



8x8 Announces New Technology Partner Ecosystem Tier to Empower Technology Partners to Solve Compelling Business Use Cases

January 23, 2024 2:00 PM EST

New 8x8 SellWith8™ Tier Offers Exclusive, Highly Curated Experiences and Resources for Partners

CAMPBELL, Calif.--(BUSINESS WIRE)--Jan. 23, 2024-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading integrated cloud communications platform provider, today announced SellWith8™, an exclusive tier within the [8x8 Technology Partner Ecosystem](#), allowing technology partners to solve compelling business use cases for customers. The 8x8 Technology Partner Ecosystem program allows customer-first organizations to enhance customer experiences by deeply embedding cutting-edge technologies, including leading artificial intelligence capabilities, into the 8x8 platform with persistent data to enhance business intelligence, insights, and analytics.

This new SellWith8 tier allows select partners to sell directly with 8x8, increase go-to-market efforts, improve the depth of integration, and jointly solve customer pain points. Additional tier features include:

- A highly curated tier of invite-only partners selected for their fit with relevant use cases, capabilities, security features, and more.
- Direct access to the 8x8 product team for roadmap alignment and co-development for tight integrations and to provide a native-like user experience for tier partners and their customers.
- Exclusive joint go-to-market alignment, including co-marketing promotion and demand generation, sales strategy coordination, events, and incentives across companies and channel partners.

Awaken Intelligence, an inaugural SellWith8 partner, offers an integration with the [8x8 Contact Center](#) that provides real-time agent guidance and assistance, supported by generative AI.

"The 8x8 Technology Partner Ecosystem has already demonstrated remarkable success in meeting the business needs of customers and we're honored to be one of the first partners to join the SellWith8 tier of the program," said Simon Black, CEO of Awaken Intelligence. "Initial customer integrations showcase the beginning of what we believe will be a fruitful partnership, allowing us to expand our use case capabilities and attract new customers."

The 8x8 Technology Partner Ecosystem transforms customer experience and engagement by democratizing seamless, next-generation, native integrations for organizations of all sizes without requiring complex, custom development or exorbitant overhead costs that have traditionally only been feasible for the largest enterprises. Over 72% of customers in 8x8's ideal customer profile have already deployed 8x8 Technology Partner Ecosystem integrations.

Built on the [8x8 XCaaS™](#) (Experience Communications as a Service™) platform open architecture, the program nurtures an ecosystem of leading technology partners that encourages innovation and provides enterprises with the solutions they need to provide their own customers with exceptional experiences.

"To meet the continually evolving needs of customers, technology providers need to have adaptability and flexibility within their solutions," said Victor Belfor, Global Vice President, Business Development and Strategic Partnerships at 8x8, Inc. "Technology Partner Ecosystems are critically important for all contact center vendors; however, the breadth of integration options is only one aspect of a vibrant ecosystem. With SellWith8, 8x8 is focusing on the depth of integrations, and the exclusive nature of SellWith8 allows us to provide customers with a carefully curated set of partners that offer deeper integrations into the platform, frictionless onboarding processes, and better user experiences."

[8x8 XCaaS](#) is an integrated cloud contact center and unified communications platform, which includes cloud [contact center](#), [business phone](#), [video meetings](#), [team chat](#), and [SMS](#) capabilities in a single-vendor solution. 8x8 XCaaS is a resilient, secure, and compliant platform, which offers the highest levels of reliability with a financially backed, platform-wide 99.999 percent uptime SLA across an integrated cloud UCaaS and CCaaS solution.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) is transforming the future of business communications as a leading Software as a Service provider of 8x8 XCaaS™ (Experience Communications as a Service™), an integrated contact center, voice communications, video, chat, and SMS solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [Twitter](#) and [Facebook](#).

8x8®, 8x8 XCaaS™, Experience Communications as a Service™, Experience Communications Platform™ are trademarks of 8x8, Inc.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240123893201/en/): <https://www.businesswire.com/news/home/20240123893201/en/>

8x8, Inc. Contacts:

Media:

PR@8x8.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.