

A man with a beard and short dark hair is smiling broadly while wearing a white over-ear headset. He is sitting at a desk, waving his right hand towards the camera. In front of him is a silver laptop. He is wearing a blue patterned button-down shirt under a light grey blazer. The background is a softly lit office or home workspace with warm tones and some blurred objects.

**8x8**

**Global Delivery.  
Local Experience.  
Comprehensive  
Communications  
Solutions.**

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Customer Case Study Highlights

# Meet 8x8 — the World's First Communication Cloud

- Publicly traded on NYSE: "EGHT"
- Used by 51,000+ organizations
- 1M + Users Worldwide
- 15 global data centers serving customers in 157 countries
- Global 24/7/365 follow-the-sun customer support



What if you could be more connected and productive no matter where you are in the world? 8x8 makes it happen. We help organizations around the world reduce complexity and cost, improve individual and team efficiency and performance, and enhance customer experiences. Our communications cloud combines unified communications, team collaboration interoperability, contact center and real-time analytics into a single, open and real-time platform.

8x8 has a track record of providing cloud-based communications for any size business, in any industry — from simple to complex solutions. To date, we have provided customer engagement solutions to more than one million business users.

This e-book highlights how we've helped our global customers achieve success.



# Global Expansion

## Customers Are Going Global Today

More and more companies today are becoming international brands. They realize that just targeting one market is not enough. Many think globally and are always looking for opportunities to increase market share and reach new customers, diversify into new, growing markets, and even tap into new sources for materials and talent. While there are many challenges, the right technology from 8x8 can make it possible.

Next couple of pages showcase examples of how we've helped customers expand their global footprint.



## Expanding to 17 Countries with 8x8's Virtual Office, in 100 with Virtual Contact Center

Regus is the world's largest provider of flexible workspaces. When it was looking to expand its growth internationally, the company turned to 8x8 because of its innovative technology roadmap, global presence, business mobility, and the call quality and robust features of its solutions. While it began with an initial implementation of 8x8's truly unified communications solutions in late 2015, it has since deployed 20,000+ unified communications seats to select Regus offices in the U.S., UK, Ireland and Germany and also uses 8x8's Virtual Contact Center services across six continents.

### Advantages of the 8x8 solution include:

- Advanced and reliable communications.
- Seamless administration and access the connected devices and valuable data.
- Automated, on-demand services to Regus clients worldwide.
- Standardize on efficiently scalable solution to meet future growth.

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### 8x8 Products:

Virtual Office - 20,000+ users

Virtual Contact Center - 500+ seats

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By partnering with 8x8, we are able to offer our customers an innovative and cost-effective communication and collaboration service. As a Gartner Magic Quadrant Leader, 8x8 was a natural choice to give our customers the level of quality and service they expect from Regus.

**Andre Sharpe,**  
Chief Information Officer,  
Regus



## Handles International Recruitment, Cuts Phone Costs by 40%

Tangent International is a global recruitment company for the technology industry with projects and access to skilled staff in 175+ countries. To work efficiently, the company needed a communications system with a global reach. While its previous system lacked time-saving features, Tangent needed to improve system and functionality without interrupting service or an expensive upgrade. By migrating to the cloud, 8x8 made the implementation process painless – one engineer installed the solution in just over a day, and Tangent's team was quickly briefed on the highly intuitive system.

