# Building your digital experience with APIs.

Communications Platform as a Service (CPaaS) Solution Brief

# Contents

# What is CPaaS?

In the digital age, what sets your company apart is the ability to provide an engaging and personalized customer experience. Today, customers expect immediate access to information, convenience through automation, and efficiency through simplicity. To meet these rising expectations and deliver a differentiated experience, companies are using Communications Platform as a Service (CPaaS) APIs to reimagine each customer engagement point.

CPaaS is a cloud-based communications infrastructure that provides the platform upon which developers can integrate real-time communications capabilities such as SMS, chat and video directly into their applications, websites and workflows, using APIs.

Using CPaaS, companies are finding that they can reimagine workflows, increase their ability to adapt to change, and create new customer experiences through automated notifications, more engaging marketing campaigns, increased security, and reimagined field and customer support operations.

# The 8x8 Communications APIs

The 8x8 API portfolio is built on a single, secure, reliable platform designed to reliably deliver the message to your customers, no matter where they are or what communication channels they prefer.

## Messaging

Built on a network of 160+ carriers reaching all countries, the 8x8 messaging APIs include SMS, Chat Apps, and Voice.

### 1. SMS

The 8x8 SMS API portfolio comprises 5 APIs:

- SMS API (send)
- SMS Engage API (surveys)
- SMS Reporting API
- SMPP API
- Mobile Verification API

**Example use cases for SMS:**

- Supports REST and SMPP.
- Automated prioritization and fall-backs.
- Send unlimited messages
  (up to 5,000 SMS/second, subject to carrier limits).
- Google Verified SMS available,
  to allow verified business messaging.

| | 1:1 | Bulk |
|---|---|---|
| **2-way** | Receive and respond— e.g. confirm reservation | Survey large group |
| **1-way** | ad-hoc individual notification messages, mobile verification | Mass notifications |

**How it works:**

| Send SMS—Single | Send SMS—Bulk |
|---|---|
| This endpoint generates individual SMS requests on the fly:<br>■ JSON formatting<br>■ Flexible authentication<br>■ Immediate feedback on request submission | All the single endpoint features in 2 endpoints enabling batches of up to 5,000 SMS in one request to:<br>■ Maximize message submission speed<br>■ Reduce latency by eliminating network handshakes<br>■ Eliminate complex multithreading logic on the client side |

## 2. Chat Apps

Just one API delivers your message to 7 popular chat apps, with automatic content adaptation.

| WhatsApp | Viber | WeChat | LINE | Zalo | Messenger | KaKaoTalk |
|----------|-------|--------|------|------|-----------|-----------|

- Channel orchestration provides a fallback sequence between the different chat apps and SMS.

- Automatic content adaptation for each channel, including alternative text for rich media.

- Official Business Solution Provider (BSP) for WhatsApp Business API.

- Expert guidance for onboarding and usage of each chat app.

- Convenient template management for WhatsApp approved templates.

- Multichannel sender for easy launch of single or bulk messaging, using 8x8 Connect platform.

> **Explore Turn-key integrations with main customer service tools, such as Salesforce, Freshdesk and Zendesk.**
>
> **See the integrations section for more information.**

## 3. Voice

The 8x8 Voice APIs and SDK provide versatile voice solutions, including text to speech, voice messaging, and call masking capabilities.

- Voice messaging turns text to speech with voice messaging, adding another channel for your notifications and one-time passwords to be shared with customers.

- The Voice SDK enables in-app voice calls on your applications, using VoIP technology. Supports iOS and Android platforms.

- Call masking automatically changes displayed numbers so that personal phone numbers are kept private.

# 8x8 messaging API features

| Features | Description | SMS API | SMS Engage | Mobile Verification | Chat Apps | Voice Messaging | Call Masking | App-to-App Calling |
|---|---|---|---|---|---|---|---|---|
| Single/Bulk Messaging | Send single or bulk messages. | ■ | ■ | | ■ | ■ | | |
| Multichannel Sender | Online portal to start sending messages - no API integration required. | ■ | ■ | | ■ | ■ | | |
| Sender/Caller ID | Customize the sender ID or caller ID that appears on users' devices. | ■ | ■ | ■ | ■ | | | ■ |
| Verified Sender | Get your brand's own verified account to improve the credibility of your messaging account. | Google SMS | Google SMS | ■ | ■ | | | |
| Intelligent Routing | Auto-selection of the best routes to ensure quality of service, deliverability. | ■ | ■ | ■ | | | | |
| Auto Adaptation | Message content and Sender IDs are automatically adapted for each delivery channel | ■ | ■ | ■ | ■ | | | |
| Programmatic History Retrieval | Retrieve your API history programmatically to create your own reports | ■ | ■ | ■ | ■ | ■ | | |
| Customizable Fields in API | Specify custom fields such as contact name or order number in your messages via this API or 8x8 Connect | ■ | ■ | ■ | ■ | | | |
| URL Shortener | Dynamic URLs are automatically shortened with trackable click-through rates | ■ | | | | | | |
| 2-way Communication | Receive messages from customers through 2-way messaging | ■ | ■ | | ■ | | ■ | ■ |
| Number Lookup | Check the validity and current location of phone numbers | ■ | ■ | ■ | | ■ | | |
| Single Endpoint | Use the same API for SMS and Chat Apps (e.g. WhatsApp, Viber, KakaoTalk, WeChat, LINE, Zalo, Messenger and SMS) | | | | ■ | | | |
| Smart Retry | All undelivered messages will reroute to another channel (Configurable Fallbacks) to ensure delivery | | | | ■ | | | |
| SMS Fallback | Undelivered or unread messages are re-sent via SMS to ensure delivery | | | | ■ | | | |
| Preferred Channel Management | Set your own priority order for fallback channels | | | | ■ | | | |

For more information, call 1.855.819.3146 or visit 8x8.com/products/apis.

