OVERVIEW

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class 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 analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business.

8x8 is an eight-time Gartner Magic Quadrant Leader for Unified Communications as a Service Worldwide.

KEY FEATURE AND DIFFERENTIATORS

1) Unify your workforce: Best in class suite of fully integrated Global Cloud PBX + Video Conferencing + Team Messaging + Contact Center + APIs
2) Pay only for what you use: deploy multiple different X-Series editions across your organization based on the needs of each end-user, including receptionists, conference rooms, manufacturing floors, warehouses, mobile workers, office workers, internal helpdesk personnel and managers, contact center agents and supervisors
3) Gain valuable insights: complete interaction journey, quality management and extension performance analytics for real-time business insights and troubleshooting
4) Drive IT productivity: manage PBX, Video conference, Messaging and Contact Center users with a single global administration tool that supports different roles

LOCATIONS

San Jose, California

8x8 has offices in San Jose, CA, Minneapolis, MN and New York, NY.
8x8 has data centers in Santa Clara, CA and Ashburn, VA.

8x8 provides one unified app with consistent quality of service across the globe – 157 countries with 1M+ business users and ease of 9 support centers, 17 data centers and 16 sales offices

Data Centers in
-Saskatchewan, Canada
-Rio de Janeiro, Brazil
-London, UK
-Amsterdam, NL
-New Delhi, India
-Singapore, SN
-Hong Kong, PRC
-Sydney, Australia

SERVICE OFFERINGS

CLOUD
8x8 offers customers the experience gained in implementations in 157 countries, supporting more than 1 million business users. Our cloud platform serves anywhere from a few hundred users to 30,000 extensions in multiple countries (the

and permissions by user or location, leverages bulk management tools and unifies your global user directory by integrating with Active Directory
5) New HD video-conferencing solution including support for conference rooms, join via browser for guests and integration with Google Calendar and Microsoft Outlook
6) Best global voice quality with patented ML-powered geo-routing
7) Hassle-free number porting so customers can keep their numbers

IDEAL CUSTOMER PROFILE

Target Customer Profiles:
1) Moving to the cloud - PBX / Contact Center replacement
2) Multiple locations with branches across the country and/or multiple countries
3) Distributed workforce—Look for companies who have or want to implement remote working Already using cloud applications—Office 365, G-Suite, Salesforce, etc.

Compelling Events
1) Consolidation of communications vendors including phone, video conferencing, messaging and contact center in a single platform
2) Digital transformation initiatives
3) Cloud-first initiatives
4) Mobility support
5) Recent disaster or downtime Aging/discontinued PBX
6) High growth or office expansion Vendor/billing consolidation Personnel changes or reorganization
7) Improve customer experience, requirement to provide supervisors with tools such as quality management and speech analytics
8) End of life or maintenance of prem based equipment
9) Merger and Acquisitions

largest UCaaS deployment anywhere in the world). 8x8 UCaaS and CCaaS technologies are built entirely in-house and backed by 170+ patents. 8x8 X Series was recently recognized by Gartner as a Leader in the 2019 "Magic Quadrant for Unified Communications as a Service, Worldwide."

8x8 is the only major pure cloud communications service provider that has its own UCaaS and CCaaS solutions—not OEMed or outsourced to a third party. From better access to data for analytics to more informed and engaged contact center agents, the synergies and seamless integration between these two systems offer unrivaled benefits and new capabilities to 8x8 customers.

INTERNATIONAL
8x8 has global marketing across North America, Europe and Asia Pacific with differentiated pricing, packaging and go-to-market activities for each region.

We have 20 locations across the globe including 9 global customer care centers.

These support centers have been strategically located around the world, so that 8x8 is able to provide true 24 / 7 follow-the-sun support during local daylight hours for all time zones.

In addition, we have 17 fully redundant global data centers and support our global customers with local dialing and number support in 89 countries and 14 localized languages.

UCAAS
There is an emphasis on customer experience, but leading companies have also found that the more employees are enabled, the better they can engage and support customers. Bringing together voice, meetings, team messaging and contact center enables employees and customers to engage on any device, any time, anywhere. Integration into key systems of record like CRM environments enriches the experience employees are able to provide by giving them relevant information for that customer at the speed of the interaction. Our ability to provide

10) International expansion with global bill consolidation in US, UK aor AUS

CUSTOMER TESTIMONIALS

Movement Mortgage, 4,500 seats

"Having our unified communications and contact center solutions from the same vendor has been really great. Administration can be performed from a single console, so even with an environment of our size and complexity, management is simple and efficient. The combination of 8x8 Virtual Office and 8x8 Virtual Contact Center allows us to scale quickly and deliver outstanding customer service by enabling agents to effortlessly collaborate with anyone in the organization. 8x8 enables us to elevate employee efficiency and ensure that company-wide communications actually add value to the business, rather than detracting like it used to with our legacy system." - Cam Lawler—Enterprise applications director, Movement Mortgage

QUALIFYING QUESTIONS

1) Is your PBX or ACD reliable?
2) Do you need to monitor service quality or agent calls?
3) Are you happy with your current phone system?
4) Do you need to meet HIPAA, PCI, or FISMA/FIPS compliance?
5) Do you own or operate a call center today?
6) Do you want to improve customer service or provide an effective first call resolution? Do you need multimedia communications?
7) Is your company expanding? Are you merging with other organizations?
8) Are you paying separate fees for video conferencing and e-fax services?
9) Do you have video-enabled conference rooms?
10) Do you do a high volume of international calling?

all of these capabilities on one platform simplifies administration and maintenance. It also ensures customers only pay for the capabilities each role needs with the ability to dynamically change service plans as requirements grow and evolve.

Another great benefit is that with 1 click, interactions can move from chat to voice to video conference while maintaining content and context for a true omnichannel experience. Each communication interaction is also captured, creating one system of intelligence that enables the use of ML and AI techniques to deliver personalized experiences, increase agent effectiveness with real time coaching and identify opportunities for automation and increased operational efficiencies.

CCAAS
8x8 Virtual Contact Center provides the advanced communication tools you need to enhance the customer experience and deliver world-class customer support and sales. Our solution is completely cloud-based, significantly reducing both your capital and operating expenses.
- Any Media. Communicate with customers and manage contacts on voice, email, and chat channels. Capture all interactions for increased customer satisfaction, greater efficiency and better targeting.
- Security and Compliance. When properly configured, 8x8 Virtual Contact Center in combination with 8x8 Quality Management assists companies with satisfying requirements of PCI, FISMA, Privacy Shield or HIPAA (tailored BAAs available).
- Analytics Increase Agent Productivity. Our intuitive, web-based user interface lets agents work anywhere, while centralized management and reporting features empower supervisors to manage everything from agent scheduling to coaching, recording and call intervention.
- Connect Locally. Manage Globally. 8x8's secure and redundant data centers help unite and manage all your contact centers into one seamless global support organization. Agents can work from anywhere, and smart call routing quickly connects customers

with the right agents—anywhere in the world.

INDUSTRY RANKINGS

8x8 is an eight-time Gartner Magic Quadrant Leader for Unified Communications as a Service Worldwide.
8x8 is a four-time Challenger in the Gartner Magic Quadrant for Contact Center as a Service

Allied
communication