### Advantages of the 8x8 solution include:

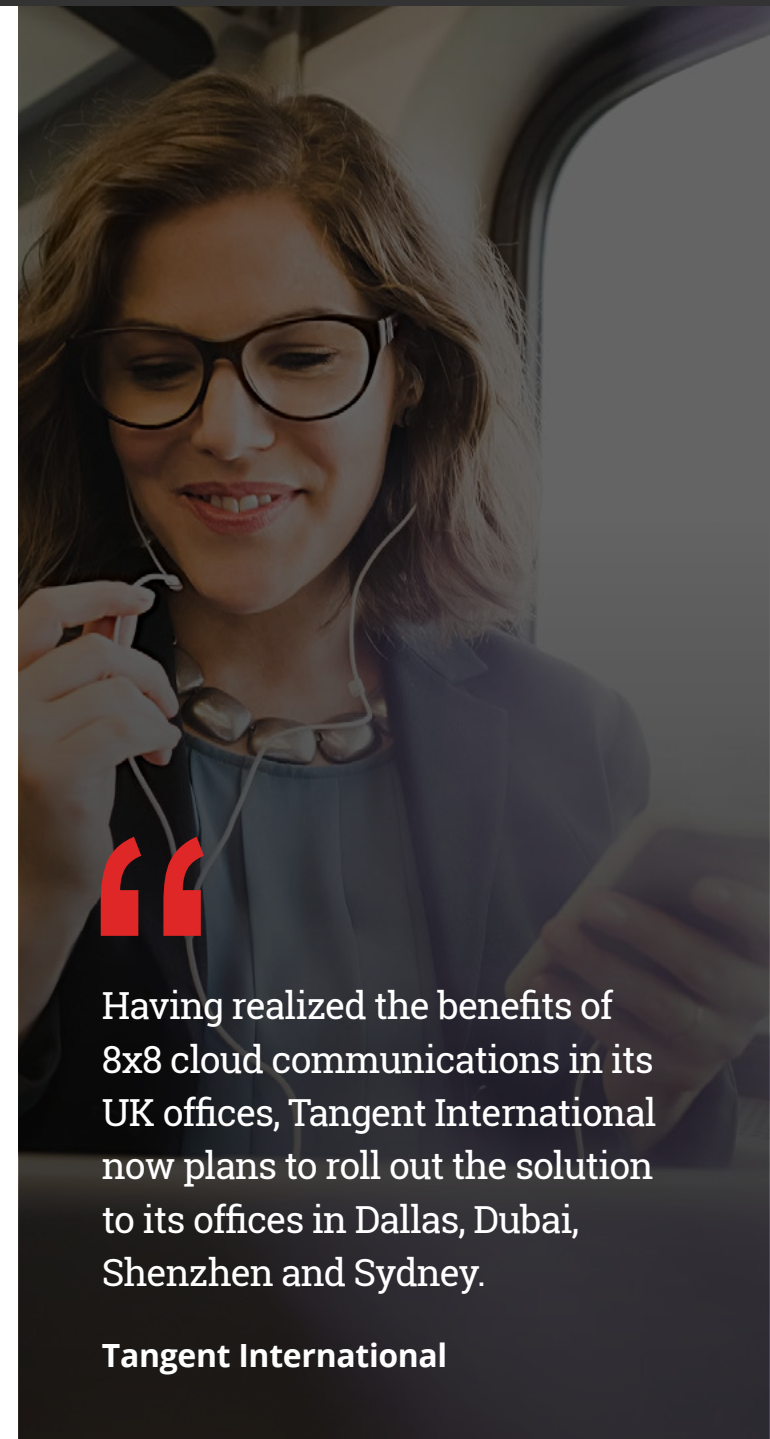
- Remote capabilities that maximize employee productivity.
- HD videoconferencing reduces travel, protects the environment and enhances recruitment.
- CRM integration through the 8x8 API enables click-to-dial — making recruiters more efficient.
- In addition to cutting costs, call quality and functionality dramatically improved.

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### 8x8 Products:

Virtual Office Pro

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Having realized the benefits of 8x8 cloud communications in its UK offices, Tangent International now plans to roll out the solution to its offices in Dallas, Dubai, Shenzhen and Sydney.

**Tangent International**



# Rapid Growth

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## Growing Fast — Maintaining Agility and Flexibility

For almost every company today, the competitive landscape has changed and continues to shift with technology advances. Most companies must continue to focus on their core business, and as priorities shift, have the ability to remain agile and open to change to enhance future growth. 8x8 can help with its advanced solutions for communications systems. With 8x8, your enterprise can achieve rapid growth and provide employees with the agility they need — moving from IM to voice to video to web conferencing with one click inside a single application.

