

8x8

# 8x8 CPaaS In The Loop

April 2025

---





# Welcome to 8x8 CPaaS in the Loop!

As we step into another exciting quarter, we're thrilled to share some incredible milestones with you! Your trust and partnership continue to inspire us, and we're committed to delivering even more innovation and value!

Here are three key highlights:

1. 8x8 recognized among Channel Futures' 2025 Top 20 CPaaS Providers 🚀
2. 8x8 Recognized as Best Performing Vendor 2024 by DANA Indonesia 🏆
3. RCS Business Messaging launch 📱

Thank you for being part of our journey!

-The 8x8 CPaaS Team

---





8x8

---

# 8x8 CPaaS in the News



# 8x8 Recognized as Best Performing Vendor 2024 by DANA Indonesia

Great news! 8x8 has been recognized as one of the Best Performing Vendors 2024 by DANA Indonesia, a leading digital wallet provider in Indonesia. Our SMS APIs critical notifications and OTPs, ensuring seamless and secure user experiences.

This award is a testament to our commitment to innovation, reliability, and helping businesses thrive, and we look forward to continuing to empower businesses with modern communications technology! 🚀



[See press release](#)





## 8x8 and MoEngage Announce Strategic Partnership to Enhance Customer Engagement in Asia Pacific

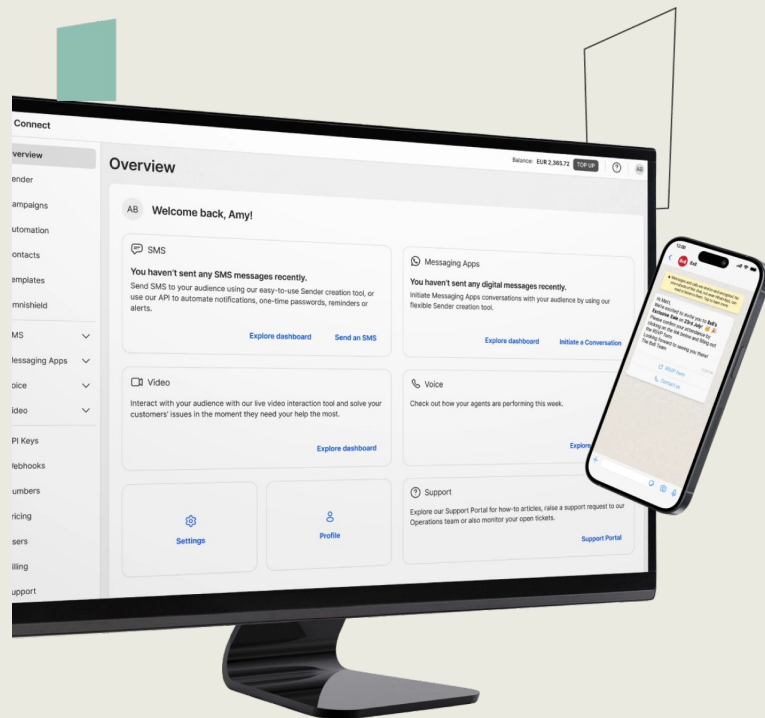
We're thrilled to announce that 8x8 is now the official partner for SMS and WhatsApp messaging on MoEngage, bringing businesses across APAC a seamless, AI-powered omnichannel communication experience. Easily deliver OTPs, notifications, and marketing messages across email, SMS, and WhatsApp - with Viber and LINE coming soon!

This partnership is all about simplifying communication, enhancing customer experiences, and driving real impact. ⚡

[See press release](#)

# 8x8's CPaaS Momentum and Growth: 43% YoY increase in customer interactions

Customer interactions across 8x8 CPaaS APIs surged 43%, hitting nearly half a billion per month as businesses embrace AI-driven engagement. From AI-powered WhatsApp chatbots to Verif8, our latest innovations are making customer connections smarter and more seamless. The future of engagement is here - and 8x8 is leading the way! 🔥



[See press release](#)

# Stephen's interview with e27: Beyond the inbox: How SEA startups can drive growth with AI-powered communication

Looking to drive growth with AI-powered communication?

In this insightful thought leadership piece, Stephen Hamill, GM of CPaaS at 8x8, explores how startups across Southeast Asia can leverage AI to create more personalized and impactful customer engagements. From optimizing messaging to boosting customer retention, Stephen shares key strategies for using AI to scale quickly and effectively.

[Read article](#)





## Key Industry Recognitions

We're incredibly proud to be recognized as an industry leader, driving innovation and delivering exceptional customer experiences!



