



Transform outdated infrastructure for a competitive edge

Legacy systems are holding businesses back. With rising customer expectations, distributed workforces, and new pressures to innovate through AI and automation, organizations can no longer afford fragmented systems, downtime, or reactive operations. Delaying modernization not only stifles agility but also exposes businesses to increasing costs, growing technical debt, and rising customer churn. That's why modernizing communications is not just an IT initiative—it's a strategic advantage.

Why modernization can't wait

Outdated tools often can't support modern workloads or integrate with critical business systems, leading to fractured data, inconsistent service, and wasted IT resources. Teams struggle with disjointed workflows, while customers are left with frustrating, slow experiences. The longer these systems remain in place, the harder it becomes to keep pace with innovation—or your competitors.

The 8x8 Platform for CX is built to help you accelerate transformation, unify communications, and deliver AI-powered experiences at scale. It enables you to replace outdated infrastructure with a single, secure, scalable platform that empowers your people, streamlines operations, and creates more consistent, satisfying experiences for customers and employees alike.

Key benefits

- **Reduce operational complexity.** Consolidate communications tools, eliminate vendor sprawl, and simplify system management with one cloud-native platform across UCaaS, CCaaS, and CPaaS.
- **Improve service resilience.** Rely on 8x8's globally redundant infrastructure with industry's first financially-backed 99.999% uptime SLA to ensure business continuity and eliminate costly downtime.
- **Scale and innovate with confidence.** Modernize with an AI-powered, flexible platform that supports hybrid work, global expansion, and real-time insights to drive smarter decisions.
- **Grow with us.** Tackle your organization's most important business communications challenges first, and easily expand over time. Go all-in when your organization is ready.

The tech behind 8x8's modernization advantage

Here's how 8x8's technology stack transforms legacy challenges into future-ready capabilities:

- **8x8 Platform for CX:** An industry pioneer with contact center, telephony, video meetings, chat, and Communications APIs capabilities on a unified, cloud-native platform that scales with your business.
- **Industry-leading Reliability, Security, and Compliance:** Industry's first 99.999% Uptime SLA (Only ~5minutes downtime per year) across the platform and third-party security and compliance validation for reliable and secure communications.
- **Integrated AI automation:** Embedded across the platform—from intelligent call routing to predictive analytics and fraud detection—for real business impact.
- **8x8 Global Reach®:** Native PSTN services in 55+ countries with four layers of built-in redundancy across 35+ global data centers, ensuring secure, high-quality experiences worldwide.
- **Turnkey cloud migration:** Proven low-disruption methodology ensures a smooth transition from legacy systems with tailored support, onboarding, and integration planning.
- **Open ecosystem and integrations:** Seamlessly connects to Microsoft Teams, Salesforce, ServiceNow, and more to keep workflows flowing and data accessible.

Key verticals that thrive

- **Retail:** Create consistent omnichannel experiences and scale effortlessly across locations.

- **Financial services:** Maintain strict compliance while delivering secure, personalized service.
- **Healthcare:** Secure patient data, support hybrid care models, and improve access.
- **Public sector:** Modernize services and maintain uptime without overwhelming IT.

Measuring the success of cloud-first transformation

Organizations that move to the cloud with 8x8 report measurable improvements across key business metrics. A cloud-first strategy can reduce total cost of ownership by up to 60%, increases employee productivity, and improves operational agility.

Businesses benefit from system reliability, faster average handle times, improved customer satisfaction scores, and greater resilience during service disruptions. Real-time analytics and AI-driven insights empower teams to make informed decisions, while built-in compliance and security frameworks reduce risk and regulatory overhead. The result? A future-ready enterprise that's leaner, smarter, and better equipped to adapt and grow.

"8x8 is not just a vendor, but a long-term partner. It's really an investment in our future."

John Desmond, Operations Manager
Christian Brothers Services

For more information, call 1 866 879 8647 or visit 8x8.com.

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