



September 12, 2017

## 8x8 Integrates with Atlassian to Modernize Communications, Collaboration, and Customer Engagement

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NASDAQ:EGHT), the world's first Communications Cloud provider, today announced it is teaming up with [Atlassian](#) Corporation Plc (NASDAQ:TEAM), a leading provider of team collaboration and productivity software, to develop and go to market with integrated unified communications, contact center, collaboration, and team messaging solutions. This will speed up adoption of 8x8 and Atlassian solutions, enabling mid-market and enterprise companies to modernize business communications, collaboration, and customer engagement for increased productivity, enhanced customer experience, and accelerated time to revenue.

"Customer engagement is everyone's business and this is driving convergence in the fast-growing collaboration and cloud communications markets, enabling midmarket and enterprise companies to deliver an enhanced customer experience. Atlassian is well-recognized as a leader in the team collaboration space, especially in the world of DevOps (development operations)," said Bryan Martin, Chairman and CTO of 8x8. "As a [Gartner Magic Quadrant for Unified Communications as a Service](#), Worldwide leader for six years running, 8x8 is ready to become the de facto voice for DevOps by teaming with Atlassian."

As mid-market and enterprise companies continue to unify their communications and team collaboration systems to enhance business productivity, accelerate time to revenue, and increase profitability, 8x8 will integrate 8x8 Virtual Office® Unified Communications as a Service (UCaaS) with Atlassian HipChat team collaboration. This will offer customers seamless access to telephony, video, meetings and messaging — all from within HipChat rooms with all notes synced with Confluence content collaboration software.

The collaboration between 8x8 and Atlassian will also address amplifying the voice of the customer to enhance service and support experience through the integration of 8x8 ContactNow™ with JIRA Service Desk. This will enable IT support and customer service representatives to work more productively from within the JIRA Service Desk system by:

- | making and receiving calls from within a ticket with click-to-call capabilities
- | offering intelligent and easy search capabilities to find caller tickets by name, number, and email address
- | automatically listing ticket info with caller information
- | recording call details directly into a ticket at call completion

Atlassian's tools support all types of teamwork, from ad-hoc information sharing and planning to highly structured collaborative workflows. The company's project tracking (JIRA), content (Confluence), communication (HipChat and Stride) and visual collaboration (Trello) products facilitate transparent collaboration for software, IT and business teams.

The 8x8 Communications Cloud™ combines unified communications (8x8 Virtual Office®), collaboration (8x8 Virtual Office Meetings®), team messaging (8x8 Sameroom™), contact center (8x8 Virtual Contact Center® and 8x8 ContactNow™) and real-time analytics in a single open platform that integrates across clouds, applications and devices, eliminating information silos to expose vital, real-time intelligence.

To learn more and view product demos of 8x8 Virtual Office integration with HipChat and 8x8 ContactNow with JIRA Service Desk, visit the 8x8 Booth (#934) at The Atlassian Summit in San Jose, California at the San Jose Convention Center, September 12-14, 2017.

### 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](http://www.8x8.com), or connect with 8x8 on [LinkedIn](#), [Twitter](#), [Google+](#) and [Facebook](#).

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