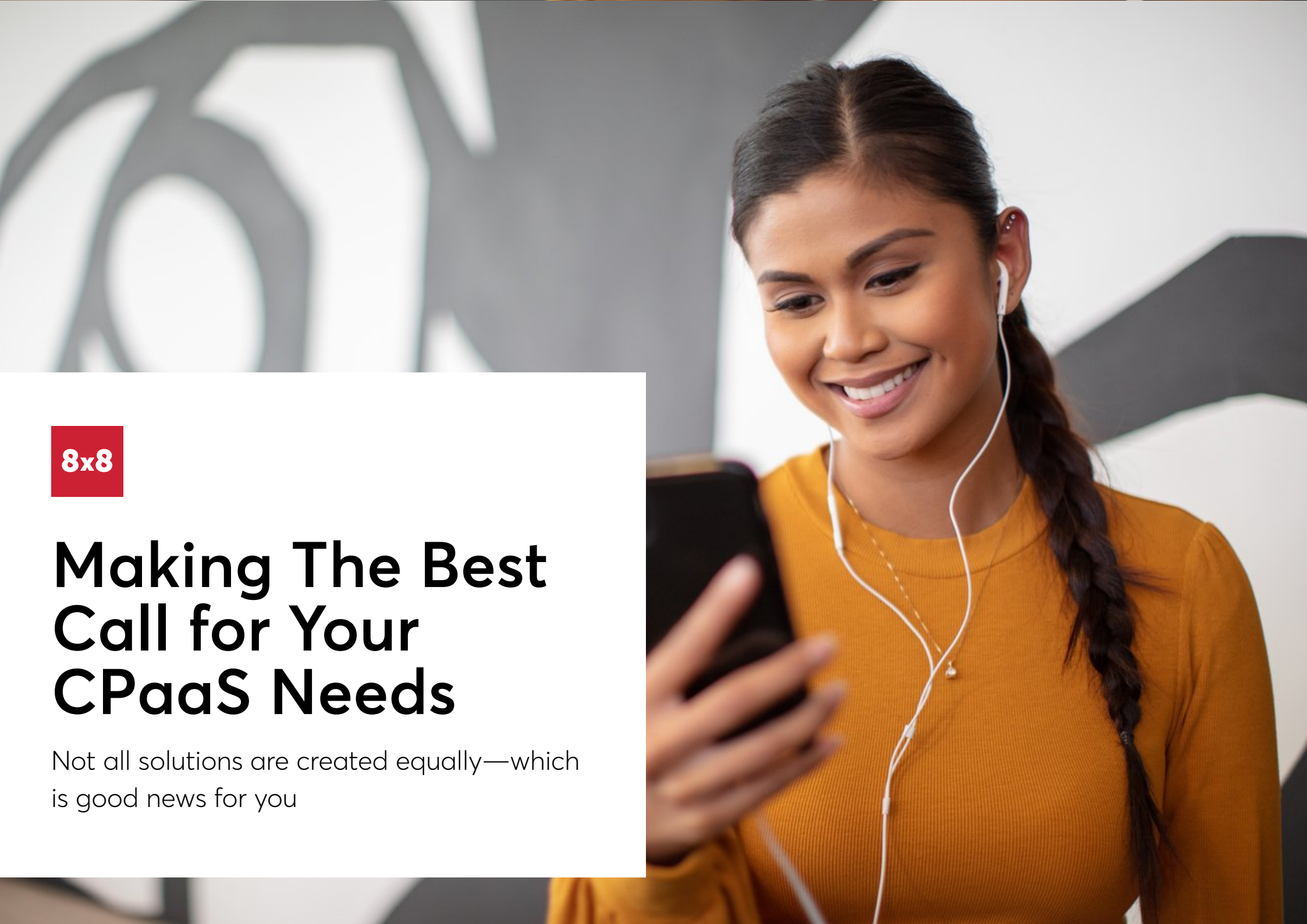




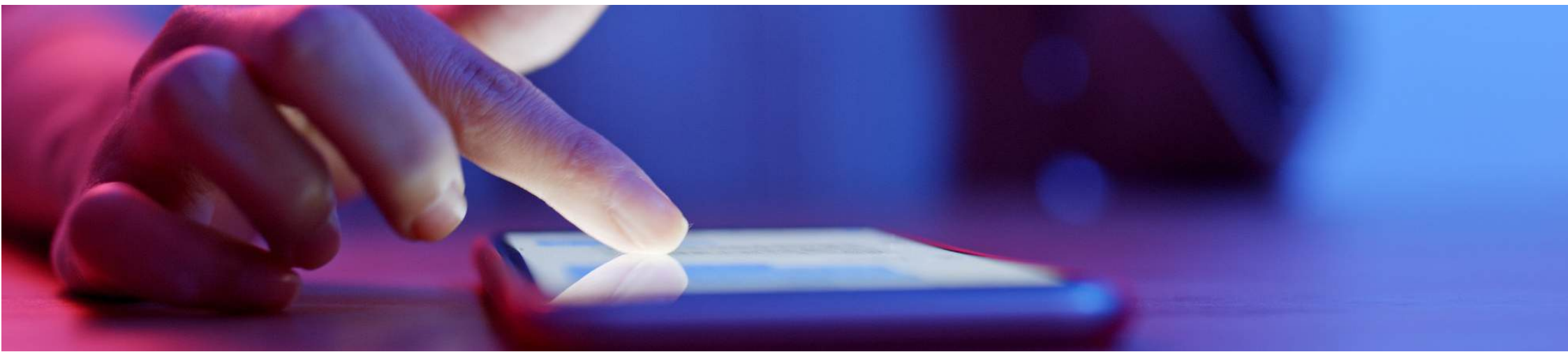
8x8

Making The Best Call for Your CPaaS Needs

Not all solutions are created equally—which
is good news for you

Meaningful customer communications, without the complexity





How CPaaS became a must-have for engagement-heavy brands

To the modern consumer, quick, effective, and real-time brand communications is now a non-negotiable. 86% of customers will readily leave a brand they once trusted after only two bad experiences, leaving almost no margin for error.

For businesses that thrive on engagement, CPaaS, or Communication Platform as a Service, has become the go-to low-code solution to make those engagements smoother, smarter, and easier to manage.

CPaaS offers businesses a set of Communication APIs to integrate into their own applications. As a result, businesses gain access to various communication capabilities across voice, video, and messaging apps—without having to build these features themselves from scratch.

What to put on your CPaaS wish list

As the demand for CPaaS grows, and with multiple solutions popping up in the market, how do you choose what's best for your business—not just for now, but also in the long run?

Meets your omnichannel needs

To help you deliver comprehensive engagement, your ideal solution should offer seamless communication across multiple channels, including voice, video, SMS, and messaging apps.

Advanced reliability, security and compliance

Your CPaaS of choice should offer proven high uptime, robust security measures, and is compliant with industry (and legal) standards. This is critical to your brand reputation—and your bottom line.

Fulfils your growth ambitions

Does the solution scale effortlessly with your business? Check for flexible options and a strong infrastructure to accommodate increasing communication demands and an expanding customer base.

Minimises change management friction

Digital transformation can be disruptive. Choose a solution that integrates smoothly with existing systems and processes to ensure an easy transition with minimal resistance.



8x8 is a market leader in CPaaS technology and innovation

Plug-and-play omnichannel readiness

Rather than get different spot solutions for multiple engagement channels and increasing the complexity of your customer engagement, the ideal CPaaS should cover as many channels as possible in a single platform.

8x8's solution offers Communication APIs for:



Messaging Apps

Don't just limit yourself- or your customers-to one or two messaging channels. [8x8 integrates 6 messaging channels](#), including WhatsApp, Viber, Zalo, and LINE, on a single platform for easier access and conversation management.



SMS

Use [SMS](#) to reliably deliver time-sensitive notifications, OTPs, and important alerts, even to users who lack an internet connection. 8x8 also offers SMS as a fallback channel for messaging apps messages should there be network connectivity issues.