Next couple of pages showcase examples of how we've helped customers grow and prosper.





## Supports Dramatic Growth — Boosts Efficiency

One in every 60 home purchases in the U.S. goes through Movement Mortgage — recently recognized as the fastest growing mortgage bank in the country. With more than 650 locations across the U.S., Movement Mortgage had outgrown its legacy telephone system and had a patchwork communications system with latency issues, poor voice quality, and too many dropped calls. The burden on its own IT team, customer service, and ability to scale quickly was significant. After an extensive competitive review, the company turned to 8x8, and today branches are all interconnected across one cloud communications platform.

### Advantages of the 8x8 solution include:

- Unified communications across the entire company and contact center solutions from the same vendor.
- Interconnectivity in the cloud.
- Enhanced reliability and employee efficiency.
- Support for mobile capabilities across devices

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### 8x8 Products:

Virtual Office  
Virtual Contact Center

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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





## 100+ Virtual Call Centers Go Live in 6 Months

Aon Hewitt empowers organizations and individuals to secure a better future through innovative talent, retirement, and health solutions. With 180 clients nationwide, and 300 agents across the country, the company had a proprietary phone system that made it unwieldy to generate reports, record calls, or create new contact centers quickly. The company switched to 8x8 Virtual Contact Centers and worked with 8x8 to set up a virtual contact center for each client. Today, the company has more than 300 virtual contact centers, and the ability to scale up quickly.

### Advantages of the 8x8 solution include:

- Ability to easily set up new contact centers — in days not months.
- Ability to add new features such as call recording, custom greetings.
- Provide seamless customer experience with an integrated solution.
- CRM features that enable caller authentication.

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### 8x8 Products:

Virtual Contact Center

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8x8 has opened up all kinds of possibilities for our business. In the past, it took weeks or even months of coordinating with our service providers to set up a new call center.

