



# Get to know 8x8

A contact center and communications leader trusted by more than 3 million business users globally

## Empower every employee with integrated contact center, voice, video, chat, and APIs

8x8 is a pioneer in integrated cloud contact center, unified communications, and Communications Platform as a Service (CPaaS) solutions. Our customer-centric solutions deliver differentiated experiences by enabling seamless work from anywhere tools, eliminating customer and employee communications silos, and supporting innovation and digital transformation initiatives that drive competitive and economic advantage.

An 11-time Leader in the Gartner Magic Quadrant for Unified Communications as a Service (UCaaS), Worldwide and recognized nine years in a row in the Gartner Magic Quadrant for Contact Center as a Service (CCaaS), 8x8 is known in the market for its vision in introducing XCaaS™ (Experience Communications as a Service™) and the 8x8 Experience Communications Platform™ which delivers a unified platform for contact center, business phone, video, chat, and communications APIs.

### Fast facts

**NASDAQ:** EGHT

**Founded:** 1987

**Headquarters:** Campbell, CA

**Revenue:** \$703M USD (August FY24)

**Paid business users:** 3M+

**Cloud infrastructure:** 36 regions worldwide

**Patents awarded:** 300+

**Website:** 8x8.com

**About our name:** The “8x8” name goes back to the company’s roots and refers to the number of video pixels, or dots of light, that are used as the basic building block in many image compression and video transformation functions.

## Recognized in the marketplace



11-time Gartner Magic Quadrant for UCaaS; 9-time Gartner Magic Quadrant for CCaaS



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For more information, call 1 866 879 8647 or visit [8x8.com](https://8x8.com).

## 8x8 CPaaS - Leading in the new era of omnichannel communications

The rapid adoption of digital communication platforms has created a significant opportunity for businesses to elevate customer interactions.

To remain competitive and relevant, businesses now must rise to growing customers' demands and expectations by providing experiences that are consistent and personalized.

Enter communication APIs. The 8x8 CPaaS portfolio of **communication APIs** including SMS, chat apps, voice, and video empowers organizations to integrate real-time communications capabilities directly into applications, websites, and workflows.

Communication APIs are low-code and often the easiest method to implement omnichannel communications. They come at an affordable price point which means businesses can remain competitive while providing next level service.

With 8x8 CPaaS, businesses can streamline multiple communication channels and unlock interactions that are automated, scalable, and customizable.

### 8x8 Communication APIs

**Omnichannel Messaging.** One platform for interactions across 6 messaging channels including SMS, WhatsApp, Viber, Zalo, LINE and voice.

**SMS.** Reliably reach customers anywhere, anytime with notifications, OTPs, and alerts.

**Voice.** Make secure voice communications accessible with call masking, interactive app-to-app calls, and voice messaging.

**Video.** Instantly plug-and-play 1:1 Video Interaction or easily embed video conferences with Jitsi as a Service.

**8x8 Connect.** A no-code multi-channel platform to send messages, build automations, monitor data, and more.

**Omni Shield.** Proactively detect and prevent fraudulent activities with intelligent monitoring, automated alerts, and more.

### The 8x8 CPaaS Highlights

- A unified experience across SMS, voice, video and other messaging channels including WhatsApp, Viber, Zalo and LINE
- Integrations that support CRM apps, including Zendesk and Salesforce
- Real-time analytics across all channels
- Customisation available, including embeddable apps and no-code capabilities
- Automated and scalable communications
- Local offices with in-country, 24/7 support
- A robust network of more than 160+ direct mobile network operators in over 190 countries
- Industry-leading security and compliance with recognised third-party certifications including SOC 2 Type II, ISO 27001, HIPAA, FISMA & PCI/DSS

**"I would highly recommend 8x8 if you are looking for a robust, easy to integrate system that is actually fuss-free to use."**

Leena Chanvirach, Regional Head of Data & Analytics, aCommerce



**"8x8 technology has transformed the customer experience and how we work as a unified, agile organization."**

Jon Cocker, Chief Information Officer, Platform Housing Group

