



8x8 Launches New Tiered Partner Program That Rewards Direct Resellers for Customer Growth, Retention

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New Four-Tier Structure Aligns 8x8's Partner and Company Success; Direct Resellers Earn Tier-Based Rebates and Dedicated Account Support

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 6, 2026-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, has introduced a new partner program for its direct resell channel that rewards customer retention and expansion, in addition to new business activity.

The shift reflects a fundamental change in how 8x8 measures partner success, looking at new business growth as well as retention and opportunities with existing customers. Under the new four-tier structure - Authorized, Silver, Gold, and Platinum - direct resellers can earn financial rewards according to their tier level and gain full access to the 8x8 supporting teams. Monthly performance dashboards provide real-time visibility into progress against these metrics.

With the new program, 8x8 ensures support for partners through the full customer journey - landing new business, expanding through multi-product adoption, and retaining their existing customer base.

8x8 has appointed [Maryam House](#) to the newly created role of global director of strategic programs. She has spent the past year as 8x8's senior partner success manager, working directly with resellers. House's promotion reflects the company's decision to elevate the partner feedback she has been collecting into executive leadership, and she will work alongside channel leadership to drive results with partners.

"Most partner programs reward activity - but this one rewards outcomes," said [Emily Masterton](#), Global Head of Channel at 8x8, Inc. "As our business - and the wider industry - have evolved, it's clear that deep customer relationships drive true value, alongside winning new business. This program reflects that shift, with real investment behind it: dedicated channel account managers, outcome-based enablement, co-marketing support, proactive feedback loops through our Centre of Excellence."

Partners respond

8x8 tested the new program with select partners around the globe. The response has been strong, particularly around the focus on longer-term relationship building and the opportunities it opens up.

"You want partners that understand exactly what you need to deliver for success," said [Michael O'Donnell](#), Chief Commercial Officer at [Opus Technology](#). "This new 8x8 program delivers on that front because it's looking at the big picture and going beyond just bringing in more business. I'm looking forward to seeing what we can achieve."

"Long-term customer relationships are what our business is built on, and the new partner program exemplifies that," said [Rick Dell](#), CEO of [Vertical Communications](#) in the US. "8x8 designed the new partner program around retention and strategic growth, not just new logos alone, which is exactly how we operate. As their only Platinum partner in North America, we've already seen what our partnership with 8x8 can deliver. This program gives us the structure to do a lot more of it."

"The new 8x8 partner program addresses something we've been waiting for: a structure built around our success, not just 8x8's," said [Brend Johnston](#), Managing Director, [Arrow Voice & Data](#). "It rewards retention and depth of partnership, not just new business, which reflects how we actually run our business at Arrow Voice & Data."

Partners and companies interested in the new partner program should contact their 8x8 representative or contact the team through <https://www.8x8.com/your-customers-win> for more information.

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on one of the industry's most integrated platforms for Customer Experience – combining Contact Center, Unified Communications, and CPaaS solutions. The 8x8® Platform for CX integrates AI to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. As a business communications leader, the company helps customer experience and IT leaders around the world 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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This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements regarding the expected availability, performance and market adoption of 8x8 programs and services. Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from those expressed or implied, including 8x8's ability to execute on its strategies, competitive dynamics in the applicable markets, and macroeconomic conditions affecting small business technology investment. For a more complete description of these and other risk factors, please refer to 8x8's filings with the Securities and Exchange Commission. 8x8 undertakes no obligation to update these statements to reflect events occurring after the date of this press release, except as required by law.

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