

A woman with blonde hair and bangs, wearing a yellow top, is shown in a thoughtful pose with her hand near her chin. She is looking off to the side. The background is softly blurred, showing what appears to be an indoor setting with a lamp. A white text box is overlaid on the left side of the image.

8x8

Buyers guide for IT decision makers

Why IT leaders need a more thoughtful approach to communications, security, and customer experience.

The IT mandate: Simplify, protect, and scale

IT leaders are no longer just managing infrastructure—they're shaping business strategy. The demand for modern, secure, and seamless communications is skyrocketing, but legacy systems, compliance risks, and siloed engagement tools are dragging businesses down.



That's where 8x8 comes in. Our AI-powered platform breaks down silos, fortifies security, and makes every customer interaction count, giving IT the edge to move from reactive to proactive. This guide unpacks three critical outcomes every IT leader must drive—and how 8x8's unified platform makes it happen:

- **Elevate CX beyond the contact center:** Empower every department, not just support teams, to deliver better customer experiences.
- **Mitigate risk with secure payments:** Ensure PCI-compliant transactions and build trust with airtight security.

- **Modernize with Microsoft Teams:** For organizations standardizing on Microsoft deployments, eliminate complexity and enable reliable, global telephony with an enterprise-grade integration.

By consolidating communications and CX into one intelligent platform, IT can reduce costs, enhance security, and future-proof operations.



Elevating CX: Connected, AI-driven engagement for the entire organization

The problem: CX isn't just a contact center focus

With up to sixty percent of customer interactions happening outside the contact center, most companies still operate with disconnected tools and siloed teams. This leads to:

- Poor handoffs between departments and frustrated customers.
- Scattered customer interactions and siloed data, creating inconsistent experiences.
- Slow resolution times due to lack of real-time collaboration.
- Fading customer loyalty and satisfaction scores, impacting revenue.



The 8x8 solution: A unified AI-powered CX platform

8x8 Engage eliminates CX silos, ensuring every team—from sales and marketing to finance and field service—can collaborate with customers seamlessly.

Why IT leaders choose 8x8® Engage:

- Cross-org customer engagement: Empower teams beyond the contact center—sales, service, and expert workers—to seamlessly engage with customers.
- AI-powered insights: Gain real-time visibility into interactions, sentiment, and topics to optimize workflows and improve CX with data-driven decisions.
- Right-size capabilities for every team: Deliver advanced queueing and customer engagement tools without the complexity or cost of a full contact center.

Secure, scalable, and flexible: Support hybrid, remote, and frontline teams from anywhere to ensure compliance, mobility, and adaptability.



Mitigating risk: Smarter, AI-powered payment security

The problem: Payments are a breach waiting to happen

IT and security teams are combating challenges on multiple fronts—from Payment Card Industry (PCI) Data Security Standard violations to fraud and data breaches—as businesses scale digital transactions.

Risk factors include:

- Costly non-compliance penalties that put your business at risk.
- Customer trust erosion from insecure payment handling.
- Growing fraud risk from outdated or manual payment methods.
- Operational bottlenecks slow down transactions.



The 8x8 solution: Automated, compliant payments

8x8 Secure Pay ensures every transaction is protected, automated, and audit-ready—without adding friction to the customer experience.

Why IT leaders choose 8x8:

- PCI-compliant payments: Secure interactive voice response and encrypted links keep sensitive data safe.
- Fraud prevention: AI-driven authentication (one-time password, two-factor authentication) blocks unauthorized access.
- Self-service automation: Customers can pay securely without agent intervention.
- End-to-end encryption: Tokenization and real-time monitoring eliminate exposure.



Modernizing IT: Microsoft Teams, without compromise

The problem: Incomplete deployments limit your team's strategy

Organizations embracing Microsoft Teams often face challenges in extending enterprise-grade telephony and customer engagement, leading to:

- Gaps in global PSTN connectivity.
- Complex vendor management and IT overhead.
- Inefficient customer engagement and slow resolutions.
- High costs from one-size-fits-all licensing models.

The shift to the cloud is picking up speed. By 2027, 80% of enterprises will use cloud-based telephony, up from just 20% in 2023 ([Gartner, 2024](#)).



The 8x8 solution: Complete your Microsoft Teams deployment

8x8 enhances Microsoft Teams with enterprise-grade PSTN, contact center, and analytics—eliminating complexity while maintaining a native Teams experience.

Why IT & CX leaders choose 8x8:

- Global PSTN: Enterprise calling in 55+ countries.
- Seamless contact center: Real-time agent collaboration in Teams.
- Optimized cost & flexibility: Tailored voice solutions for diverse users.
- Simplified IT: One platform for telephony, analytics, and CX.
- Compliance & security: AI-powered recording and analytics.

8x8 ensures organizations maximize their Teams investment with a fully integrated, future-proof solution.



Future-proof IT with 8x8

IT leaders have a once-in-a-generation opportunity to modernize, secure, and scale their organizations. With 8x8's AI-powered, cloud-first platform, businesses can:

- Eliminate outdated systems and simplify operations.
- Strengthen security and compliance across transactions and communications.
- Enable seamless cross-org customer engagements for better CX.
- Optimize costs while supporting global, hybrid workforces.

The future of IT isn't just about keeping the lights on; it's about leading transformation. 8x8 makes that possible.

Next steps: Take action today

- See how the [Kansas City Royals](#) enhanced fan experience and communication with 8x8.
- [Schedule a demo](#) to see 8x8 in action.
- [Talk to an expert](#) about aligning solutions with your business needs.



Why 8x8?

8x8 is more than a communications provider—we're the platform powering seamless CX, AI-driven insights, and future-ready security.

By integrating internal communications (voice, video, and chat), contact center, and CPaaS into one ecosystem, we help IT leaders reduce complexity, enhance security, and drive real business impact.

Modernize. Secure. Elevate. That's IT leadership with 8x8.

Let's build the future—together.