8x8

Contact Centre

Solution Overview

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Executive Summary

Reliable and clear communications have never been more critical than in today's business environment. Moving communications to the cloud also means adding contact centre capabilities to any company. The benefits of SaaS are well documented, when the application is a omnichannel contact centre those benefits are easily seen; the ability to make changes when needed, the reduced costs for service and internal IT support, and the hosted management of software and infrastructure.

X Series delivers the best set of cloud communications features for your business. X Series means integrated voice, video, chat and contact centre to address your most important asset—your customers. All delivered with 8x8's class-leading voice quality, uptime and security compliances.

Whether you are running a startup or large enterprise, you can waste valuable time and money maintaining and managing an inefficient contact centre solution. Outdated premise-based technology gets in the way of keeping your customers happy. 8x8 can help. Our cloud contact centre solution enables you to deliver a customer experience that differentiates your business from the competition.

Unlike any other CCaaS solution on the market, 8x8 delivers team messaging as a native entitlement to enhance customer service, removing data silos that prevent information sharing and degrade customer support. Mobile access for remote workers plus video and audio conferencing for true collaboration are all supported with voice quality unsurpassed by any cloud communications solution.

X6
Voice-Focused Contact Centre

The X6 plan is made for the voice-focused contact centre. It combines the same collaboration and telephony capabilities of X4 along with contact centre-centric functionality for voice-based interactions and integration with common customer relationship management (CRM) applications.

X7
Omnichannel contact centre with advanced reporting

X7 takes the features of X6 and extends the agent interface to include digital channel customer access. X7 provides a cloud-based contact centre platform for business inbound call, chat, email and social media communications. X7 also includes support for the 8x8 Open API and is designed with multiple CRM integrations for the most used business-oriented systems. Agents with X7 can not only respond to multiple incoming channels and see data pop-ups for supported CRM systems, they can help customers with the ability to co-browse screens while on-line.

X8
Omnichannel contact centre, advanced analytics, predictive dialer

The X8 plan is the best plan if you're looking for customer experience transformation through an omnichannel contact centre. For any associate or a contact centre manager, the X8 plan comes complete with a full suite of analytics, integrations and the latest contact centre functionality, like co-browse, quality management and outbound predictive dialing.

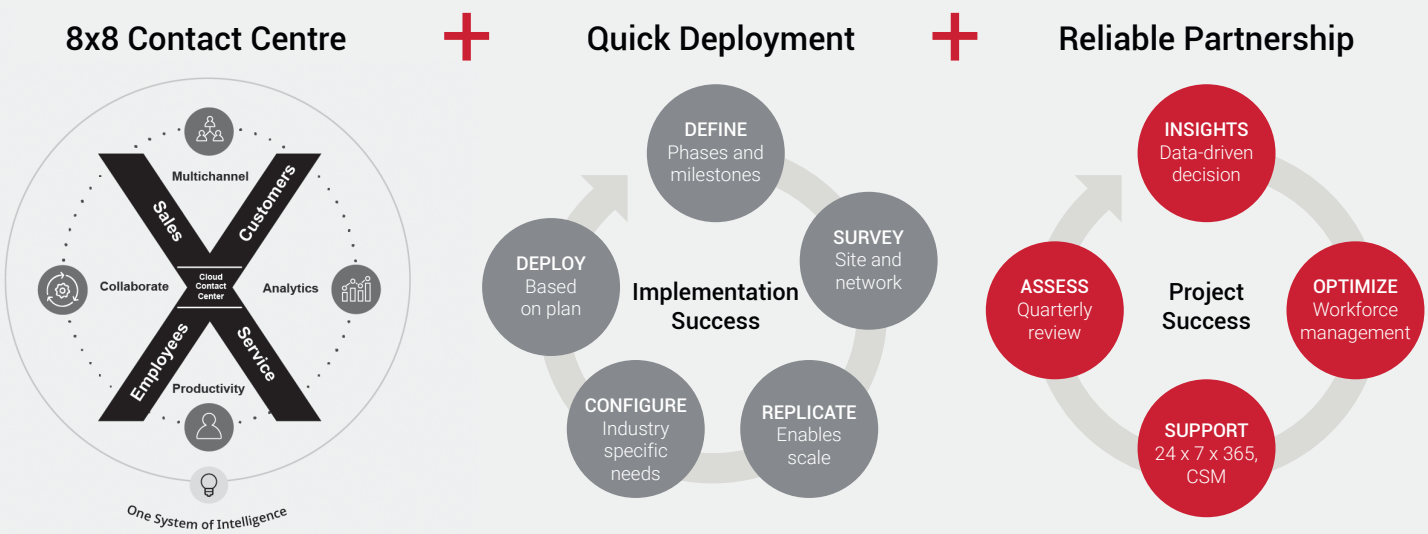
The 8x8 X Series is the only integrated communications platform providing companies with:

- Guaranteed call quality and reliability
- One system of engagement (one cloud, instead of many clouds)
- Unique insights from one system of intelligence
- Company-wide team messaging
- Proven security and compliance
- Follow-the-sun global support from a single vendor

The result is an engagement platform that enables businesses to move at the speed of employee and customer expectations, leading to less churn and more revenue.

The Solution

With X Series, 8x8 features an integrated cloud-based unified communication and contact centre solution. Each of the components is a solid standalone product. For example, the contact centre can easily be deployed on its own to add analytics and agent features to any business, regardless of other UC components. X Series can simply layer on the communication capabilities your company needs, at the price point you want, directly from the 8x8 cloud. Even for those businesses that do not think they have enough volume for a 'contact centre;' 8x8 offers levels of capabilities that will improve information flow from any customer interface, enable more informed employee/ customer interactions and provide the communications features that will help any modern business grow.



The IT industry is going through a massive shift, driven by new customer requirements and digital transformation needs which is requiring IT organizations to change. Business leaders are increasingly looking to IT for participation and contribution to business strategy in addition to enabling digital transformation. It is not enough to just pick a technology solution—you need to choose a solution that will allow you to be successful from product selection to implementation, adoption and support. 8x8's proven methodology and innovative roadmap for the future delivers exactly this.

X Series Value for any Business

Omnichannel

8x8 Contact Centre is an omnichannel solution that allows your agent to communicate with customers through voice, email, chat, SMS and social media channels.

Security and compliance

No other VoIP or contact centre provider does more to safeguard the security and compliance of mission-critical communications. 8x8 X Series meets multiple security requirements; details can be found on the 8x8 website.

Speech analytics

With the powerful capabilities of 8x8 Speech Analytics, users can analyze the full spectrum of their customer interactions and listen to the most relevant ones, rather than a random handful that have no predetermined context. X Series includes call recording and automated speech-to-text transcription. AI-powered speech analytics can extract valuable insights from recorded voice conversations.

Enterprise and agent management

Our intuitive, web-based user interface enables agents across the globe to work either in the office or from home. Centralized management and reporting empowers supervisors to manage teams and focus on improving agent productivity and the customer experience. Features such as Expert Connect ensure agents can provide first contact resolution via embedded access to experts, anywhere in the world.

CRM integration

Integration and Open APIs multiply the power of your contact centre with ready-made services that are pre-integrated, quick to deploy and ready to use. With screen pop, 8x8 X Series amplifies your user experience of NetSuite, Salesforce, Zendesk, or Microsoft Dynamics. 8x8 integration enhances sales and service teams' effectiveness by creating one system of engagement from unified communications to contact centre to CRM.

Collaborative Contact Centre

The proliferation of communication channels makes collecting, aggregating and analyzing customer information increasingly difficult. With 8x8's consolidated contact centre solution combining voice, chat, email and social interaction channels along with workforce management, businesses can now quickly react to customer inquiries and maintain the context and content of each engagement as it progresses through the buying or support journey.

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With the powerful capabilities of 8x8 Speech Analytics, companies can analyze the full spectrum of their customer interactions and listen to the most pertinent ones, rather than a random handful that have no predetermined context. 8x8 includes call recording and, along with automated speech-to-text transcription, can extract valuable insights from recorded voice conversations.

X Series X6 - X8 packages deliver a tightly integrated unified communications and contact centre solution, or standalone contact centre, with class-leading uptime, collaboration and analytics.