**Abdul Qadir**

Systems Manager at AON Hewitt



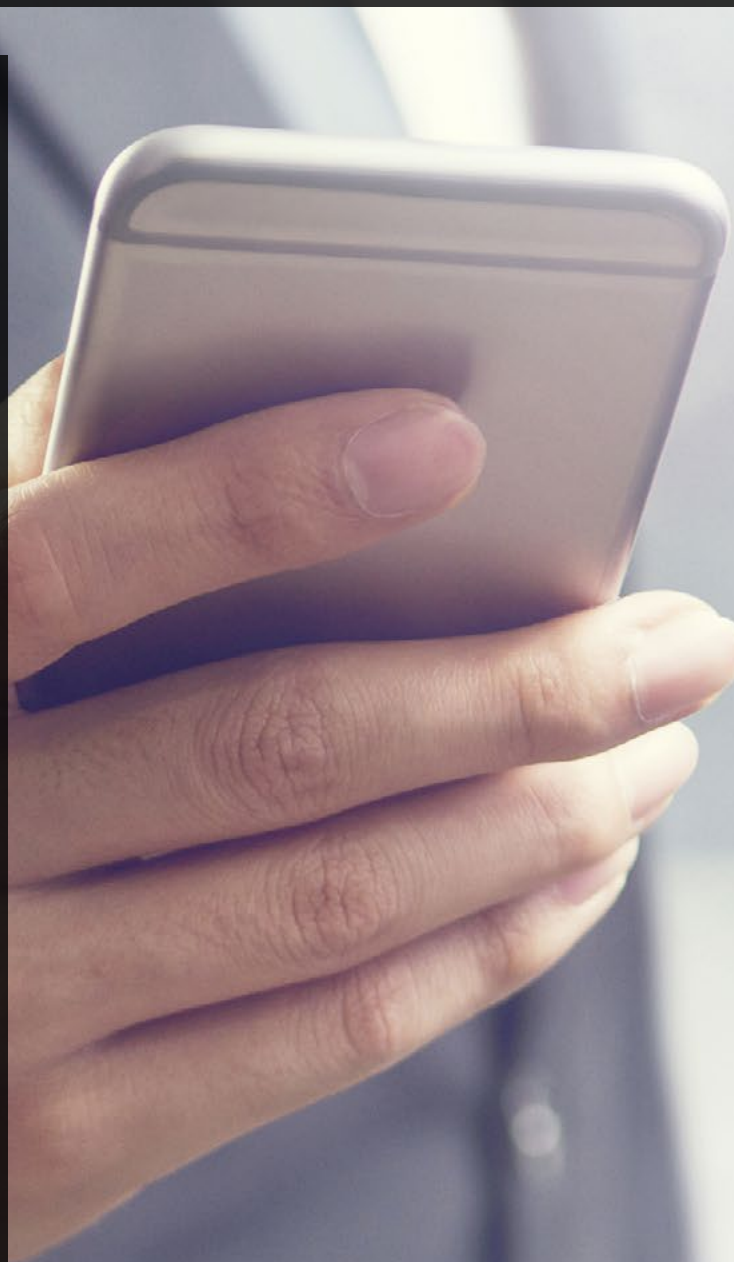
# Platform Standardization

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## Standardizing on powerful cloud communications platform

Mobility, reliability, and collaboration. And a better way to move, control and protect your data, and reduce your IT costs. These are just some of the reasons why enterprises are looking for cloud-based communications solutions. As the world's first communications cloud, 8x8 eliminates information silos to expose vital, real-time intelligence across all clouds, applications, and devices. We help improve individual and team productivity, business performance, and the customer experience.

Next couple of pages showcase examples of how we've helped clients standardize on our cloud platform.





## Accelerating Business Transformation on a Global Scale

As the industry's leading provider of cloud-based financials, ERP, and omnichannel commerce software suites, NetSuite needed to standardize its enterprise-class business telephony system, and replace all of its legacy communications systems. After reviewing multiple vendors and putting them all through the proof-of-concept (POC) process, NetSuite selected 8x8 as its new cloud communications solutions provider and its flagship Virtual Office business telephony solution. 8x8 worked with NetSuite to onboard 4,500 employees worldwide across nine locations in record-breaking time.

### Advantages of the 8x8 solution include:

- Enhanced reliability and uptime.
- Fast global deployment — in 6 weeks.
- Future proof the system for global growth with cloud communications.
- Enterprise-ready solution — Elite Touch™—with essential enterprise-ready telephony, unified communications features such as auto attendants and mobile apps, third-party CRM and ERP integration, and powerful analytics.

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### 8x8 Products:

Virtual Office

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We needed a true enterprise communications partner that could seamlessly and rapidly migrate our entire phone service to the cloud – while unifying our worldwide offices with a secure, reliable solution that works across the globe.

**Doug Brown,**  
NetSuite CIO





## Evolving Communications Drives Move to the Cloud

MOBI is a cloud-based, managed mobility service provider that helps enterprises centralize, comprehend, and control their entire mobile device ecosystem. Growing fast, the company was limited by its on-premises PBX phone system. It suffered from poor call quality and unreliable service due to weather and other outages, and high upgrade costs and concern over disaster recovery. MOBI selected 8x8 partly because “everything was under one roof” and chose a combined 8x8 contact center and phone solution to meet its needs and even had 8x8 develop customized features such as concurrent call and chat.

### Advantages of the 8x8 solution include:

- Ability for contact center managers to run reports and manage queues — offloading IT.
- Flexibility to support work-at-home capabilities for business continuity.
- Call recording and monitoring improve employee training.
- An API that enables customization of standard features.