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| Features | Description | SMS API | SMS Engage | Mobile Verification | Chat Apps | Voice Messaging | Call Masking | App-to-App Calling |
|---|---|---|---|---|---|---|---|---|
| Channel Orchestration | Determine the conditions in which a fallback is triggered, i.e. "if a message is not read within X minutes" | | | | ■ | | | |
| No Download Required | Communicate with customers without needing them to download any additional apps | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Interactive Voice Response | Multi-level Interactive Voice Response (IVR) menus for Voice calls | | | | | ■ | ■ | |
| Content Localization Compatibility | Text to speech can be used in 45 local languages, SMS can use special encodings to send messages containing local characters (e.g. Thai characters, European accents, etc.) | | | | | ■ | ■ | |
| Virtual Phone Numbers | Virtual phone numbers allow communications to take place without revealing private information. | ■ | ■ | ■ | | | ■ | |
| Numbers Pool Management | Manage and configure a virtual number pool through an API | | | | | | ■ | |
| Call Handling | Programmatically control the entire call flow. Bridge calls between callers or play text to speech or sound files. | | | | | | ■ | |

# 8x8 Video

8x8 provides two flexible and secure programmable video solutions, Jitsi as a Service and Video Interaction.

## 8x8 Jitsi as a Service

8x8 Jitsi as a Service enables developers to embed the most secure programmable HD video and audio into applications, websites, and workflows. Most competitors offer lower-level APIs, but 8x8 helps companies accelerate time to market by providing this video service on a proven, highly available, massively scaled global infrastructure with the experience built-in, right out of the box.

## 8x8 Video Interaction

8x8 Video Interaction enables an instant (no app, no download) mobile-first video engagement between mobile users and desktop agents. With the simplicity of sending an SMS to the end-user's mobile phone to launch a call within their web browser and no app or software download in between, the 8x8 Video Interaction solution is ideal for remote customer support, telehealth, real estate and field services.

## 8x8 Video features

| Features | Description | 8x8 Jitsi as a Service | 8x8 Video Interaction |
|---|---|---|---|
| HD Video | Ability to support 720p video | ■ | ■ |
| HD Audio | Opus Codec | ■ | ■ |
| Highly available massively scaled global infrastructure | Real-time automatic scaling of compute capacity to ensure the right capacity is always available | ■ | ■ |
| Your brand experience | Brand the experience with your company information. No 8x8 or Jitsi branding shown anywhere in the app | ■ | |
| Configure, enable and disable features | Configure, enable, and disable features to build the experience you want end users to have | ■ | ■ |
| Industry-leading SLA | 99.99% Platform Uptime SLA | ■ | ■ |
| IP Whitelisting | Ability to provide a full set of IP addresses | ■ | |
| HIPAA Compatible | 8x8 is HIPAA compatible and can provide a BAA. It is incumbent upon users to operate the technology in a HIPAA compliant manner. | ■ | |
| Webhooks | Use webhooks to know when users join, when users leave, when a recording is available | ■ | |
| GDPR requirements for data processors | GDPR compliant for data processors | ■ | ■ |
| DTLS-SRTP Encryption | Encryption using DTLS-SRTP to secure video | ■ | ■ |
| Additional End to End Encryption | True end to end encryption even along the videobridge for desktop video meetings | ■ | |
| Secure passcodes | The ability to set a passcode to provide an additional layer of security | ■ | |
| Number of Participants Possible in One Meeting | The number of users that can join a meeting via video or audio | 100 Participants | |
| Phone access to meetings | Call into meetings using 80+ dial in number options (11 toll-free) for 58 countries | ■ | |
| Screen sharing | Share your computer screen and choose which applications or monitors to display | ■ | ■ |
| Group chat | Send messages to every video meeting participant | ■ | |
| Private Chat | Send private messages to individuals in a video meeting | ■ | ■ |
| Bandwidth controls | Users can monitor their connectivity quality and adjust their video bandwidth | ■ | |
| YouTube Video Sharing | Users can share a YouTube video for everyone in the conference to see | ■ | |
| Smart layout | Dynamically control app layout and display based on audio activity. Automatically or manually switch between tile and stage view, automatically focus on any participant and manage screen sharing. | ■ | |
| Dominant speaker indication | Indicates who is the dominant speaker at any given point in time | ■ | |

