Our impartial expertise brings clarity to the shifting vendor landscape, cutting through complexity to match your business needs with the right platform.
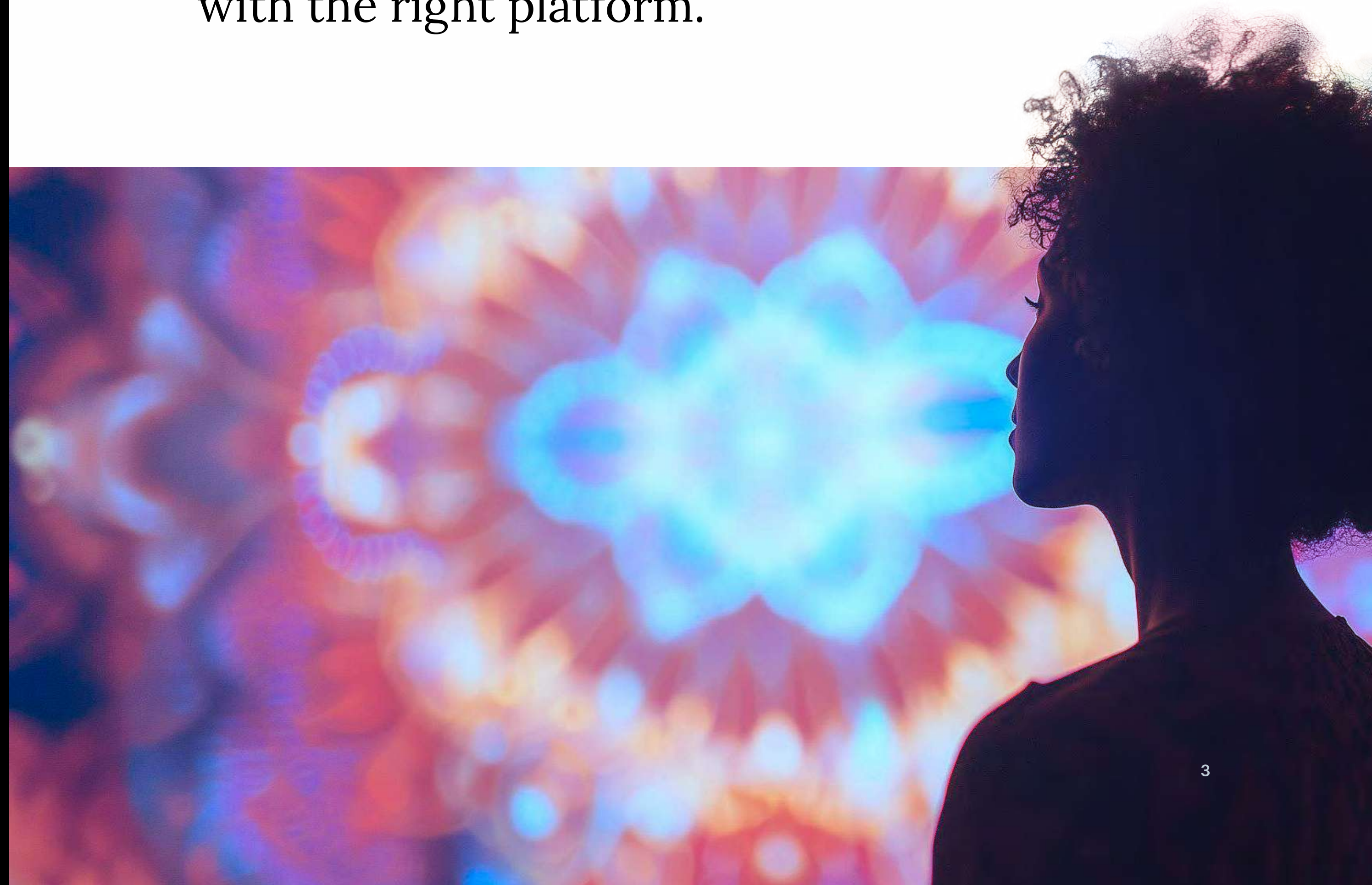
Focus On: Cloud Migration

The global CCaaS market is projected to grow at breakneck speed to $17.8 billion[1] by 2031. What's driving this? Companies shifting from on-premises to cloud-based solutions, especially as remote and hybrid work environments become the norm.

