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8x8 Partners with Softchoice to Bring Cloud Communications and Contact Center Offerings to Midmarket and Enterprise Companies in North America

New partnership enables prominent provider of IT solutions and managed services to add 8x8 cloud-based unified communications, team collaboration and contact center solutions to portfolio

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), the world's first Communications Cloud provider, and Softchoice, a leading North American provider of IT solutions and managed services, announced today a partnership to bring integrated, enterprise-grade cloud communications, contact center and team collaboration solutions to midmarket and enterprise companies. With this announcement, Softchoice will now expand its cloud portfolio to sell 8x8's industry-leading solutions and services in the United States and Canada.

"The cloud is providing companies of all sizes with an immense opportunity to increase overall productivity and profitability through improved business communication and collaboration," said Eric Broekhof, Business Development Manager, Public Cloud at Softchoice. "We are pleased to provide our customers with access to one of the most established and reliable providers of cloud-based enterprise communications, contact center and collaboration solutions in the market. Working closely with 8x8 will enable our customers to unleash the potential of their people and business."

The 8x8 and Softchoice partnership highlights the joint focus to deliver the highest-quality technology solutions and resources that enable midmarket and enterprise companies to quickly solve critical business needs and accelerate revenue growth.

"Softchoice has established itself as a top IT solutions and managed services provider and has demonstrated its commitment to helping companies fully realize the long-term benefits of the cloud," said Christopher Peters, Global Channel Chief at 8x8. "Their extensive scale, reach and expertise in North America will allow us to achieve our mutual goal of providing businesses with the best possible technology solutions at the lowest cost of ownership. We look forward to working with Softchoice to tackle some of the biggest enterprise collaboration and communications challenges seen today."

About Softchoice

As a leading North American provider of IT solutions and managed services, [Softchoice](#) combines the efficiency and reliability of a national IT supplier with the personal touch and technical expertise of a local solutions provider. Softchoice's holistic approach to technology includes solution design, implementation, asset management, and cloud and managed services, as well as access to one of the most comprehensive and cost-effective technology distribution networks in North America. With over 1,600 employees, Softchoice manages the technology needs of thousands of corporate and public sector organizations across the United States and Canada.

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the provider of the world's first Communications Cloud that combines unified communications, team collaboration, contact center, and analytics in a single, open and real-time platform. 8x8 eliminates information silos to expose vital, real-time intelligence across multiple clouds, applications and devices to improve individual and team productivity, business performance and customer experience. For additional information, visit www.8x8.com, or connect with 8x8 on [LinkedIn](#), [Twitter](#), [Google+](#) and [Facebook](#).

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