| Features | Description | 8x8 Jitsi as a Service | 8x8 Video Interaction |
|----------|-------------|------------------------|------------------------|
| In-meeting connection indications | Show information about connections status, such as bitrate, packet loss, resolution, frame rate and estimated bandwidth | ■ | |
| Raise your hand | Participants can discreetly indicate they have something to say without interrupting the current speaker | ■ | |
| Participant controls | The ability for any participant (not just the host) to mute, control volume or remove other participants in meeting | ■ | |
| Controller mode | Users can control what screens the viewers see and what users can share in meetings | ■ | |
| Push to talk mode | Mode in which all speakers stay muted unless they press the spacebar key to speak | ■ | |
| Audio sharing | Users can share system audio in a meeting from a device or browser tab | ■ | |
| Remote desktop control through electron integrations | Control the mouse and keyboard movements of another user remotely through electron integrations | ■ | |
| Localization of interfaces | Interfaces localized to 45+ different languages | ■ | |
| Meeting recording | Record the audio, video, and screen share from a meeting. Save it to reference later or to send to those who could not attend. | $0.06 per minute | ■ |
| RTMP Streaming to a Live Streaming service | Live stream video using RTMP. For instance, live stream to YouTube to an unlimited number of viewers. | $0.06 per minute | |
| Conference Call-out | Dial-in meeting participants from within a meeting | $ | |
| Closed Captions | Real-time audio-to-text transcription displayed | $ | |
| Advanced Analytics through Callstats | 500 variables tracked every 10 seconds to provide real time insight into call quality, performance and usage | $ | |
| Optimized for Mobile Web Browser | No app download required by end user as video call launches on mobile browser | | ■ |
| Remote Camera Control | Control user's mobile phone camera features such as flash, zoom and photo capture | | ■ |
| Geolocation | Obtain the location of your customers' device to tag captured photos with timestamp and GPS | | ■ |
| Automatic Call Distribution | Let customers initiate calls and automatically connect to available agents when the video chat starts | | ■ |
| SMS Invitation | Launch the Video Interaction call through SMS or embeddable link to enable a seamless invitation process | | ■ |
| Photo Capture and Annotation | Capture images, annotate them, and share them during your call. | | ■ |

# Integrations

Leverage native integrations with your business apps for CRM, marketing, customer support, and developer tools to create one system of engagement that elevates the customer experience.

## Integrations for 8x8 Messaging APIs

| Integration | Description | SMS API | SMS Engage | Mobile Verification | Chat Apps | Voice Messaging | Call Masking | App-to-App Calling |
|---|---|:---:|:---:|:---:|:---:|:---:|:---:|:---:|
| Zendesk | Integrate SMS or Chat Apps messaging from within your Zendesk app | ■ | ■ | ■ | ■ | ■ | | |
| Freshdesk | Integrate SMS or Chat Apps messaging within Freshdesk's ticketing | ■ | | | ■ | | | |
| Salesforce | Integrate Chat Apps from within Salesforce | | | | ■ | | | |
| Braze | Engage more customers with SMS or Chat Apps with Braze | ■ | | | ■ | | | |
| CleverTap | Add SMS or Chat Apps messaging in your mobile and marketing campaigns | ■ | | | ■ | | | |
| Zapier | Connect your apps on Zapier and create custom 8x8 Zaps | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Workato | Integrate SMS messaging with Workato's workflows | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Shortcuts | Add SMS messaging on your Apple Shortcuts | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Adobe Campaign | SMPP integration with Adobe campaigns for SMS | ■ | | | | | | |
| Oracle Responsys | Add SMS to your marketing strategy with 8x8 through Responsys' SPAN | ■ | | | | | | |

**8x8**   For more information, call 1.855.819.3146 or visit 8x8.com/products/apis.

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# All the insights in one location

8x8 customer communication analytics across the SMS, Chat Apps and Voice are available on one portal, enabling more informed decisions and enhanced personalizations that improve the effectiveness of communication strategies. For more customized insights, the data can be pulled into any platform through a simple API call. The Reporting API allows you to retrieve your SMS and Chat App logs for any time range in either JSON or CSV format, with no size limit.

## The 8x8 API analytics

### SMS

- Monitor total SMS sent in real time

- Measure delivery rates of SMS

- Track spend on SMS

- Retrieve SMS API history programmatically with no size limit
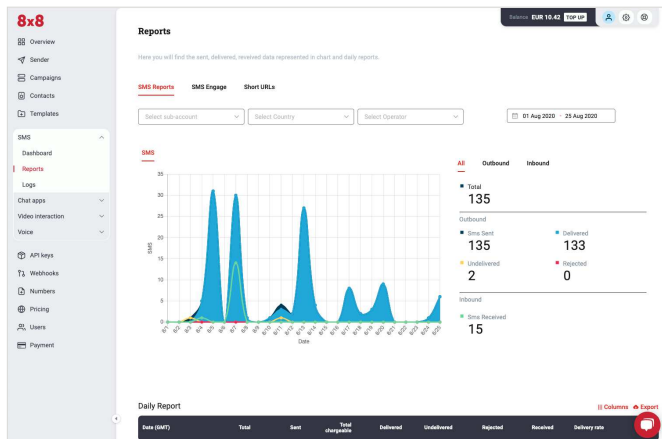
### Chat Apps

- View total messages sent and received

- Track the number of messages by channel

- Monitor delivery rates

- Retrieve Chat Apps API history programmatically with no size limit





For more information, call 1.855.819.3146 or visit 8x8.com/products/apis.