With Genesys, Avaya, and Cisco retiring systems by 2025, businesses that have invested heavily in these platforms are forced to plan their next move. The End-of-life of these systems means that support, updates, and security patches will cease, leaving companies vulnerable to operational risks, compliance challenges, and potential security breaches. Many organizations are frustrated, having poured time and resources into on-prem systems, only to face the reality that cloud migration is needed in the immediate future.

Mismanaged cloud migrations are costly, time-consuming, and disruptive. With **90% of CIOs[2] experiencing failed or disrupted migration projects,** companies need a well-defined strategy to avoid the significant and costly consequences of getting it wrong.

Of the companies attempting cloud migrations, only 25% actually meet their deadlines.[2] Too often, migrations that were planned to take months end up rolling on for years - especially where contact centers are complex and multi-faceted.

When the stakes are this high, the picture needs to be crystal clear before any big decisions are made. For that, you need more than a vendor. You need an independent, experienced partner to help you choose the right option for your business. So, without further ado, here are the top pitfalls to avoid...

7 Pitfalls to Avoid When Choosing a CCaaS Vendor

1. Overlooking Integration Needs

If your CCaaS vendor doesn't pay attention to your existing tech stack, expect chaos. Missed integrations lead to downtime, costly workarounds, and worst of all — a fragmented customer experience.

You need a vendor that understands and connects all your systems seamlessly, or you'll be stuck for years patching up cracks instead of innovating and scaling.

First off, to do a successful cloud migration, you need to plan and assess your inventory. Many organizations attempt a lift-and-shift migration without considering the broader opportunities for true digital transformation. This approach often leads to disconnected systems and underwhelming CX improvements. Instead, businesses should think beyond quick fixes, investing in strategies that truly enhance CX and future-proof operations.

Transferring massive amounts of data requires attention to detail so there is no data loss, redundancy, or inconsistency during and after the migration process. Many on-prem systems are either outdated or built with different architectures that might not easily integrate with modern cloud platforms. To bridge this gap, you need a specialized team who can overcome all forms of incompatibility and ensure proper synchronization.

2. Skimping on Scalability

You're not planning to shrink your business, right? **Your CCaaS vendor must grow with you** — whether it's adjusting for seasonal system spikes or scaling globally.

Picking the right provider is a big decision, but so are the business consequences of getting it wrong: you'll either hit a growth ceiling or pay a fortune to fix and upgrade your systems later.

One of the greatest benefits of cloud migration is the flexibility to scale up or down which enables organizations to be ready for ever-changing requirements. Alongside flexibility, cloud scalability allows you to optimize your resources which can help you save big money on maintenance.