8x8 named a CPaaS Provider to  
Watch in MetriRank 2024

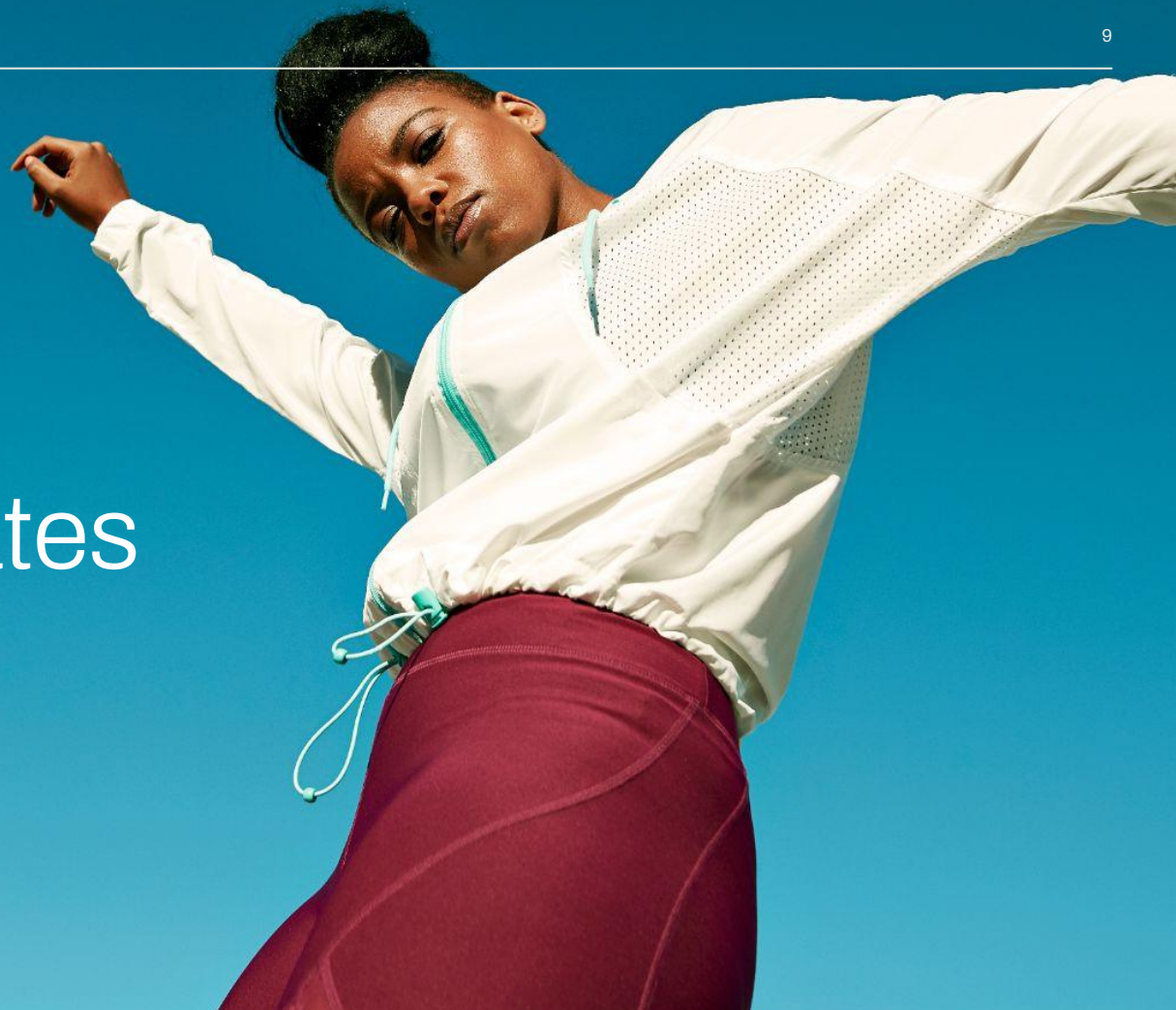
[See more](#)



8x8 recognized among Channel  
Futures' 2025 Top 20 CPaaS  
Providers

[See more](#)