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## Voice

- Track inbound and outbound call volume and duration

- Monitor chargeable call minutes to keep an eye on expenses
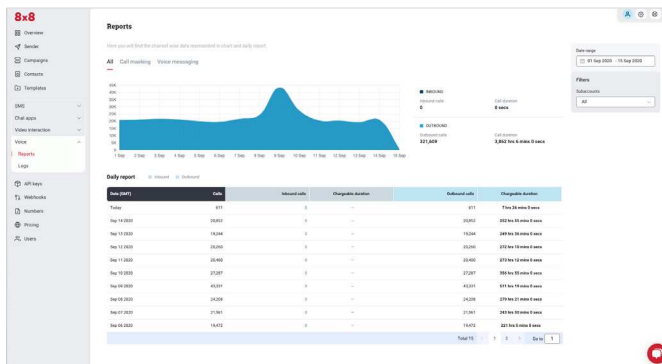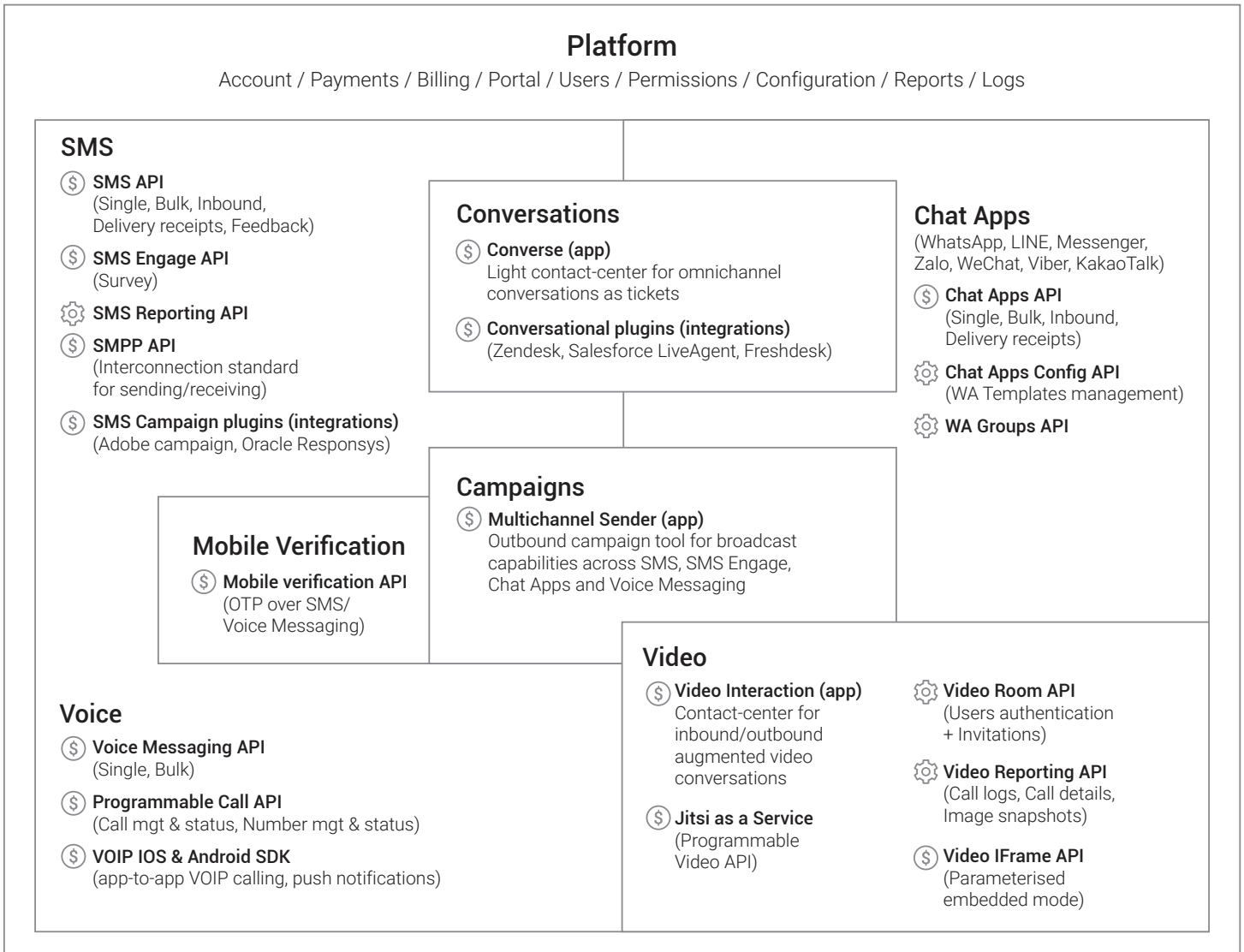


## Video

- View the overall error rate for each webhook endpoint

- Drill in to see every single event, including success/fail status, event name, event ID, and event date

- Access call logs and shared images in the Video Interaction portal
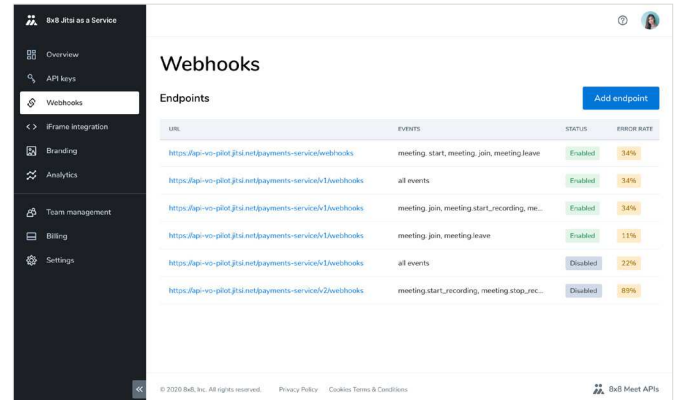