Voice

Offer instant support and engagement over [secure voice communications](#), with a variety of options such as call masking with virtual numbers, app-to-app calls, text-to-speech, voice messaging and IVR (Interactive Voice Response).



Video

Whether it's [1-to-1 video communications](#) or [video conferences](#) embedded directly into your web or mobile app, 8x8 offers instant plug-and-play video solutions for more personalised engagement.

[Learn more about 8x8](#)

Globally recognised and unique in the market



8x8 stands out with its **Jitsi-as-a-Service (JaaS)** offering, which allows businesses to deliver high-quality video conferencing directly from their own platforms. Industry experts Tsahi Levent-Levi and BlogGeek.me recently recognised 8x8 JaaS as a leader in the programmable video market.



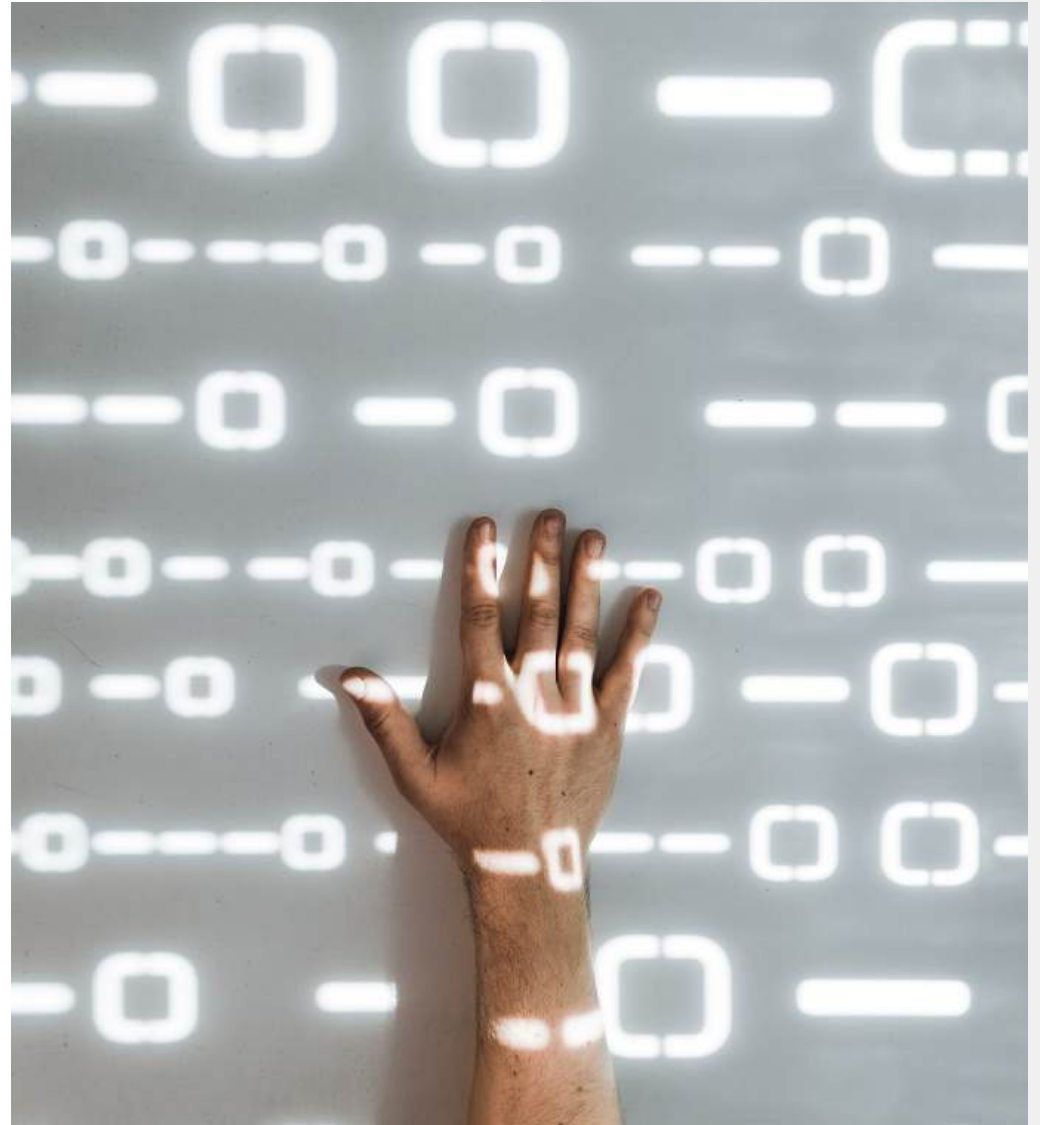
The **8x8 SMS API** also offers an industry-first: **Smart Channel Routing**, which effectively reduces messaging costs over SMS and messaging apps. 8x8's intelligent routing technology identifies providers that charge a premium, and then seamlessly redirects the message to a more cost-effective alternative.

