



8x8 Earns Prestigious SBR International Business Awards Highlighting Leadership in Business Communications for CX

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CAMPBELL, Calif.--(BUSINESS WIRE)--May 21, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform for CX provider that combines Contact Center, Unified Communication, and CPaaS solutions, earns the prestigious Singapore Business Review (SBR) International Business Awards 2025 for its CPaaS solutions. 8x8 has established itself as a powerful provider of modern business communications and customer experiences. With the [8x8 Platform for CX](#), businesses can deliver highly personalized customer journeys without the burden of complex development.

8x8 is accelerating growth in the Asia-Pacific region with the delivery of smarter, more sophisticated omnichannel experiences. As part of this strategy, the company is expanding its Communications Platform as-a-Service offerings and enhancing its contact center capabilities with artificial intelligence powered automation, self-service tools, and real time insights.

"At 8x8, we're committed to helping our customers connect with their own customers – on their channel of choice – to drive meaningful, impactful interactions that result in tangible business successes," said Stephen Hamill, General Manager, CPaaS at 8x8, Inc. "This recognition by the SBR International Business Awards illustrates the immense impact we're already having across the APAC region, and the value our CPaaS solutions are bringing to businesses."

SBR International Business Awards celebrate the outstanding achievements of foreign companies operating in Singapore, highlighting their impactful projects and innovative strategies.

8x8's communications platform as a service offering – including SMS, RCS for business messaging, voice, and video interaction – allow customers to embed omnichannel messaging capabilities in their marketing and customer support communications to enhance customer experiences. With essential business functions such as authentication and fraud prevention built in, 8x8's CPaaS solutions are a key enabler of business communications in an evolving digital landscape.

The SBR International Business Awards honor follows 8x8's recent wins at the [2025 Stevie Awards](#), where the company was recognized for excellence in customer service and innovation across its integrated communications platform.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements including those related to accelerating growth in the Asia Pacific region and the expansion of the Company's Communications Platform as-a-Service offerings and enhancement of its contact center capabilities with artificial intelligence powered automation, self-service tools, and real time insights. 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. These risks could slow or reduce our growth in the Asia Pacific region and impact our ability to expand our Communications Platform as-a-Service offerings and contact center capabilities with artificial intelligence powered automation, self-service tools, and real time insights, which could impact our revenues and profitability. 8x8 undertakes no obligation to update any forward-looking statements.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combining Contact 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. The company helps 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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