# Product Updates



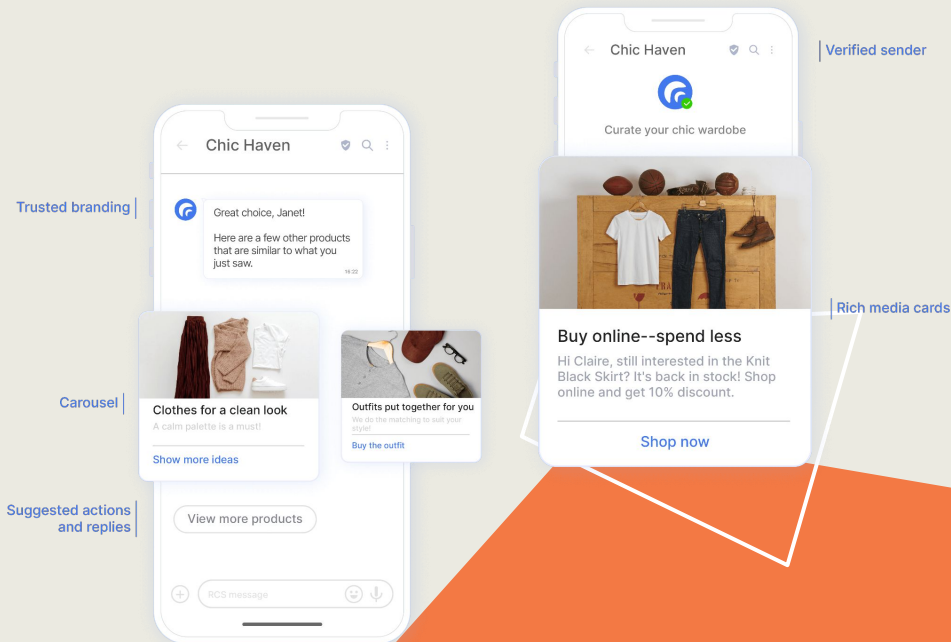
# RCS Business Messaging Launch

Level up your messaging game with RCS (Rich Communication Services) Business Messaging!

Say goodbye to plain SMS and hello to vibrant, interactive customer conversations with photos, videos, and more.

Now, you can seamlessly manage RCS, SMS, WhatsApp, Viber, Zalo, LINE, voice, and more all through a single, powerful 8x8 Messaging API - delivering an unforgettable omnichannel experience for your customers.

[Find out more](#)





# A more intuitive messaging experience on 8x8 Connect

Launching messaging campaigns on 8x8 Connect is now even easier! Our new card-based channel selection provides clear descriptions for each messaging channel, helping you quickly understand their purpose and make informed choices—no guesswork needed.

Try it now

The screenshot displays the 'Create a new campaign' workflow in 8x8 Connect. At the top, a progress bar shows four steps: 'Choose a channel' (active), 'Add recipients', 'Compose a message', and 'Send'. The main section is titled 'Select a channel to send your messages' and lists four channel options as cards:

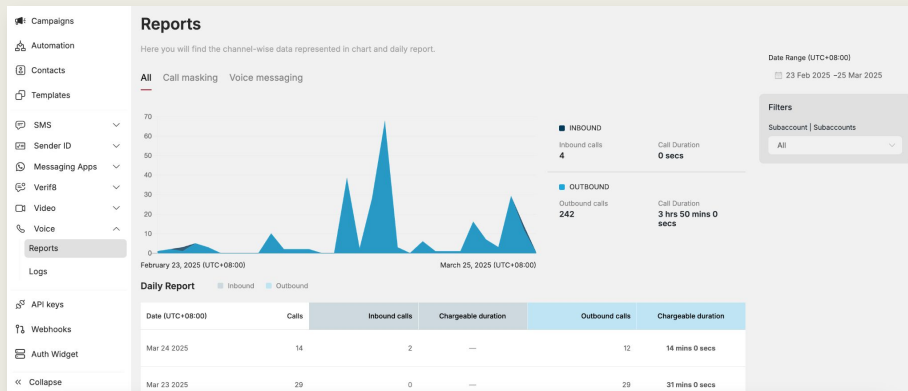
- SMS**: Send standard text messages to mobile devices for quick, simple communication. (This option is selected with a blue dot and a blue border.)
- SMS Engage**: Send SMS with URLs, QR codes, or forms for richer user engagement.
- Messaging Apps**: Deliver messages via popular chat apps like WhatsApp, Viber, Messenger, and more.
- Voice**: Send a voice message by either converting text to speech or uploading an audio file.

Below the channel selection, there is a 'Subaccount' section with the instruction 'Select a subaccount to send your messages' and a text input field. At the bottom right, there are two buttons: a grey 'Cancel' button and a blue 'Next: Add recipients' button.

# Better Voice insights with enhanced logs and reports on 8x8 Connect

Gain deeper visibility into your voice interactions on 8x8 Connect with:

- Detailed call records available directly in the voice logs module.
- Call quality metrics, campaign details, and pricing insights—all in one place.
- Usage breakdowns by day, month, and week for better tracking and optimization.