## 8x8 messaging API analytics

| Data points | Description | SMS API | SMS Engage | Mobile Verification | Chat Apps | Voice Messaging | Call Masking | App-to-App Calling |
|---|---|---|---|---|---|---|---|---|
| Messages Sent | Observe trends on total messages sent | ■ | ■ | ■ | ■ | | | |
| Message and Call Status | Obtain message delivery/call status records of incoming or outgoing messages | ■ | ■ | ■ | ■ | ■ | | |
| Read Receipts | Obtain read receipts for select channels | ■ | ■ | ■ | ■ | | | |
| Click-through Rates | Obtain click-through rates for links and call to action buttons in messages | | | | ■ | | | |
| Individual Communication Logs | Easily access communication logs | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Cost | Analyze cost of SMS sent through the 8x8 Connect | ■ | | | | | | |
| Destination Countries | Analyze destination countries of messages through the 8x8 Connect dashboard | ■ | ■ | ■ | | | | |
| Reporting API | Retrieve API history and logs programmatically for any time range in JSON or CSV format | ■ | ■ | ■ | ■ | | | |

# The 8x8 Communications API Portfolio

## Platform
Account / Payments / Billing / Portal / Users / Permissions / Configuration / Reports / Logs

## SMS

- Ⓢ **SMS API**
  (Single, Bulk, Inbound,
  Delivery receipts, Feedback)
- Ⓢ **SMS Engage API**
  (Survey)
- ⚙ **SMS Reporting API**
- Ⓢ **SMPP API**
  (Interconnection standard
  for sending/receiving)
- Ⓢ **SMS Campaign plugins (integrations)**
  (Adobe campaign, Oracle Responsys)

### Mobile Verification

- Ⓢ **Mobile verification API**
  (OTP over SMS/
  Voice Messaging)

## Conversations

- Ⓢ **Converse (app)**
  Light contact-center for omnichannel
  conversations as tickets
- Ⓢ **Conversational plugins (integrations)**
  (Zendesk, Salesforce LiveAgent, Freshdesk)

## Campaigns

- Ⓢ **Multichannel Sender (app)**
  Outbound campaign tool for broadcast
  capabilities across SMS, SMS Engage,
  Chat Apps and Voice Messaging

## Chat Apps
(WhatsApp, LINE, Messenger,
Zalo, WeChat, Viber, KakaoTalk)

- Ⓢ **Chat Apps API**
  (Single, Bulk, Inbound,
  Delivery receipts)
- ⚙ **Chat Apps Config API**
  (WA Templates management)
- ⚙ **WA Groups API**

## Voice

- Ⓢ **Voice Messaging API**
  (Single, Bulk)
- Ⓢ **Programmable Call API**
  (Call mgt & status, Number mgt & status)
- Ⓢ **VOIP IOS & Android SDK**
  (app-to-app VOIP calling, push notifications)

## Video

- Ⓢ **Video Interaction (app)**
  Contact-center for
  inbound/outbound
  augmented video
  conversations
- Ⓢ **Jitsi as a Service**
  (Programmable
  Video API)
- ⚙ **Video Room API**
  (Users authentication
  + Invitations)
- ⚙ **Video Reporting API**
  (Call logs, Call details,
  Image snapshots)
- Ⓢ **Video IFrame API**
  (Parameterised
  embedded mode)

# Performance Monitoring: 8x8 callstats

callstats monitors, analyses, and aggregates data for each participant in every call or video meeting. Thousands of data points are collected and presented on the dashboard. AI-driven proactive alerts provide users and network administrators with the root cause of connectivity or media quality issues before they escalate, to reduce troubleshooting and resolution time.
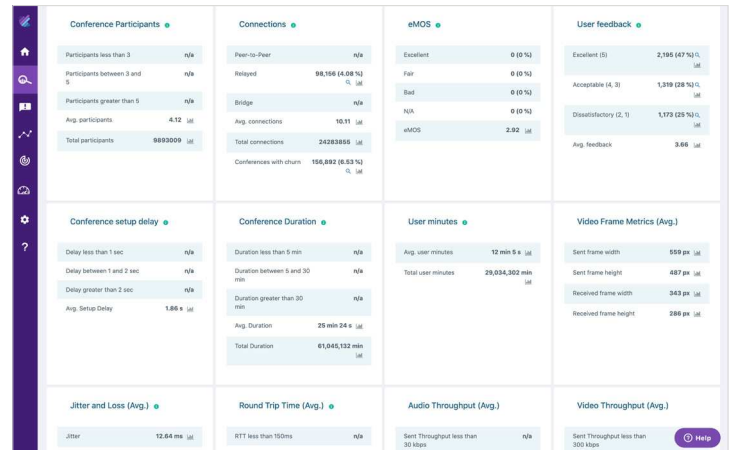