Universal Team Messaging

8x8 provides one application for team messaging, voice and meetings. It's available anytime, from any device. With one click you can move from a group chat to a video conference, making work easier and faster. Unlike other team messaging applications, 8x8 provides instant access for all employees, so that collaboration can occur across departments, business units and project teams, not just within small groups or pockets of the organization.

8x8 Team Messaging supports both public and private Rooms so you can choose the audience with whom you collaborate on different topics. Where legal teams may want to collaborate on projects in an invite-only private room, marketing may prefer a public Room through which they can share company-wide updates and encourage transparency. You can @mention people, share files, send emojis, view read receipts, see presence and follow or unfollow specific rooms as necessary to control your notifications and reduce the overall noise often associated with team messaging.

91% of enterprises using team collaboration apps utilize 2 or more applications. That's why 8x8 provides real-time interoperability with 3rd party chat applications through our Sameroom feature. Sameroom enables all messaging apps to work as one within and across companies — this means you can have cross-platform team messaging with Slack, Chatter and 20+ more messaging apps. 8x8 Team Messaging bridges these islands of communication and connects everyone while allowing them to continue using the application of their choice. This “bring your own messaging” mantra is unique to 8x8 and something our customers are seeing great success with.

Want to use team messaging with your partners or vendors? Now you can create multi-company rooms to communicate real-time with external partners. Collaboration doesn't have to be limited to just within your organization.

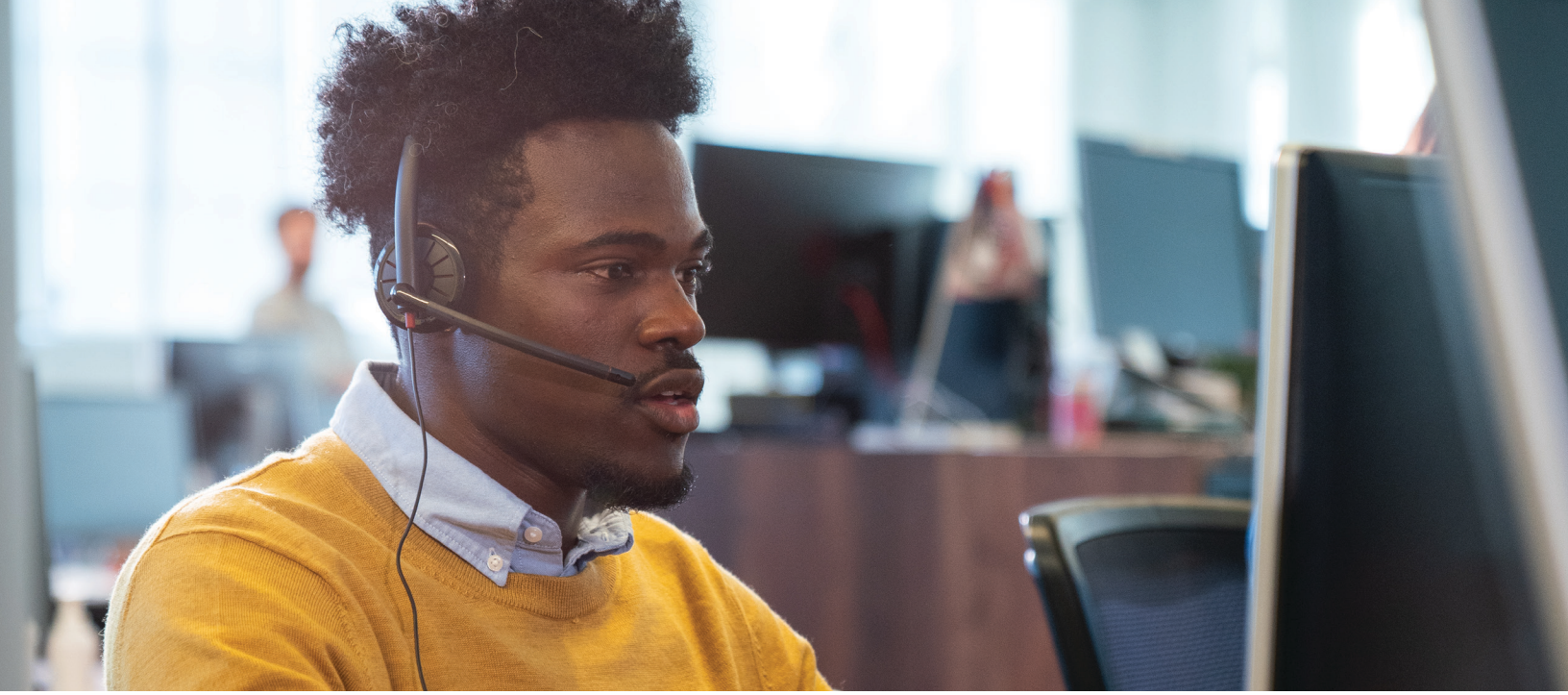
The Most Integrated Video and Audio Conferencing