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### 8x8 Products:

Virtual Office

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We started around 8 p.m. on a Friday night, and finished reprogramming all our phones by 1 a.m. Saturday morning. 8x8 gave us great support throughout the process. Their technical team worked outside of standard business hours to help us and make sure everything went smoothly.

**Derek McCauley,**  
Director of Service Delivery for MOBI

# Multi-site Deployment

## Getting the Right Systems, Processes and Support

For many entrepreneurs, owning a franchise or series of independent agencies is a great way to benefit from the proven operating system of a franchisor. In fact, franchising plays a vital role in our economy — in the U.S. and abroad. But managing that business can still be challenging, and having sufficient capital and building a solid infrastructure are top priorities. 8x8 can play a critical role providing the communications needs that agencies require from being able to seamlessly network agents from wherever they work with hosted VoIP to Internet fax and more.

Next couple of pages showcase examples of how we've helped franchises succeed.







## Costs Drop by 35 Percent, Regional Uptime Increases

Recognizing that VoIP phone service isn't always cheap, IT consultant Jay Daniel knew it was important to select the right provider for his client who owned a series of McDonald's franchises in Tennessee. The franchisee had been using a local Internet Service Provider, and costs were out of control and downtime was a constant problem. The consultant selected 8x8 for a fully hosted solution with predictable monthly costs and highly reliable uptime. Since switching to 8x8, the franchisee has spent than half the cost of traditional landline service and downtime has been dramatically reduced.

### Advantages of the 8x8 solution include:

- In just 12 weeks, ported 80+ phone numbers from the 20 restaurants.
- Saved time with the simplified system administration and reduced TCO.
- Achieved highest reliability in the McDonald's franchise region.
- Provided great voice quality with the tough, easy-to-use cordless phones and fax.

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### 8x8 Products:

Virtual Office

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Our 8x8 phone system is kind of invisible because it just works. It's amazing how few problems we have and how few devices have failed. 8x8 is exceedingly reliable—no care or feeding required!

**Phil Gray,**

Owner and operator of 24 McDonald's locations



## Agency Boosts Business with 8x8 Hosted VoIP

Service is key to running a successful insurance business, yet Allstate Agent Scott Bowen was finding it difficult to deliver top-quality service relying on traditional land line phones. This approach also limited what they could do to really assist customers. When he looked into a lower-cost VoIP solution from 8x8, he found he could also get advanced business features that enhance both customer service and agent productivity.

### Advantages of the 8x8 solution include:

- Improved responsiveness to customers with the advanced phone features.
- An eAgent plug-in that enables professional call handling — and delivers customer account information right to the desktop.
- Mobile capabilities with the free 8x8 mobile smartphone and tablet app — make the office mobile.
- Forwarding of after-hours calls, internet fax and call-recording that streamlines workflows.

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### 8x8 Products:

Virtual Office

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Every Allstate agent should switch to [8x8] VoIP! The price-point is incredible, and there is so much you can do with the system. I would never go back to traditional phone service.

**Scott Bowen,**  
Allstate Agent



# Want to Get Your Employees, Customers and Applications Talking?

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**Call 8x8 Today**

Over the last 10 years, we've built cloud communications solutions that work simply, integrate seamlessly, and perform reliably. We've earned more than 140 patents — a testament to our innovative thinking — and the trust of more than 50,000 satisfied companies around the world.

We offer the most complete suite of cloud communications solutions including business phone service, unified communications, and contact center solutions. Unlike traditional phone features, our solutions provide Fortune 500 features for one office OR many offices — and the flexibility to easily grow and scale your business around the country or world.

**Call us today to learn more:**

**1-866-835-2979**

**or visit us at:**

**[www.8x8.com](http://www.8x8.com)**



8x8, Inc. (NYSE:EGHT) is a leading provider of cloud phone, meeting, collaboration and contact center solutions with over a million business users worldwide. 8x8 helps enterprises engage at the speed of employee and customer expectations by putting the collective intelligence of the organization in the hands of every employee. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, Twitter, and Facebook.