## Contact Center Example

Contact Centers are highly tuned to optimize agent productivity and improve customer service and sales outcomes. However, agents are increasingly helping customers from less than optimum networks, such as home or remote offices, resulting in echo, voice distortion and one-way audio. These issues reduce the quality of customer experiences resulting in lower NPS scores and agent productivity and an increase in time-consuming troubleshooting for IT teams to find and fix the problem.
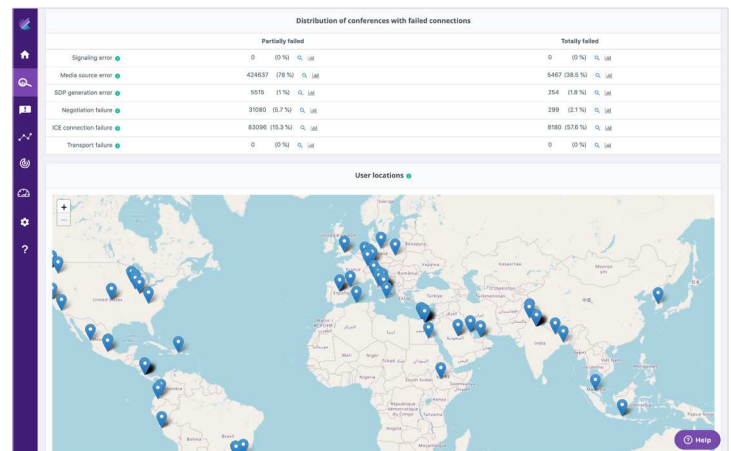
callstats provides real-time monitoring of WebRTC communication sessions and automatically detects when trouble occurs.  AI-driven algorithms isolate the problem and identify the root cause, enabling rapid issue resolution, eliminating the time lag between issue occurrence and reporting. Proactively managing call quality means less time troubleshooting, better customer experiences, and more productive agents.

## Team Collaboration Example

As the way we work changes, driving adoption of video tools is increasingly important. Yet, meeting participants are now connecting from a growing variety of locations and networks. In particularly home networks of varying quality often deliver poor quality video and/or audio meaning participants can be difficult to understand. Unfortunately, Managers and Supervisors often have very little visibility into the quality metrics impacting the effectiveness of the call and video experience.

Now, managers, supervisors, network administrators and even users, can access detailed call quality metrics needed to ensure delivery of first-class voice, video, and screen-sharing experiences.

## Case Study: Verbling.com

Verbling is a language education company that connects language teachers with the students in an online marketplace. Tens of thousands of students connect over WebRTC with their teacher every month. Upholding a quality connection between the two is crucial to the success of the business.

Verbling is a San Francisco based company but operates worldwide, with teachers and students connecting everywhere from South America to Siberia. Dealing with firewalls, connection issues, and different ISP is a challenge. callstats plays a crucial role for us in navigating the difficulties in connecting peers across the globe. Verbling support agents can now browse the depths of a video call and get an insight into what went right or wrong, including anything from initial setup delays to intermittent connection disruptions.

"Using callstats has helped us focus on what we do best, and that's connecting teachers and students to learn a language together; instead of having to worry about diagnosing different audio and video issues."

Gustav Rydstedt, CEO, Verbling.com

**Callstats features**

| Packages | Essentials | Basic | Pro | Enterprise |
|---|---|---|---|---|
| Minutes/ month | 20k | 200k | 1 million | |
| Users / Administrators | 1 | 3 | 5 | |
| Apps monitored | 1 | 3 | 3 | |
| Storage retention (days) | 1 | 7 | 15 | |
| Concurrent sessions | 20 | 100 | 500 | |
| Notifications | | | AI | |
| Works with WebRTC-compatible endpoints | ▪ | ▪ | ▪ | Custom |
| Support for iOS and Android clients | | ▪ | ▪ | |
| Data protection compliance | ▪ | ▪ | ▪ | |
| Data storage location selection | | ▪ | ▪ | |
| Pre-call test analysis | | | ▪ | |
| Support | email | email | email and phone | |
| Support response time | Self Serve | 72 hours | 24 hours | |
| Reporting / Notification Events | $ | $ | $ | |

Access the documentation here to see how this Javascript library can integrate callstats.io with your WebRTC API application (standards-based W3C) to provide real-time analysis on quality of service and usage metrics.

# Callstats Integrations

8x8 callstats provides out-of-the box integrations providing instant visibility for key WebRTC-based Contact Center-as-a-Service (CCaaS) applications. Click on the appropriate integration to access the SDK details:

**callstats.io for Amazon Connect**
Deep insights that enable high quality communications for Amazon Connect

Amazon Connect

**callstats.io for OpenTok**
Deep insights that enable high quality communications

OpenTok

**callstats.io for Twilio Flex**
Deep insights that enable high quality communications for Twilio

Twilio Flex

# Get started immediately: Messaging

You can sign up now to start sending messages online using the 8x8 Connect multichannel sender. This online portal enables businesses to start sending out messagesight away without having to integrate  APIs into your systems. Four steps to sending an SMS using 8x8 Connect:

- Contact management

- Saved templates
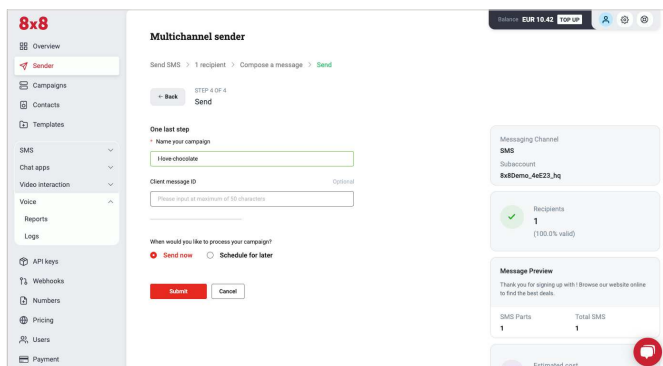
- Scheduled campaigns
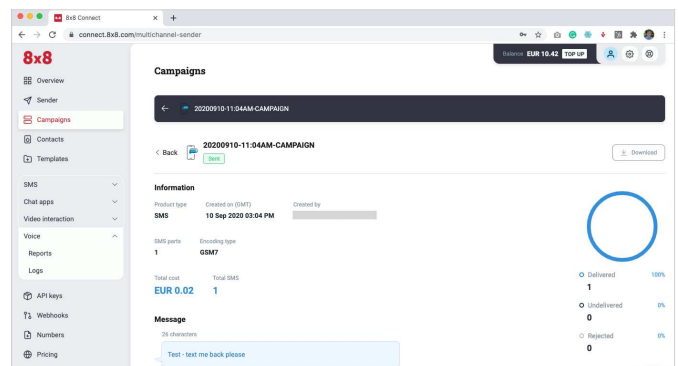
- Track results