8x8 Meetings enables you to consolidate multiple apps for video conferencing, team messaging, and telephony into one. Instead of asking your employees to download 3 or more apps, they now only need one—no more swivel chair for them! With this level of integration, it takes just one click to move from call to chat to video conferencing while maintaining content and context along the way. This level of consolidation also means only one application to administer and configure for IT. Now IT will have the time to focus on higher-impact work.

Bring people together to collaborate no matter where they're located. 8x8 integrates with your calendar system so you can schedule a meeting with just one click. Share your screen instantly to get everyone on the same page. Record the meeting to reference later or to send to those who couldn't make it.

Web conferencing is enhanced through HD quality video and voice for up to 100 participants. Rest assured, the quality will be ever-present due to our patented technology. Additionally, all your data is protected by the highest levels of security and compliance.

It's almost like you're there in person, even when you can't be. It takes just one click to join or start a meeting from your computer, iPad, iPhone, Android or a conference room phone. Attendees don't even need an app to join.



Disaster Recovery for 8x8 Contact Centre

Ensuring business continuity in a disaster is crucial when it comes to contact centres. Whether your agents are fielding incoming sales calls or customer service inquiries, it's no secret that customers who can't reach you won't be customers for long. The 8x8 Contact Centre Disaster Recovery solution ensures the availability of your mission-critical call centre operations—without doubling your costs. With flexible and comprehensive features, you can be sure that in the event of a natural disaster or human-error-related outage, your customers experience "business as usual." And potential customers will be connected, too—perhaps while your competitors are scrambling to get back online.

Traditionally the only option for companies was to incur the cost of deploying a duplicate on-premises call centre system. But despite this significant investment, there was still no guarantee that the duplicate site would be accessible to agents in the event of a disaster. Designed specifically for call centres, 8x8's Contact Centre Disaster Recovery plan prepares companies for unexpected outages by provisioning a duplicate of your current IVR, call flow and call processing operations in our data centre. With a simple redirection of the inbound 800 numbers, our innovative solution allows your call centre agents to be up and productive immediately following a critical service outage. Your customers call the same number and speak to the same agents, minimizing the impact to both your customers and your business. If your call centre is located in a disaster-stricken area, your agents can take calls from the safety of their home since all that's required are a phone, an Internet connection and a web browser. Delivered 100% via a SaaS model, the 8x8 Contact Centre Disaster Recovery solution allows you to immediately acquire a backup call centre for one low subscription fee.

