Descope and 8x8 Partner to Boost Security and Efficiency in Customer Experience

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New 8x8 CPaaS API Integration with Descope's Drag-and-Drop Customer Identity and Access Management (CIAM) Platform Enables Organizations to Easily Create and Customize the User Journey and Provides Optimized Security

CAMPBELL, Calif.--(BUSINESS WIRE)--Dec. 11, 2024-- 8x8, Inc. (NASDAQ: EGHT), the industry's most integrated Platform for CX that combines Contact Center, Unified Communication, and CPaaS APIs, today announced a partnership with Descope. As the exclusive Asia Pacific partner for Descope, 8x8® will seamlessly integrate Descope's drag-and-drop customer identity and access management (CIAM) platform with 8x8's CPaaS APIs. This integration enables organizations to easily create and customize complete user journeys through Descope's intuitive visual workflows.

The combination of 8x8 and Descope capabilities provide organizations with a complete solution capable of delivering consistent, secure, and frictionless authentication processes, ensuring seamless customer experiences. Through the addition of Descope's integrated no code/low code visual workflows solution, 8x8 will enable organizations to customize user journeys and build personalized onboarding experiences, as well as to easily deploy modern login processes like social logins, passkeys, one-time passwords (OTPs), and magic links, all superior options to traditional password-based logins both in terms of security and user experience.

"8x8's commitment to customer experience and customer excellence is one of the key reasons we wanted to partner with them," said Rishi Bhargava, Co-founder and Chief Revenue Officer at Descope. "For us, this is a strategic move that allows us to combine authentication and authorization with customer engagement, providing businesses with seamless and secure experiences. We are excited to work together with 8x8 in APAC, where businesses are ready to take customer experience to the next level."

Organizations deploying Descope have reduced the number of support tickets related to authentication issues by 50% and cut down considerable costs (30-40x) by not needing to build in-house authentication systems.

"Secure authentication and authorization have to always be at the top of a company's list of priorities, but it doesn't have to come at the expense of positive customer experiences," said Stephen Hamill, General Manager, CPaaS at 8x8, Inc. "Our partnership with Descope provides organizations with a secure, frictionless, highly usable experience that enhances efficiency and supports business growth, unlocking the potential of every interaction. Additionally, Descope's capabilities complement and enhance our AI-driven communication solutions, enabling smarter, more seamless engagements across the customer journey."

8x8 CPaaS APIs power essential business functions like authentication and fraud prevention, marketing and communications, customer support, and operations. With omnichannel messaging—including SMS, messaging apps, voice, and video interaction —it serves as a key enabler of business communications and customer experience in an ever-evolving digital transformation. It is a core component of the 8x8 Platform for CX, which seamlessly unites contact center, unified communications, and CPaaS APIs to help organizations connect customers and teams globally, empowering CX leaders with AI-powered performance and insights to make smarter decisions, delight customers, and drive lasting business impact.

Learn more about the 8x8 and Descope partnership and integrated business solutions by:

- Visiting https://cpaas.8x8.com/en/products/descope-ciam/.
- Reading the blog post about what it means for enterprises wanting to enhance authentication processes.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements including those related to the launch of new partnership with Descope and integration of Descope and 8x8's communications APIs. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to 8x8's periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. These risks could reduce the growth of our CX business and contact center momentum which could impact our revenues and profitability. 8x8 undertakes no obligation to update any forward-looking statements.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combining Contact Center, Unified Communication, and CPaaS APIs. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, X, and Facebook.

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