Scalability isn't just about the platform though; it's about the way your solution is designed, structured, and implemented.
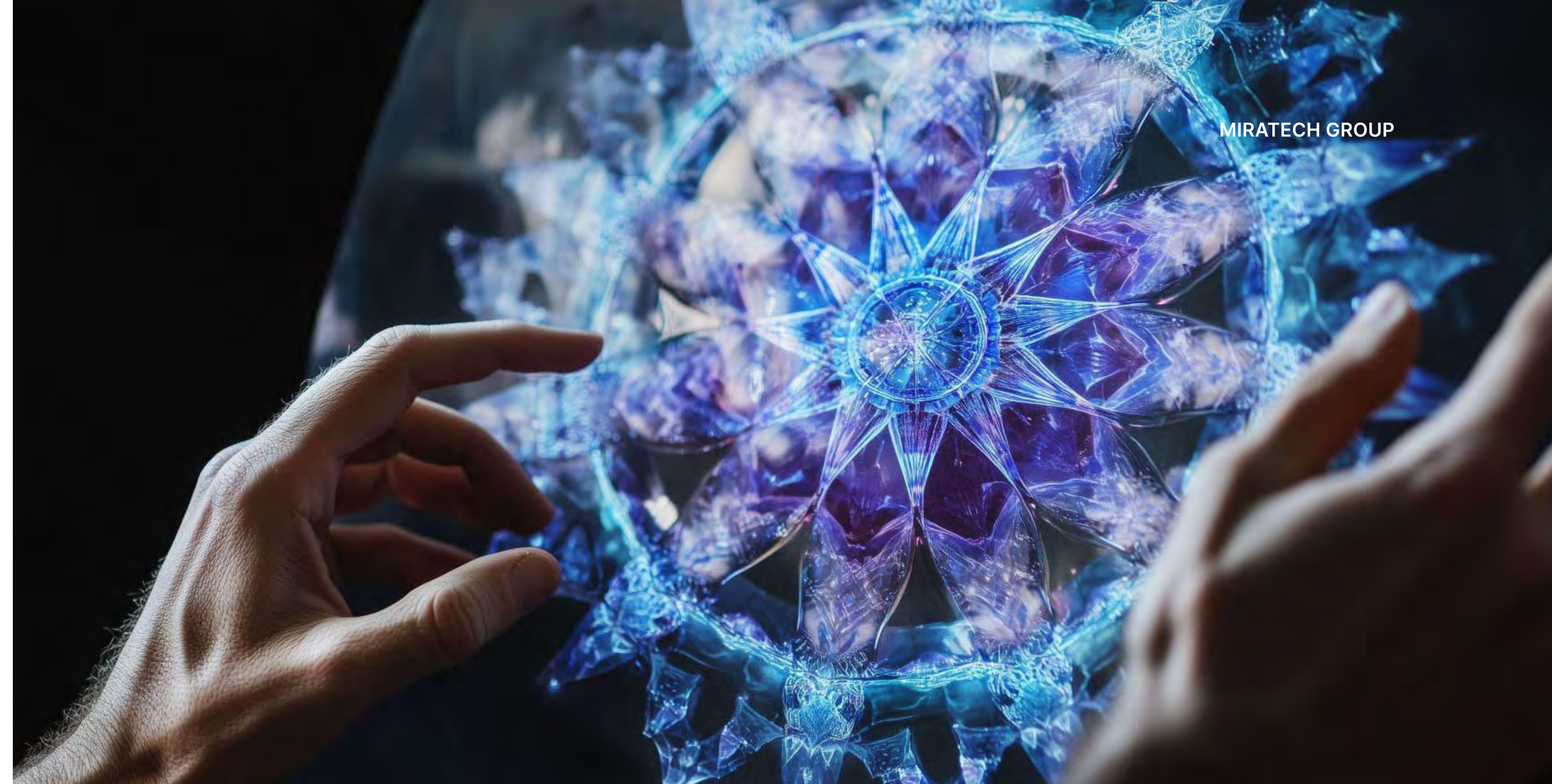
A strong cloud-first architecture, shaped by skilled consultants and integration experts, ensures your systems can adapt and grow seamlessly. **With the right strategy in place, you'll avoid costly limitations** and stay ready for whatever comes next.

3. Neglecting Security and Compliance

In CX, trust is everything. And when it comes to security, you can't afford to take chances. A single data breach doesn't just hurt your bottom line — it can seriously damage your reputation.

But it's not just about protecting data — **compliance with regulations like GDPR, HIPAA, and PCI DSS is crucial,** especially in industries like healthcare and financial services. Security needs to be airtight; meeting these regulatory requirements is a non-negotiable for organizations handling sensitive information in heavily regulated industries.

The stakes are even higher as you scale your operations. New vulnerabilities can appear with expanded infrastructure. Make sure your vendor prioritizes things like strong encryption, multi-factor authentication, and regular system audits. You need a vendor who's not just reactive but proactive, staying ahead of threats and keeping your data — and your business — safe.

4. Lack of Vendor Transparency

What you don't know can often hurt you. If your vendor isn't upfront about pricing, Service Level Agreements (SLAs), or performance metrics, you could find yourself stuck in a costly relationship with limited flexibility and no real way out. Vague promises and hidden fees can cripple your budget and your customer experience.

Transparency and trust go hand in hand. You should know exactly what you're paying for, what happens if the vendor falls short, and how issues will be resolved.

