

8x8

The Future of
Video Isn't on
Zoom - It's in
Your App



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Introduction

User expectations have evolved - they want real-time video built into the apps and websites they already use, without switching to external links or installing extra software.

85% of users prefer to engage with brands that offer in-app video capabilities rather than external meeting platforms. For product and CX leaders, this shift is both a challenge and an opportunity: bring video closer to the user without compromising on performance, security, or scale.

That's where 8x8 Jitsi as a Service (JaaS) delivers - enabling fully branded, secure, high-performance video embedded directly into your digital experience.



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Why Embedded Video Beats Redirected Experiences



Redirecting users to external tools like Zoom or Microsoft Teams can create unnecessary friction. Every extra click adds latency, **increases drop-off rates**, and reduces your control over the experience. In industries where speed, trust, and brand continuity matter, this disconnect can be costly.

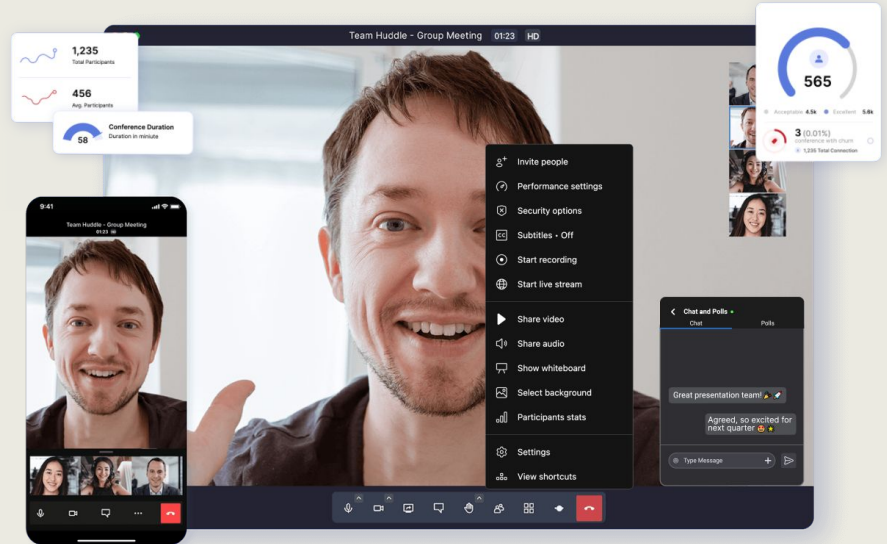
Embedded video, by contrast, keeps the user journey fluid. Embedded video keeps users engaged longer - viewers spend on average **2.6x more time** on pages with video compared to those without. It also drives stronger conversion - including a video on landing pages can increase conversion rates by **up to 80%**.

In short, embedded video is not just a feature - it is a competitive advantage.



What is 8x8 Jitsi as a Service (JaaS)?

8x8 JaaS is a fully managed video platform that lets developers embed secure, real-time HD video into websites and apps in just minutes. Built on the widely used Jitsi open-source engine and enhanced by 8x8's CPaaS infrastructure, JaaS offers enterprise-grade reliability, scalability, and compliance out of the box.



Key features

- **Developer-first architecture:** Clean APIs and SDKs for fast, flexible integration
- **Privacy-first design and built-in compliance:** [End-to-end encryption](#) with HIPAA and GDPR readiness
- **Fully managed infrastructure:** No need to manage servers, scaling, or updates
- **Customizable UI & branding:** Complete control over interface, branding, and user flows
- **HD video & low latency:** Powered by 8x8's global infrastructure for high reliability and crisp, real-time performance
- **Robust moderation controls:** Mute, kick, record, screen-share, and manage rooms with ease

JaaS empowers companies to deliver video where it belongs - within the product, not outside it.



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Self-hosting Jitsi
vs. using 8x8
JaaS: What to
consider



While the open-source Jitsi project can be self-hosted, doing so introduces significant technical responsibilities:

- Server provisioning and geographic scaling
- Ongoing software maintenance and patching
- Implementation of encryption and compliance protocols
- Monitoring uptime, performance, and user experience

For most teams - especially those focused on rapid time-to-market - this level of **operational overhead** is unsustainable.

8x8 JaaS eliminates these concerns by delivering a fully managed service with built-in performance optimization, enterprise-grade security, and scalable infrastructure. Unless your organization has dedicated DevOps resources and non-urgent rollout timelines, 8x8 JaaS offers a faster, safer, and more cost-effective path forward.