Unwavering commitment to security and compliance

8x8's solutions are secure by design. Choosing 8x8 means enjoying peace of mind with advanced security certifications that offer the highest levels of compliance. These include the CyberTrust Mark certification and multiple layers of cryptography measures to ensure that all your sensitive information remains protected, whether it's in transit or at rest.

8x8 is also a Tier-1 SMS aggregator and participant in the protected [Sender ID Registry scheme](#), which means your messages are ensured to reach their destination securely and reliably. 8x8 is also compliant with SOC 2 Type II, ISO 27001, HIPAA, FISMA & PCI/DSS.

Learn more about 8x8's security and compliance

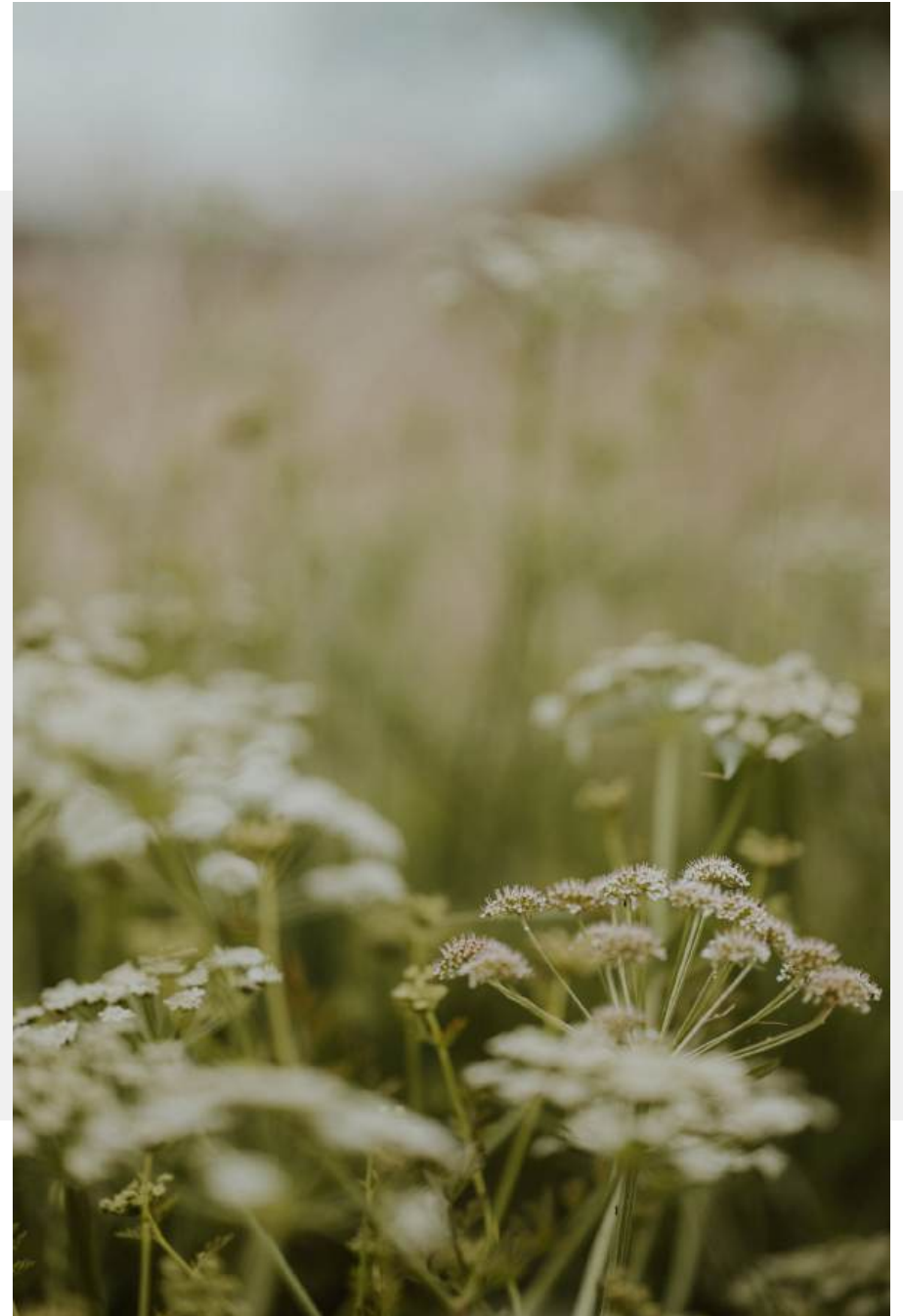


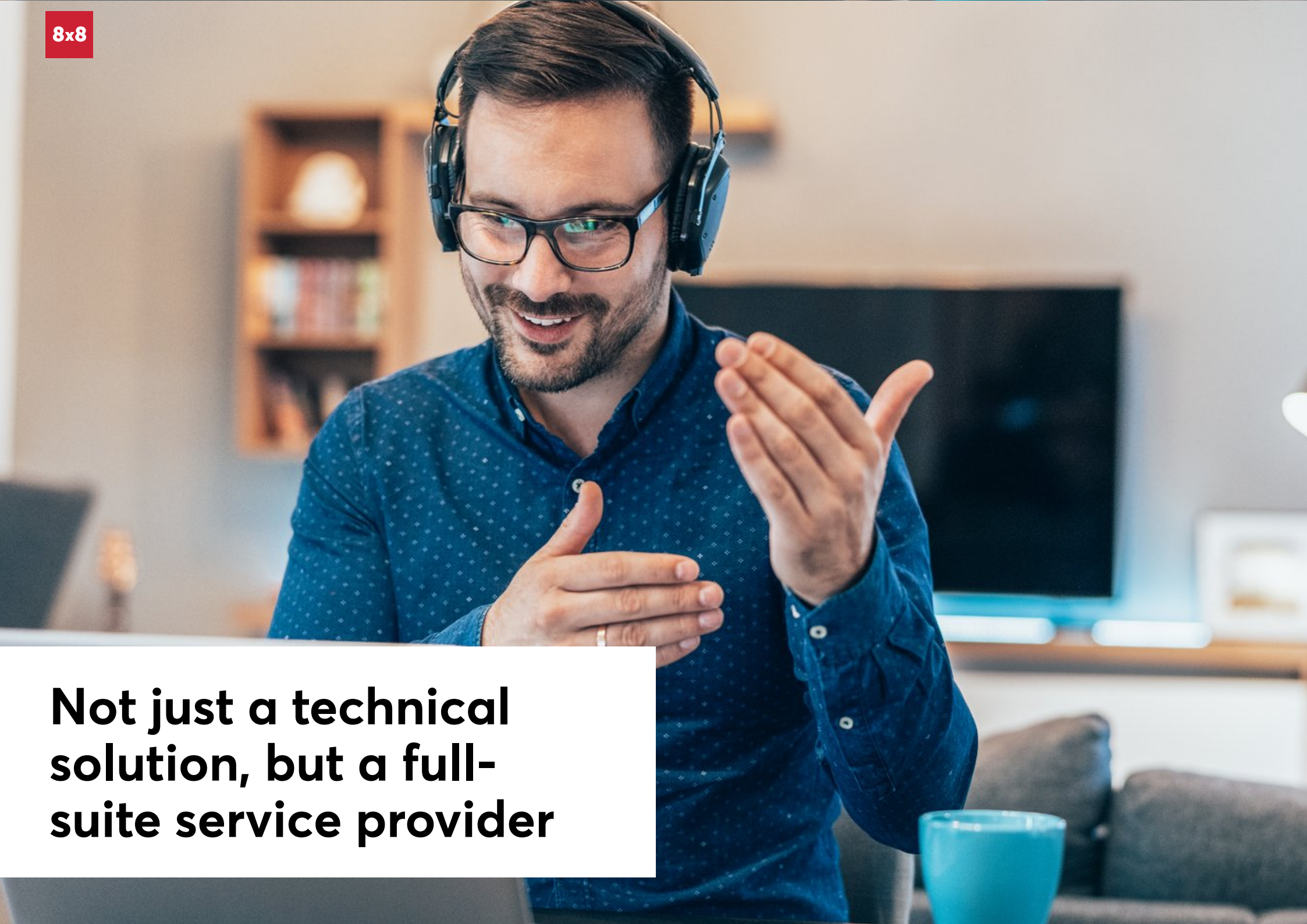
A strong foundation for your global ambitions

