



Seamless Mobile Video CX Now Available Across Asia-Pacific via 8x8–Modica Group Partnership

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Integration of 8x8's secure video with Modica's OMNI platform enables real-time, high-quality engagement over SMS, WhatsApp, and MMS

SYDNEY--(BUSINESS WIRE)--Sep. 23, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated customer experience (CX) platform provider, and [Modica Group](#), a global leader in intelligent messaging, are expanding omnichannel CX capabilities across the Asia Pacific (APAC) with a new and strategic reseller partnership. The partnership kicks off with the integration of [8x8 Jitsi as a Service](#) (JaaS) into Modica's OMNI CPaaS platform, enabling businesses to launch secure, high-quality video sessions directly from SMS, WhatsApp, or MMS — with no downloads or app switching.

"Modica is a trusted CPaaS provider across the Asia Pacific, and we're excited to partner with them to bring seamless, embedded video to their customer experience toolkit," said [Aman Basra](#), Director of CPaaS Partnerships at 8x8, Inc. "Together, we're unlocking richer, more flexible ways for businesses to engage their customers in real time."

Unlocking Real-Time Video CX Across Mobile Channels

With 8x8 JaaS integrated into Modica's OMNI platform, organizations can instantly launch one-click video chats from SMS, WhatsApp, or MMS. From financial services to airlines and the public sector, customers now have a frictionless way to engage face-to-face – no apps, no delays.

"Our customers want secure, frictionless video – and with 8x8, we can now deliver it, directly within our OMNI platform," said [Stuart Wilson](#), CEO and founder of Modica Group. "This partnership allows us to meet rising demand for mobile-first video CX, while keeping enterprise-grade security and compliance front and center."

Already Powering Real-World Use Cases

The integration is already in pilot with customers in Australia and New Zealand, including a major government agency testing video for real-time citizen support. With no installation required, it supports use cases such as:

- Remote patient assessments
- Insurance claims and field inspections
- Technical guidance and support resolutions

Beyond Video: Modica to Tap into other 8x8 Products

This video integration is the first of several planned joint initiatives. 8x8 and Modica will continue expanding their partnership, with future integrations and reselling expected in programmable voice, security, and over-the-top (OTT) services, further enhancing Modica's OMNI CPaaS portfolio.

About 8x8 JaaS

8x8 JaaS is a fully customizable, enterprise-grade video API platform that enables secure, embedded video experiences across apps and workflows. It is trusted by more than 3 million business users worldwide, with features such as:

- Bank-level encryption
- Full branding and UI control
- 99.99% uptime SLA for performance-critical environments

Learn more about how 8x8 and Modica are advancing omnichannel CX in APAC at [8x8 JaaS](#).

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 solutions. 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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