A trustworthy partner provides full disclosure from the start, ensuring your decision is informed and your business protected.

5. Ignoring Customization Needs

Your business isn't like everyone else's, and your customer experience platform shouldn't be either.

One-size-fits-all solutions may seem like they'll get the job done, but they won't help you serve customers seamlessly or scale efficiently. If your CCaaS vendor can't tailor their solution to your specific workflows and business needs, you'll quickly find yourself boxed in.

Customization doesn't just mean tweaking a few features here and there — it's about building a system that supports your customer and business goals, that integrates with your existing systems, and that evolves as you do. Whether you're in a heavily regulated industry or a fast-moving tech environment, your CCaaS platform should be tailored to match your long-term strategy.

6. Focusing Solely on Cost

It's tempting to choose a platform based on price, but that can lead to bigger headaches later.

A cheaper platform might save you money upfront, but it could come with serious limitations — like fewer features or less flexibility — that you'll outgrow faster than expected. In fact, a 2019 study from Fortinet[3] found that **74% of companies have moved applications back to on-premises** after failing to achieve their expected returns.

Price is just one part of the equation. Instead of focusing on the lowest bid, consider the total cost of ownership (TCO), which includes things like integration fees, potential downtime, and future upgrades.

Making a decision based on long-term value will save you from scrambling to fix costly problems further down the road.

7. Accepting Rigid Contracts

Flexibility is crucial as your business evolves, and the last thing you want is to be locked into a long-term, rigid contract.

Many vendors load their agreements with hidden fees for upgrades or additional users, making it difficult — and expensive — to adapt to new needs.

Choose a vendor that offers flexible contract terms so you can scale, adjust features, or pivot as needed. Rolling reviews or adjustable terms ensure you're not stuck with a solution that no longer works for your business.

Finding the Right CCaaS Vendor First Time

Don't let these pitfalls catch you off guard. Choosing the right CCaaS can feel overwhelming, but with the right partner, it doesn't have to be.

Whether you're navigating a complex cloud migration or determining which vendor best fits with your evolving CX needs, Miratech is here to help.

With Miratech's vendor-agnostic approach, we focus on what's best for you, cutting through the fog and guiding you to the right vendor solution that fits your business — long-term.

Want help from Miratech's independent experts?

Let's chat. Book a free 30-minute consultation now and discover how we can help you choose the right CCaaS vendor.

BOOK YOUR CONSULTATION

CCaaS Vendor Selection Checklist

VENDORS

- ❌ Offer biased recommendations based on partnerships.
- ❌ Push standard, one-size-fits-all solutions.
- ❌ Often lack transparency in pricing and SLAs, leading to hidden fees.
- ❌ Prioritize short-term gains over long-term scalability.
- ❌ Limited support during complex cloud migrations.
- ❌ Overlook critical integration needs, leading to disruptions.
- ❌ Offer rigid, long-term contracts with inflexible terms.

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- ✅ Provides **unbiased, vendor-agnostic** advice.
- ✅ Delivers **tailored solutions** that meet your unique business needs.
- ✅ Ensures **full transparency** with clear pricing and SLAs.
- ✅ Focuses on **scalability and future-proofed solutions.**
- ✅ Provides **end-to-end support** through every stage of migration, implementation, and integration.
- ✅ Ensures **seamless integration** with your existing tech stack.
- ✅ Offers **flexible contracts** that evolve as your business grows.

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3. The Bi-Directional Cloud Highway: User Attitudes about Securing Hybrid- and Multi-Cloud Environments. (2019). Fortinet White Paper. Retrieved from Fortinet.

About Us

Miratech helps visionaries to change the world. We are a global IT services and consulting company that brings together global enterprise innovation and start-up innovation. Today we support digital transformation for the largest enterprises on the planet.

By partnering with both large and small players, we stay at the leading edge of technology, remain nimble even as a global leader, and create technology that helps our clients further enhance their business. Our culture of Relentless Performance enables over 99% of Miratech's engagements to succeed by meeting or exceeding scope, schedule and/or budget objectives since our inception in 1989.

For additional information about Miratech, please visit www.miratechgroup.com

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