When technology teams talk about “integration capabilities” and “scalable infrastructure”, what does this mean for your business? It means maximum compatibility with existing work systems, including contact centre and CRM software, and a solid digital network to support future expansion.

8x8 offers APIs, SDKs, webhooks, and other custom integrations that your technical team can use to easily and flexibly augment your existing business apps. This means you can effortlessly customise our communication capabilities to fit your business needs without overhauling your entire tech stack.

[Learn more about 8x8 Technology Partner Ecosystem](#)





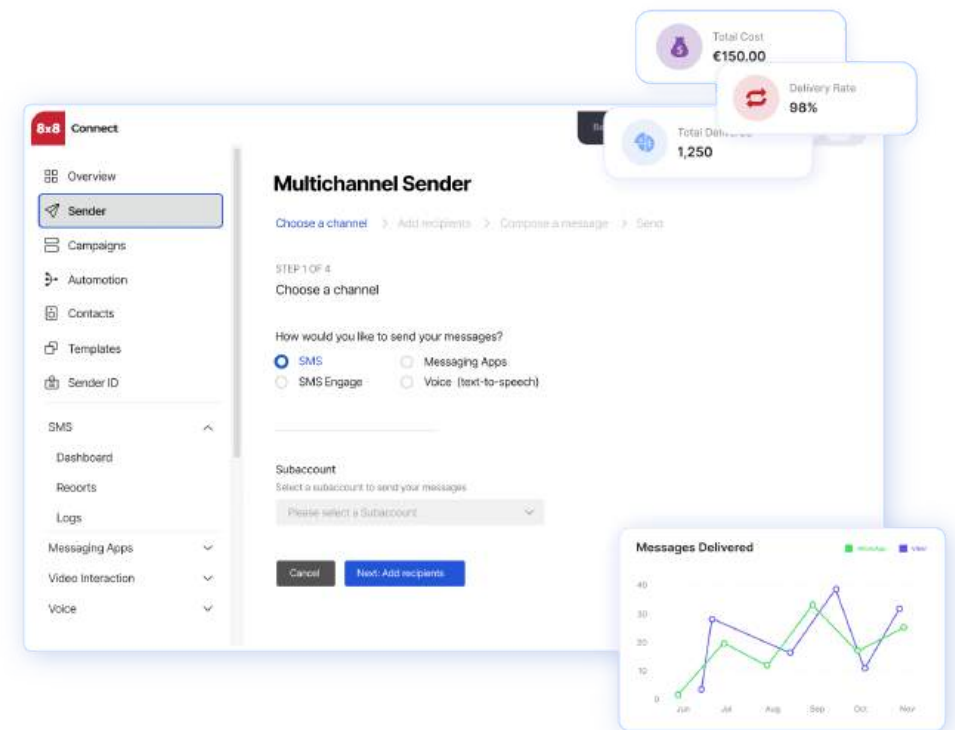
**Not just a technical
solution, but a full-
suite service provider**

Empowering you to do more, faster and smarter

8x8 offers real-time analytics and performance monitoring of all your communication and engagement campaigns, in a single dashboard view on 8x8 Connect. This means smarter, data-driven decisions without the manual hassle of data consolidation and analysis from multiple platforms and channels.