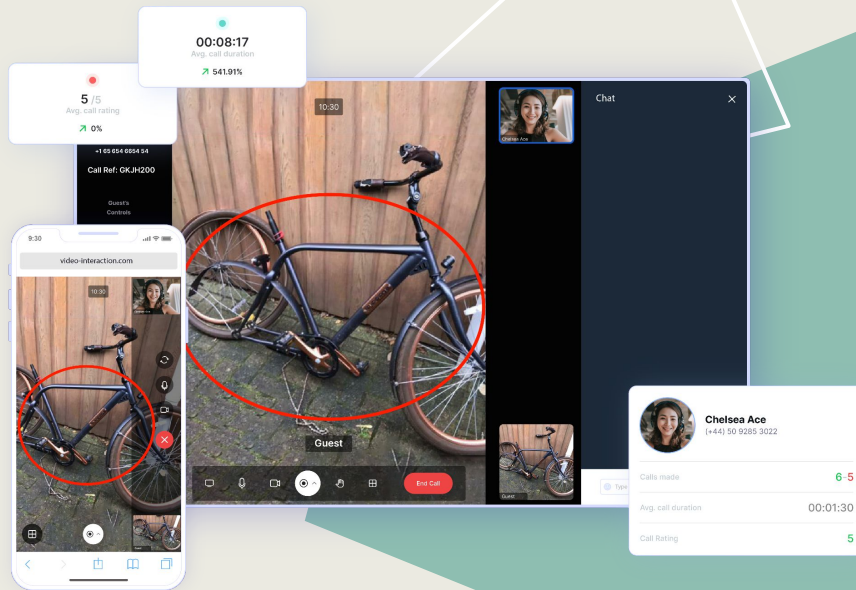
Try it now

# Enhanced video interactions for seamless conversations

**Low Bandwidth Mode:** Ensure smooth video interactions even in areas with poor connectivity by switching to a lower resolution.

**Meeting Link Sharing:** Easily copy and share meeting links via WhatsApp, Viber, or other messaging channels when SMS isn't an option.

Find out more





# Exciting New Partnerships



# Welcome to our new partners!



Netvoice  
Philippines



Fazpass  
Indonesia



Docotel  
Indonesia



Arrow Voice & Data  
Australia



Reliance Communications  
Australia

## 8x8 CPaaS' Inaugural Partner Awards

We're thrilled to celebrate the achievements of our partners with 8x8 CPaaS' very first partner awards! 8x8 recognized the incredible contributions of our reseller partners who play a vital role in driving innovation and delivering exceptional outcomes to customers.

A huge congratulations to the winners! **Terrabit** was awarded Partner of the Year and **NTT Data** was named Emerging Partner of the Year.

Here's to a fantastic year ahead with all our amazing partners!



Terrabit Company Limited, Thailand  
Partner of the Year



NTT, Thailand  
Emerging Partner of the Year

8x8

---

On the road with  
8x8





## 8x8 In Action



### Cyber Resilient IT Infrastructure Summit

In January, we joined our partner **One Depot** at their Cybersecurity Summit in the Philippines, where we shared insights on securing smarter communications and highlighted how Descope can help organizations enhance their security posture and streamline user authentication.



### 8x8 x Rakuten Viber: Enhancing Security & UX for Loyalty Programs Workshop

In February, we co-hosted a workshop with Rakuten Viber, where we showcased how Viber helps businesses to engage customers. We were also honored to receive the **Viber Silver Partner 2025** award, a testament to our strong partnership and commitment to delivering top-tier messaging solutions!



## 8x8 In Action



### 8x8 x CleverTap: Maximising CX through integrated communications

Partnering with CleverTap, we demonstrated how utilizing a marketing automation platform, powered by in-depth customer data, drives significant ROI via personalized communications across preferred channels like WhatsApp.



### Retail & E-Commerce Summit Asia, Malaysia

At RESA in Malaysia, we hosted a dynamic breakout session where we delved into the specific strategies businesses can employ using WhatsApp Business to maximize the impact of Mega Sales Days, which have become a common and effective response to current economic challenges.

## 8x8 In Action



### 8x8 x CleverTap Iftar Gathering in Indonesia

Building strong relationships is at the heart of what we do. We were honored to host an Iftar for our customers, sharing a moment of reflection and camaraderie. It was a truly special evening. Wishing everyone a blessed Ramadan!



### Cyber Security Summit: Philippines

In early March, we had the opportunity to pitch Descope and 8x8 authentication products to CISOs and top security professionals. It was incredible to see so much interest in our Magic Link, Passkey, and in-depth authentication demos at our booth! We loved sharing how these innovative solutions simplify security and improve user journeys.

