



8x8 Integrated Cloud Contact Center And Communications Driving Global Channel Momentum

February 9, 2021

8x8 Open Channel Program Helps Partners Meet Strong Upmarket, Enterprise and Public Sector Demand for Cloud Solutions

CAMPBELL, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NYSE: EGHT), a leading integrated cloud communications platform provider, today announced that it is experiencing strong channel momentum and growth driven by the 8x8 integrated cloud [contact center](#) and [communications](#) product. 8x8's channel-first strategy, centered around the global [8x8 Open Channel Program](#), is helping channel partners meet increasing demand for cloud solutions that allow mid-market, enterprise and public sector organizations optimize employee and customer engagement.

The 8x8 Open Channel Program ensures every member of 8x8's channel community, from Master and Sub Agents to Value Added Resellers (VARs), has the necessary resources to grow their customer base, build new revenue streams and increase profits. For the third quarter of fiscal 2021 ended December 31, 2020, 8x8 reported continued global channel success as partners turned to the 8x8 integrated contact center and communications platform to deliver exceptional value for their customers. Highlights from 8x8's third quarter include:

- Channel bookings grew 64 percent year-over-year and represented 64 percent of new bookings.
- Channel partners drove eight of the top ten deals, and enterprise Annual Recurring Revenue (ARR) growth of 46 percent.
- Globally across all regions, the 8x8 channel delivered their highest new bookings quarter on record.
- UK channel partners have been instrumental in 8x8's success with the UK public sector, with the customer base nearly doubling year-over-year.
- The number of partners selling the 8x8 integrated contact center and communications platform grew by over 38 percent year-over-year.
- 8x8 Blitz Day events achieved more than 6X pipeline growth for channel partners.
- Some of the new VARs joining the global 8x8 Open Channel Program include:
 - [Intelesys](#), headquartered in Ontario, California.
 - [Intelliworx](#), headquartered in Sydney, Australia.
 - [Lantana Communications](#), headquartered in Arlington, Texas.
 - [Maverick Networks](#), headquartered in Pleasanton, California.
 - [Morgan Birgé and Associates](#), headquartered in Chicago, Illinois.
 - [MVDconnect](#), headquartered in Mason, Ohio.
 - [NTS Comms](#), headquartered in Oldbury, UK.
 - [Nuvola Distribution](#), headquartered in Reading, UK.
 - [Strategic Group](#), headquartered in Newcastle, Australia.
 - [VortalSoft](#), headquartered in Somerset, New Jersey.

In addition, 8x8 Senior Vice President & Global Channel Chief John DeLozier was named by [CRN](#)[®], a brand of [The Channel Company](#), to the 2021 list of Channel Chiefs. This is the sixth consecutive year he has received this prestigious recognition. The CRN [Channel Chiefs](#) list, released annually, recognizes leading IT channel vendor executives who continually demonstrate outstanding leadership, influence, innovation, and growth. 8x8 was also recognized as the 2020 CRN UK Cloud Services Vendor of the Year, and the 8x8 Open Channel Program was awarded the 2020 TechTarget Archer Awards - North America for Best Channel Enablement Program.

"The success of our channel-first strategy is driven by our fantastic partners, who have built strong and trusted long-term relationships with their customers. They are essential in guiding organizations along their digital transformation journey as they move off legacy, on-premises communications and customer engagement systems," said John DeLozier, Senior Vice President & Global Channel Chief at 8x8. "The channel recognizes the shift to the cloud is a major growth opportunity, and has been instrumental in driving momentum for the 8x8 integrated contact center and communications product. Our investments in the channel, the 8x8 Open Channel Program, and especially our partners, is paying off."

8x8 Open Channel Program

The 8x8 Open Channel Program ensures that every member of 8x8's channel community, from Master and Sub Agents to VARs, has the necessary resources to thrive. The partner program offers tiered levels of dedicated resources for lead generation and conversion, as well as highly customizable, white-glove marketing campaigns to reach prospects. The program also includes activities such as blitz days (8x8's channel pipeline generation initiative), account planning, product demonstrations and custom co-branded prospect events. In addition, 8x8's best-in-class partner portal, PartnerXchange, allows partners to manage all customer needs, as well as access deal information, certifications and marketing content.

Partner Praise for the 8x8 Open Channel Program

"Organizations rely on us for trusted advice and support. Our mission goes way beyond just a simple transaction but is focused on building long-term client partnerships as we help them move to the cloud to achieve their business objectives," said Aaron J. Lee, CEO and President of Sales at Maverick Networks. "8x8's industry-leading integrated contact center and communications solution aligns strategically with the solutions and services we offer. Joining the 8x8 Open Channel Program as a VAR partner will enable us to maximize business opportunities as we deliver the capabilities that our clients need to boost productivity and customer experience in today's work-from-anywhere environment."

"We are delighted to join forces with 8x8. We can now offer customers a solution that addresses multiple communication challenges in their business with a single product offer. The elegance and flexibility of the 8x8 platform is a powerful solution for businesses large and small," said Shawn Grady, Vice President of Sales at MVDconnect.

"We are thrilled to be partnering with 8x8, during a time when demand for cloud communications is imperative. The 8x8 Open Channel Programme offers us the ability to act as a 'hybrid' distributor, delivering products through the traditional approach, as well as providing engineering and technical support and a broad range of professional services. Combining the partner programme with the 8x8 integrated [cloud communications](#) and [contact center](#) solution offers VARs a far-superior proposition than many of our cohorts in distribution," shares Michael Lloyd, Managing Director, Nuvola Distribution.

About 8x8, Inc.

8x8, Inc. (NYSE: EIGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of contact center, voice communications, video, chat and API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time business analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [Twitter](#) and [Facebook](#).

Caution Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 21E of the Securities Exchange Act of 1934. These statements include, without limitation, information about 8x8's finances, operations, and marketing, including Open Communication Platform initiative, channel growth and channel investments. Such statements are predictions only, and actual events or results could differ materially from those made in any forward-looking statements due to a number of risks and uncertainties including, but not limited to: market acceptance of and customer demand for new or existing services and features; competition in the markets we compete; the impact of economic downturns on us and our customers, including the impacts of the COVID-19 pandemic; among other such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements. See "Risk Factors" in the Company's reports on Forms 10-K and 10-Q, as well as other reports that 8x8, Inc. files from time to time with the Securities and Exchange Commission for a full discussion of such risks and uncertainties. All forward-looking statements are qualified in their entirety by this cautionary statement, and 8x8, Inc. undertakes no obligation to update publicly any forward-looking statement for any reason, except as required by law, even as new information becomes available or other events occur in the future.

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Source: 8x8, Inc.