What's more, communication workflows can be customised and automated based on unique consumer profiles, so you enjoy efficiency, productivity, and consistency across all your customer engagements.

Collectively, analytics, customisation, and automation ramp up your business capabilities to drive continued growth and success—all with minimal upfront costs.



[Learn more about 8x8 Connect](#)

Commitment to the unique needs of your core market

Get the best of both worlds—global expertise with local support. 8x8's strong presence in Southeast Asia, bolstered by international resources, offers you everything you need to succeed in your business goals.



Data centres in Asia, Indonesia, and Europe means minimal data latency. There is even a dedicated centre for Indonesian BFSI customers for data residency compliance.



8x8's strong network of over 160 direct mobile network operators across 190 countries means reliable, direct, and local connection in every APAC country, complete with fallbacks for each destination.



Head offices out of Southeast Asia means you enjoy localised, in-country support. Not only that, get true expertise on regional regulations and best practices for your core market.

A woman with dark hair, wearing a teal velvet dress, is captured in a moment of pure joy. She has her arms raised high in the air, and her face is lit up with a wide, open-mouthed smile. She is surrounded by a shower of colorful confetti that is falling all around her. The background is a plain, light-colored wall. The overall mood is one of celebration and triumph.

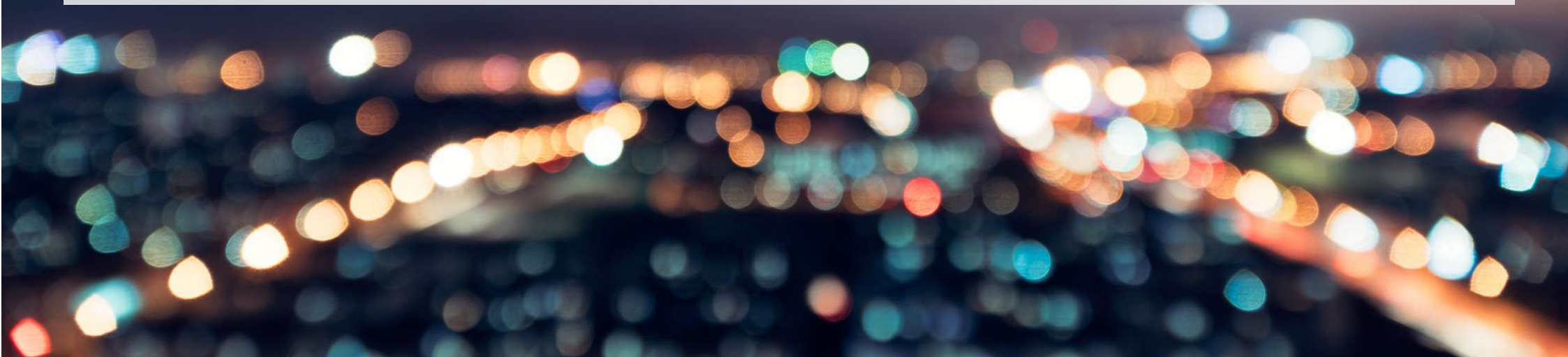
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**Make the 8x8
advantage your
advantage too**

Don't just adapt to the challenges of today—get a head-start on the trends of tomorrow

Choosing a CPaaS partner shouldn't be just for now. Where do you want to be in five to 10 years? Can your chosen solution get you there? Finding a partner that meets all your business, technology, and support needs could mean the difference between exponential growth, or stunted performance.

When [evaluating a solution](#), consider what really matters to your business. Beyond the technical capabilities of the platform, the right CPaaS will deliver reliability, scalability, and long-term cost savings through improved efficiency and clearer insights from customer engagement.



Thank you for reading

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