



## **Vertical Communications Joins 8x8 Channel Partner Program to Expand Its Best-Of-Breed Cloud Communications Portfolio**

SAN JOSE, Calif. — January 22, 2019 — Vertical Communications®, a leading provider of communications solutions, today announced that it has joined 8x8’s strategic channel partner program. The partnership will allow companies to migrate their business to the cloud and communicate faster and smarter to exceed customer expectations.

Vertical Communications will offer 8x8’s services through its nationwide footprint of direct sales and support offices. Vertical supports thousands of customers across the country with their unique “One Vertical” solution. By offering a complete line of data and wide area networking services, phones, and cloud services, Vertical is able to take responsibility for a business’ complete communications solution from end to end. The “One Vertical” solution is designed by Vertical’s industry-leading solutions team and delivered by Vertical’s award-winning implementation organization. The result is a superior customer experience.

“Vertical selected 8x8 as our partner because they’re at the top of the market, providing companies with a cutting-edge technology platform, while simultaneously focusing on the security and reliability of their solutions,” said Peter Bailey, CEO of Vertical Communications. “With 8x8, we can deliver a single source for a complete communications platform, which simplifies the engagement model and provides a better solution for our customers.”

This new partnership will enable Vertical to combine its award-winning design, implementation, and support services with [8x8 X Series](#). Launched in 2018, 8x8 X Series helps businesses transform their customer and employee experience with one system of engagement across voice, video, collaboration and contact center, and one system of intelligence on a single cloud-based technology platform.

8x8's global channel enablement program continues to grow with more than 400 partners and 10 strategic masters participating since its inception in August 2017.

“The key to effectively scaling a channel program is to be highly selective in the companies you choose as partners. Vertical Communications has a proven service and support infrastructure that will provide an outstanding customer experience to companies moving to enterprise cloud communications with 8x8 X Series,” said John DeLozier, Vice President & Channel Chief, 8x8. “Their national scale, industry-specific expertise, and sophisticated technical staff make them uniquely qualified to help more businesses transform both their employee and customer experience with 8x8.”

8x8 X Series was recently recognized by Gartner as a Leader in the 2018 [“Magic Quadrant for Unified Communications as a Service, Worldwide”](#)<sup>1</sup> for the seventh consecutive year, and positioned as a Challenger in the 2018 [“Magic Quadrant for Contact Center as a Service, North America”](#)<sup>2</sup> for the fourth year in a row.

8x8 also recently won Frost & Sullivan’s [2018 North American Integrated CCaaS and UCaaS Competitive Strategy Innovation and Leadership Award](#) for 8x8 X Series.



[1] Gartner “Magic Quadrant for Unified Communications as a Service, Worldwide” by Daniel O’Connell, Megan Fernandez, Rafael Benitez, Bjarne Munch, Christopher Trueman, Mihai Nguyen, October 10, 2018.

[2] Gartner "Magic Quadrant for Contact Center as a Service, North America" by Drew Kraus, Steve Blood, Simon Harrison, Daniel O’Connell, October 17, 2018.

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### **About Vertical Communications**

Vertical Communications, Inc. is a leading provider of communications platforms and applications that enable critical business workflows for enterprises across a variety of industries including retail, automotive, health care and hospitality. Our cloud and hybrid voice, WebRTC, mobility, messaging and collaboration solutions help some of the world’s most successful companies improve efficiencies in daily operations, drive sales and deliver a superior customer experience. Vertical’s award-winning products and solutions, combined with our highly customer-focused engagement model, make us a strategic partner for businesses looking to transform their operations with communications technology. For more information about Vertical Communications and our complete line of products built for How We Work Today, visit [www.vertical.com](http://www.vertical.com).

### **About 8x8, Inc.**

8x8, Inc. (NYSE:EGHT) cloud solutions help businesses transform their customer and employee experience. With one system of engagement for voice, video, collaboration and contact center and one system of intelligence on one technology platform, businesses can now communicate faster and smarter to exceed the speed of customer expectations. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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