## 8x8 In Action



### CustomerX Thailand 2025

We had an amazing experience at the CustomerX event in Thailand, where we had the chance to demonstrate our single API's ability to streamline SMS, voice, video, and LINE interactions, focusing on use cases that are specifically relevant to Thai businesses.



### Bangkok VIP Customer Appreciation

We recently had the pleasure of hosting an exclusive VIP Customer Appreciation Dinner. It was a truly special evening where we connected with our most valued partners, shared exciting product updates, and celebrated their outstanding achievements with awards. The connections forged and insights shared will undoubtedly fuel our mutual success!



# Unlock fresh insights

# Stay ahead with our newest blogs and ebooks

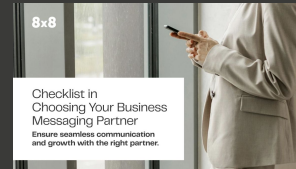
See more resources



Unlock Viber for  
Business: Strategies for  
Success  
[Read](#)



From Customer Support  
to Marketing: How Voice  
Solutions Drive  
Business Success  
[Read](#)



Checklist in  
Choosing Your Business  
Messaging Partner  
[Read](#)



The Ultimate Guide to  
RCS Business  
Messaging  
[Read](#)



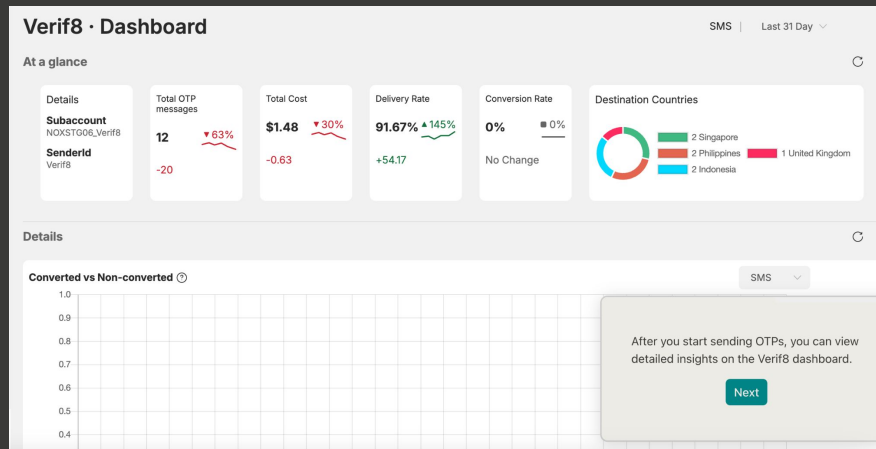
The CX Evolution:  
Must-Know Trends for  
Staying Ahead in 2025  
[Read](#)



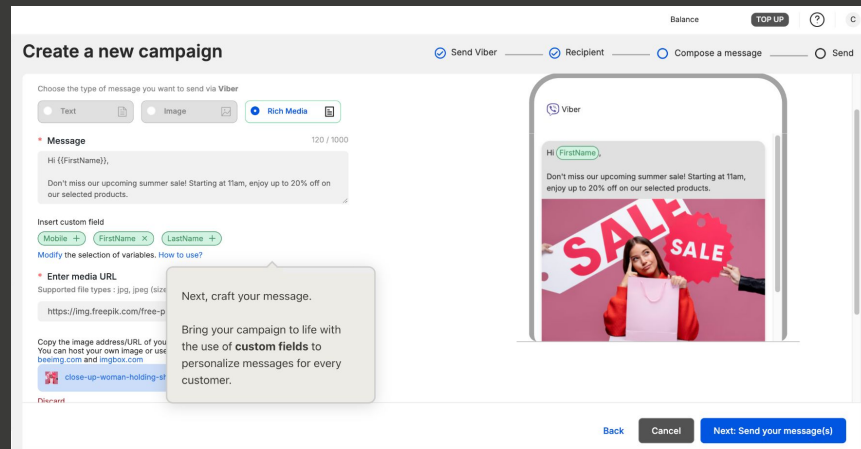
Top 5 Tips for Crafting  
SMS and WhatsApp  
Campaigns That Drive  
Customer Loyalty  
[Read](#)



# Explore our product demos

[See more documentation](#)

Watch our demo to see how simple multichannel authentication is with Verif8.

[Watch demo](#)

Discover how effortless it is to send Viber messaging campaigns with 8x8 Connect.

[Watch demo](#)

**8x8**

# Thank you for reading!

If you have any questions or feedback, drop us an email at  
[cpaas-team@information.8x8.com](mailto:cpaas-team@information.8x8.com)

---