**1.** Upload and manage your contacts.
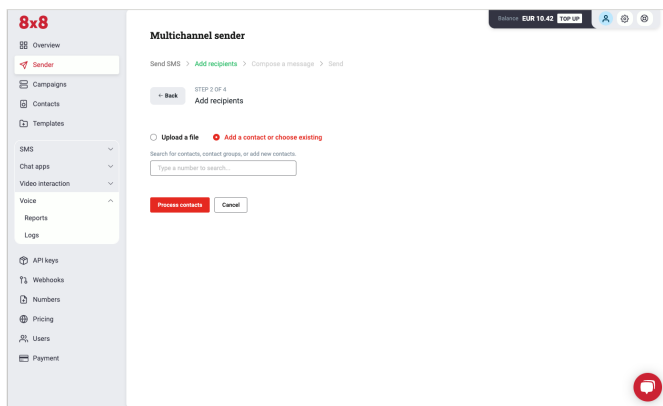


**2.** Select pre-approved templates or compose new messages depending on the channel you are sending them through.
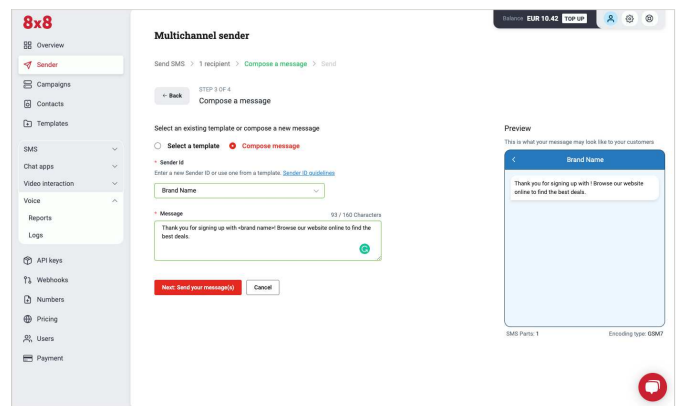


**3.** Schedule and send out your campaigns instantaneously.



**4.** Track your campaign results to analyze your reach.

For more information, call 1.855.819.3146 or visit 8x8.com/products/apis.

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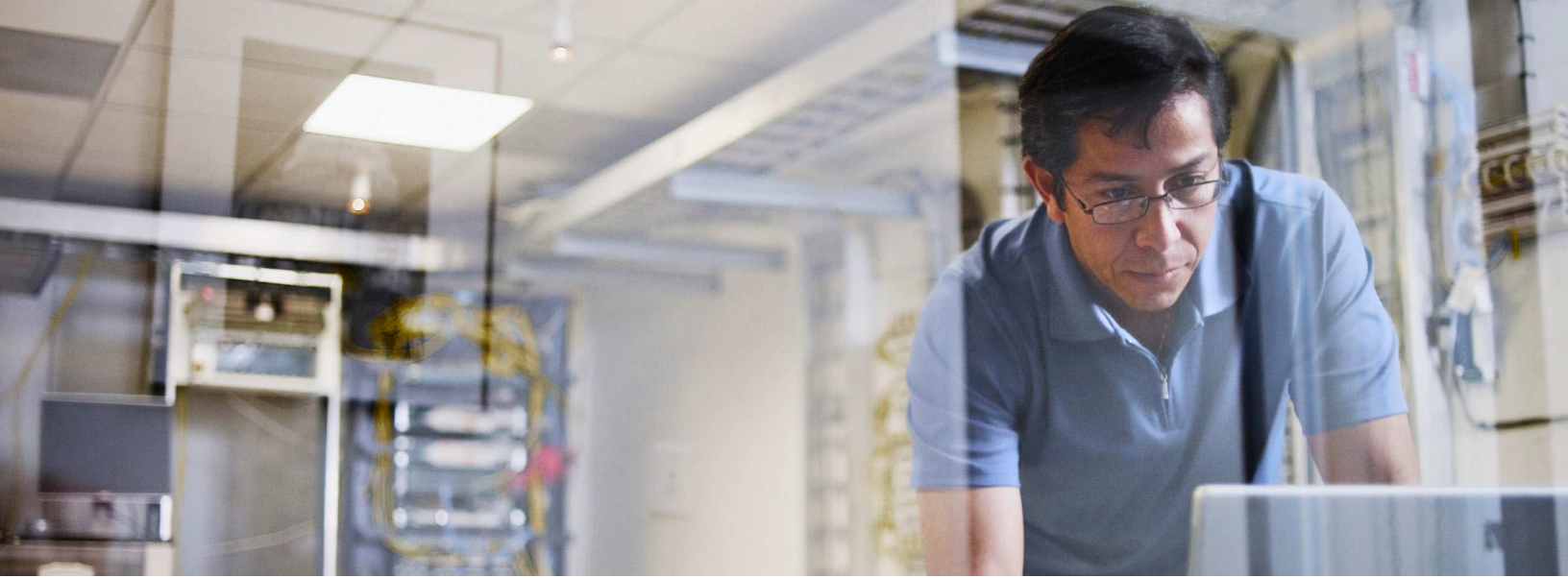
# Get started immediately: callstats

Sign up for a free account on callstats.io and get started in 10 minutes and just three lines of code. After creating an account, you will receive instructions for integrating your application into the callstats.io framework.

