



Virgin Media Business And 8x8 Sign Strategic Partnership To Accelerate Cloud Communications Adoption Across The UK

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Virgin Media Business Now Able to Offer 8x8 Leading Cloud Communications Platform to Its Business Customers Across the UK

LONDON--(BUSINESS WIRE)-- [8x8, Inc.](#) (NYSE: EGHT), a leading integrated cloud communications platform, today announced a partnership with [Virgin Media Business](#), one of the UK's largest business data network providers and supplier of business communications solutions to more than 50,000 UK businesses.

The partnership will allow Virgin Media Business to extend its Voice and Unified Comms portfolio, providing Public Sector, Enterprise and SME customers with a host of new cloud-based and fully-integrated communications tools from 8x8 covering voice, video, chat and contact centre solutions.

Joining forces with 8x8 enables Virgin Media Business to tap into the rapidly growing cloud communications market and provide clients with a single-platform solution. 8x8's unique technology stack offers a whole host of rich features, without the challenges that on-premises equipment often presents, enabling staff to collaborate faster and work smarter wherever they are.

The fully global communications platform supports enterprise-class API solutions and allows Virgin Media Business' customers the ability to add new functionality with ease.

By moving to cloud based communications services, businesses will be able to reduce their capital expenditure and move towards a future-proof communications platform designed to scale with their business.

Under the partnership, Virgin Media Business and 8x8 will work together to configure and rollout integrated cloud services and provide 24/7 support for customers.

John DeLozier, Senior Vice President & Global Channel Chief at 8x8 commented, "We are thrilled to be working with a leading UK partner like Virgin Media Business. This strategic partnership will enable us to help thousands of private and public sector businesses communicate more effectively with cloud-based technology. We're looking forward to helping Virgin Media Business expand further into the cloud space in the coming months."

Andrew Halliwell, Product Director at Virgin Media Business said, "This partnership provides our customers with a globally leading cloud communication platform that offers a step change in how businesses communicate with their customers and colleagues. 8x8 is a truly disruptive business whose relentless customer focus and innovative products make them a natural partner for Virgin Media Business."

About 8x8, Inc.

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class 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 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](#).

About Virgin Media Business

Virgin Media Business provides internet, data and telephone services to more than 50,000 UK businesses. We also partner with the public sector: with local councils and thousands of schools to improve connectivity in communities and support learning, and with the emergency services to enable them to perform their life-saving skills efficiently.

Virgin Media offers four multi award-winning services across the UK and Ireland: broadband, TV, mobile phone and landline.

Our dedicated, ultrafast network delivers the fastest widely-available broadband speeds to homes and businesses and we're expanding this through our Project Lightning programme, which could extend our network to up to 17 million premises.

Our interactive Virgin TV service brings live TV, thousands of hours of on-demand programming and the best apps and games to customers through a set-top box, as well as on-the-go through tablets and smartphones.

Virgin Mobile launched the world's first virtual mobile network and offers fantastic value and innovative services with 4G connectivity. We are also one of the largest fixed-line home phone providers in the UK and Ireland.

Through Virgin Media Business we support entrepreneurs, businesses and the public sector, delivering the fastest widely available broadband speeds and tailor-made services.

Virgin Media is part of Liberty Global, one of the world's leading converged video, broadband and communications companies. Liberty Global connects 11 million customers through operations in six countries across Europe subscribing to 25 million TV, broadband internet and telephony services. It also serves 6 million mobile subscribers.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements. 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. 8x8 undertakes no obligation to update any forward-looking statements.



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