



## Nuvola Distribution Appointed as UK&I Distribution Partner for 8x8

**London, United Kingdom: 19th January 2021** - [Nuvola Distribution](#), a leading Technology and Services Distributor, announces it has been appointed by 8x8, an integrated cloud communications platform provider, as a Distributor for the complete 8x8 product portfolio throughout the United Kingdom and the Republic of Ireland.

Nuvola Distribution's signing of 8x8 further accelerates Nuvola's growth and development strategy within the technology distribution channel. With already a stable of leading global ICT vendors, the 8x8 addition will further solidify Nuvola's success in delivering significant growth to the business and expanding its professional services of both branded and white-labelled engineering services to the technology channel.

8x8 is a global integrated cloud communications platform provider and nine time Gartner UCaaS Magic Quadrant leader. As an award-winning software-as-a-service vendor with a 'channel first' strategy, 8x8 is focused on the recruitment of value-added reseller (VAR) partners across Europe.

Michael Lloyd, Managing Director, Nuvola Distribution says, '8x8 is a perfect addition to our wholesale portfolio, offering our partners a true enterprise-class cloud communications and contact centre solution. 8x8 has a very comprehensive partner programme, which allows VARs to position a product that, via a wholesale agreement, perhaps they couldn't get in the past. Nuvola can offer the complete wrap around service to these partners, including the professional services which initially they may feel they don't want to invest in training but want to own the project from start to finish from day one.'

"With the addition of Nuvola to our distribution partner community, we remain focused on working closely with the channel, with our efforts invested in supporting the needs of our end-users, VARs, and distribution. Nuvola's ability to act as a 'hybrid' distributor in delivering products through the traditional approach, while providing engineering and technical support and a broad range of professional services is impressive. We look forward to partnering with the team and joint successes," shares Keith Jackson, Regional Vice President, Channel Sales EMEA at 8x8.

'Currently global markets are under an immense strain; however, demand for cloud solutions that are comprehensive for end-users is imperative, with the 8x8 integrated cloud communications and contact centre solution, the 8x8 portfolio combined with Nuvola's approach, can offer VARs a far-superior proposition than many of our cohorts in distribution. With this approach, we offer all parties an unequalled distributor experience,' states Michael Lloyd, MD, Nuvola Distribution.



### **About Nuvola Distribution**

Nuvola Distribution is a global distributor of Unified Communications, Data Networking, Cloud, Wireless, and Audio-Visual products. Nuvola's strength lies in our ability to deliver an integrated portfolio from leading vendors of hardware and software technologies that are supported by our Professional Services Division: this includes consultancy, installation, engineering, and after-sales support for our stable of world-renowned ICT vendors that have 8x8, Adaptiv Networks, Alcatel-Lucent Enterprise, AVer, Braxtel Communications, Fanvil, Garland Technology, i3-Technologies, Ingate, JPL Telecoms, LiveAction, Mitel, NICE, NICE inContact, NFON, Poly, RingCentral, Sangoma Technologies and Vurella. Nuvola also delivers these technologies with additional services that includes training, sales, and marketing for all our reseller partners to help them create a comprehensive and synergistic solution for their clients.

### **About 8x8**

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact centre, and API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time business analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, Twitter, and Facebook.

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