# Reliability from a global network

8x8 ensures your message will be delivered, no matter where you are. Starting in Asia first, we've expanded our coverage to a robust network of more than 160+ direct mobile network operators reaching every country. We continue to grow our network of carriers to ensure the most reliable and low latency deliverability of our SMS and Voice messaging services across the globe.

**Some of our network partners**

# Dedicated to your success— support where and when you need it

8x8 has a global network of operations and customer service centers located in Singapore, Australia, Philippines, Romania, Costa Rica, India, United Kingdom and the United States to provide 24/7/365 follow-the-sun support. Our network operations team is constantly monitoring the 8x8 network and proactively deploying preventative changes to ensure consistent quality and service availability. The support teams provide follow-the-sun support to be there for you wherever and whenever your business needs us.

## Global support teams



- 200+ support team members worldwide
- Operates 24/7/365
- Utilizes 8x8 Contact Center infrastructure
- Offers extensive online knowledge base for self-service
- Expert onboarding assistance for all major chat apps

# Peace of Mind through security, reliability and compliance

With regular testing and securing of our platform and servers, 8x8 ensures that our APIs and cloud technologies are built in a secure environment, to deliver the reliability and security your business requires:

## Security

- Private network, with 3 levels of restricted subnets
- Strict permission policies, accessible only over secured VPN
- All requests use HTTPS/TLS encryption (IPSec connection supported if needed)

## Reliability

- 99.993% uptime
- Redundancy over multiple app-servers
- Fully geo-distributed

## Monitoring

- Automated testing and alerting systems
- Automated re-routing based on route availability and quality
- 24/7 monitoring by operations team

## Compliance

8x8 adheres to PCI DSS requirements as a merchant and is SOX compliant. Additionally, General Data Protection Regulation (GDPR) compliance, 8x8 has undertaken the following measures to uphold the privacy of our clients and their customers:

- All of our employees are subject to our internal Data Protection Policy providing processes and safeguards to follow in order to prevent any data breach.
- Access to Personal Data is restricted to employees who have been designated by the necessity of their functions and the performance of the services.
- Our third party providers are subject to strict obligations related to the protection of your Personal Data through Data Processing Agreements and security reviews.

To learn more about the security and compliance measures undertaken by 8x8, read our Security and Compliance page.

# Putting it all together

## 8x8 Open Communications Platform™

The 8x8 Communications APIs are a component of the 8x8 Open Communications Platform, which brings 8x8's various cloud communication technologies under one umbrella to provide the industry's most complete portfolio of work-from-anywhere enterprise communications.

The 8x8 Open Communications Platform accelerates digital transformation initiatives by providing secure, scalable, and extensible capabilities that are required for organizations to create unique employee and customer experiences at scale.
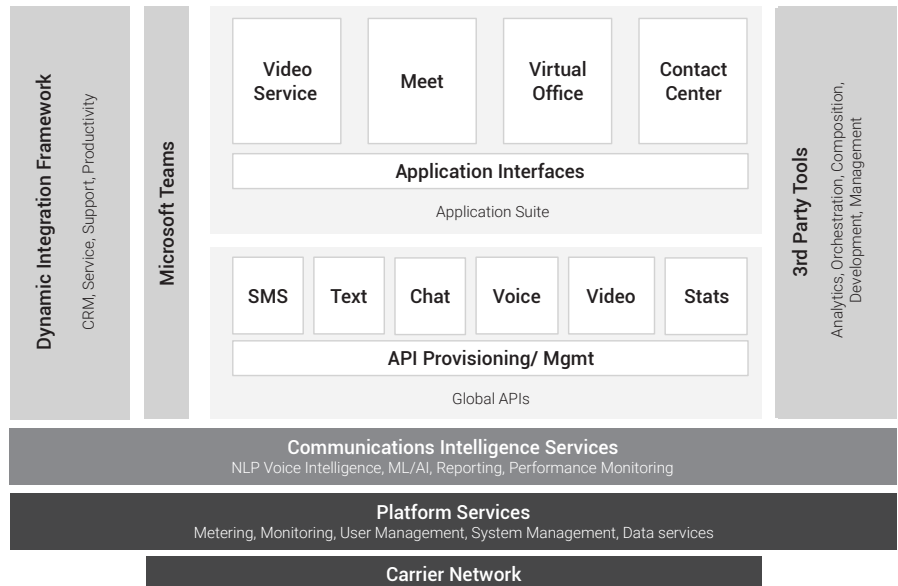


## 8x8 APIs:

1. Global network built mobile and Asia first.
2. Reliable with built-in fall back measure to ensure message delivery.
3. Easily deployable and highly customizable.
4. All reporting in one location.
5. 24/7/365 expert support and platform monitoring.

**Try out messaging.**

**See a callstats demo.**

Contact us at 1.855.819.3146 to learn more about how you can use the 8x8 APIs to build new customer experiences or visit us at 8x8.com/products/apis.