OKO Insurance, a digital crop insurance provider for farmers in emerging markets, faced challenges reaching rural customers with limited literacy, mobile data, or access to financial services. By integrating 8x8's Messaging API, OKO switched from SMS to WhatsApp, reaching low-literacy farmers through voice notes, images, and videos. This improved service quality, sped up sales, and boosted customer satisfaction. With 8x8's support, OKO scaled across Mali and set the stage for expansion into new regions via local messaging platforms.



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Where 8x8 JaaS Shines: Key Use Cases



JaaS is more than a video meeting tool - it's an embedded video engine that adapts to your industry, product, and customer journey. Leading organizations use JaaS to enhance:

Telehealth

Deliver HIPAA-compliant virtual consultations directly within patient portals. [Physicians and patients](#) meet face-to-face in a secure, seamless environment.

E-learning

Facilitate virtual classrooms with breakout rooms, screen sharing, and moderated sessions - all inside your branded learning platform.

In-App Customer Support

Allow users to escalate from chat to video within the same interface. Reduce ticket resolution time and build trust through [real-time, visual interaction](#).

Online Events and Webinars

Host [scalable, interactive events](#) with full moderator controls, recording, and analytics - without relying on external platforms.



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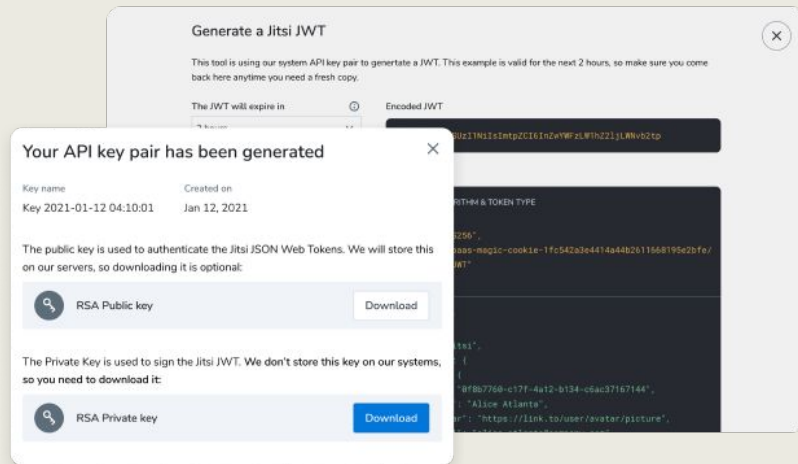
Integration: Fast
and Developer
-Friendly



8x8 JaaS is built to integrate seamlessly into modern development workflows. With minimal setup, developers can embed fully functional video experiences into any application using:

- Plug-and-play APIs
- Mobile SDKs for iOS and Android
- Token-based authentication
- Dynamic room and participant management APIs

[Comprehensive documentation](#) and quick-start guides make it easy to go from concept to production without the typical complexity associated with real-time communications.



Cost structure: built for scalability and predictability

Unlike platforms that charge per user, host, or license, 8x8 JaaS operates on a [usage-based pricing model](#). This allows organizations to:

- Pay only for what they use
- Avoid overpaying for inactive users
- Scale without worrying about hidden costs or pricing tiers

For startups, SaaS providers, and enterprise platforms alike, this model ensures predictability and cost-efficiency as usage grows.



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The CPaaS
Advantage: JaaS
Powered by 8x8



8x8 JaaS runs on 8x8's CPaaS platform, which powers [secure, scalable communications](#) for some of the world's most demanding industries. This infrastructure advantage allows organizations to:

- Combine video with voice, SMS, and messaging to create [full omnichannel experiences](#)
- Integrate analytics and customer engagement data into [centralized dashboards](#)
- Comply with regional and industry-specific data laws and privacy regulations
- Orchestrate intelligent workflows across channels with minimal development effort

In short, 8x8 JaaS isn't just a video solution - it's part of a larger communications strategy that adapts to your operational, compliance, and customer experience goals.



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Build for the experience your users expect

Today's users expect more than basic video calls - they want fast, secure, high-quality video built seamlessly into the products they already use and trust. Redirecting them to third-party platforms like Zoom or Teams disrupts the experience, weakens brand continuity, and raises security concerns.

If real-time human connection is core to your digital experience, 8x8 Jitsi as a Service isn't just a feature - it's the foundation.

Discover how JaaS can bring fully embedded video to your app.

[Find out more](#)

Conquer complexity with 8x8 Platform for CX

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to the 8x8 Platform for CX. Connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact hello-cpaas@8x8.com.

