8x8 Earns 5-Star Rating in the 2025 CRN® Partner Program Guide

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CAMPBELL, Calif.--(BUSINESS WIRE)--Mar. 25, 2025-- 8x8, Inc. (NASDAQ: EGHT), the industry's most integrated Platform for CX that combines Contact Center, Unified Communication, and CPaaS APIs, has been honored by CRN®, a brand of The Channel Company, with a 5-Star Award in the 2025 CRN Partner Program Guide. This annual guide is an essential resource for solution providers seeking vendor partner programs that match their business goals and deliver high partner value.

“We are honored and delighted to receive CRN’s esteemed 5-Star Award, a powerful validation of our unwavering commitment to our partner community,” said Michelle Paitich, Global Vice President, Channel Sales at 8x8, Inc. “Our partners are foundational to our success, and we’re dedicated to cultivating strong, mutually rewarding relationships that demonstrate our mission to be the easiest vendor to do business with. We remain steadfast in our mission to empower partners with innovative tools, comprehensive resources, and unmatched support—ensuring they can consistently deliver outstanding customer experiences, accelerate growth, and increase profitability.”

The extensive support and resources technology vendors offer through their partner programs are a critical consideration for solution providers assessing which vendors, service providers, and distributors to team with in building world-class technology solutions. Program elements such as financial incentives, sales and marketing assistance, training and certification, technical support and more can set vendors apart and play a key role in boosting their partners’ long-term growth and profitability.

The 5-Star Award is an elite recognition given to companies that have built their partner programs on the key elements needed to nurture lasting, profitable, and successful channel partnerships.

For the 2025 Partner Program Guide, the CRN research team evaluated vendors based on program requirements and offerings such as partner training and education, pre- and post-sales support, marketing programs and resources, technical support, and communication.

8x8 is committed to its channel partners’ success, profitability, and ease of doing business. Unlike other providers, 8x8 does not convert channel partner-generated deals to direct deals, solidifying 8x8 as one of the easiest vendors to do business with. The 8x8 Platform for CX allows partners to deliver best-in-class, high-value solutions that drive customer retention and long-term growth. With industry-leading certification, support, profitability and growth models, and marketing support, 8x8 provides the tools, resources, and enablement needed to help partners close deals faster and scale their business.

“Being featured on the 2025 CRN Partner Program Guide highlights the dedication these technology vendors have to evolving with solution providers, driving innovation, and supporting mutual success,” said Jennifer Follett, VP, U.S. Content and Executive Editor, CRN, at The Channel Company. “This critical annual project empowers solution providers to identify vendors that are committed to enhancing their partner programs and meeting the always-changing business needs of the channel and end customers. The guide provides deep insight into the distinctive value of each partner program so solution providers can make strategic partnership decisions with confidence.”

The 2025 Partner Program Guide will be featured in the April 2025 issue of CRN and published online at www.CRN.com/PPG beginning March 24, 2025.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combiningContact Center, Unified Communication, and CPaaS APIs. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, X, and Facebook.

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About The Channel Company:

The Channel Company (TCC) is the global leader in channel growth for the world's top technology brands. We accelerate success across strategic channels for tech vendors, solution providers, and end users with premier media brands, integrated marketing and event services, strategic consulting, and exclusive market and audience insights. TCC is a portfolio company of investment funds managed by EagleTree Capital, a New York City-based private equity firm. For more information, visit **thechannelco.com**.

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