Collaborative Contact Centre Features

Features	Description	X6	X7	X8
Auto attendant	A service that acts as an automated receptionist. Through profiles and rules, select which phone menu options and recordings are used at specific times for callers to route themselves to the appropriate destination.	■	■	■
Call queues	Place callers in a queue in the order received until the next agent becomes available, allowing you to serve your customers promptly, courteously and efficiently	■	■	■
Expert Connect	Chat and bridge available experts onto a call with a single click, all without leaving the single user interface	■	■	■
Contact centre calling zone	Includes 4,000 minutes per concurrent contact centre seat (local and international, inbound and outbound, within 47 country zone). The total minutes included are the pooled total of all agents. If a customer exceeds the total usage pool allowed in any given month, extra minutes will incur standard usage rates. Toll calls and special numbers are not included in the allowed usage.	4,000 minutes within 47 countries	4,000 minutes within 47 countries	4,000 minutes within 47 countries
Outbound preview campaign dialer	In preview mode, a customer's information will be presented at the time the system begins the call. This allows the agent to read the customer's information while waiting for the call to be connected. The agent must manually answer and terminate the call when completed.			■
Outbound predictive AI dialer	Using AI technology, dial multiple numbers simultaneously and connect answered calls to agents. Unanswered calls are automatically marked incomplete and can be dialed again later.			5,000 minutes
Interactive voice response (IVR)	Quickly connect callers with agents and streamline customer flow, allowing customers to get quick answers to simple questions and helping companies identify the right resource to help a customer with a given issue	■	■	■
Skills-based inbound voice	Match customers to the best available agent—without programming or IT help, boosting first-call resolution rates and customer satisfaction	■	■	■
Graphical call-flow reports	View the caller's journey from the moment they reach the call centre through to call termination. Reveals step-by-step experience in the IVR, queuing to agents, agent connection and post-call survey. Use this to expose an 'outside-in' view of your contact centre to enable continual process improvement and agent training.	■	■	■
Post-call survey	Capture the voice of the customer with 8x8's native post-call survey application. Surveys help you take appropriate action to ensure your customer engagement management strategy is optimized to meet customer needs.	■	■	■
Native CRM	Leverage a built-in customer contact and case management tool to provide agents with critical customer information and make every agent interaction more efficient	■	■	■
Knowledgebase	Provide your customers with faster, smarter and more consistent answers using a collection of frequently asked questions (FAQ) to provide the right answer quickly, reliably and consistently	■	■	■
Queued callback	Give callers the option to stop waiting on hold, provide their phone number and receive an automatic callback as soon as it's their turn, eliminating long hold times and boosting caller satisfaction	■	■	■
Web callback	Allow customers to request a call from an agent from an online form, saving time for customers and better managing your agents' time	■	■	■

Collaborative Contact Centre Features — Continued

Features	Description	X6	X7	X8
Inbound chat, email and social channels	Meet your customers on the channels they choose with a 360-degree view of all of a customer's communications across all available channels		■	■
Co-browse	Allow your agents to see exactly what is on the customer's page, quickly helping customers find the information they are looking for or clarifying any questions they may have while filling out a form online		■	■
Speech Analytics/ Quality Management	Searches customer interactions for compliance, customer insights, and agent performance purposes. Provides agent interface for training, expert support and coaching	$	$	■
Disaster Recovery	Prepares companies for unexpected outages by provisioning a duplicate of current IVR, call flow and call processing operations.	$	$	$
CC voice and screen recording and archiving	Recording and archiving available for call centre compliance, record keeping, agent training and process improvement.	$	$	$

Universal Team Messaging Features

Features	Description	X6	X7	X8
1-on-1 instant messaging	Ability to message any individual user within a company's global directory	■	■	■
Team messaging	Provide group chat functionality to send messages to public or private Rooms	■	■	■
Sameroom (cross-platform team messaging with Chatter, Slack, etc.)	Real-time interoperability with 3rd party chat applications such as Slack, Chatter and 20+ messaging apps to enable them to work as one within and across companies	■	■	■
Business SMS and texting	Send and receive text messages from your 8x8 phone number to any other phone number	■	■	■
Presence detection	See who is available, busy, away, in do-not-disturb mode, on a call or in a meeting. You can also set your status to show as offline using invisible mode.	■	■	■
Unlimited Internet fax	Send and receive online faxes	■	■	■

The Most Integrated Video and Audio Conferencing Features

Features	Description	X6	X7	X8
HD video conferencing	Share high definition (HD) quality video to see others in a meeting	100 Participants	100 Participants	100 Participants
HD audio conferencing	Speak in meetings with HD-quality audio	100 Participants	100 Participants	100 Participants
Instant screen sharing	Share your computer screen and choose which programs or monitors to display	■	■	■
One click to start or join meetings	Click one button to join a meeting or create a new one on any device	■	■	■
One click to move from call to chat to video conferencing	Transfer between modes of communication by clicking one button	■	■	■
Integrated scheduling with Microsoft Office 365 / Microsoft Outlook	Click one button to add an 8x8 meeting to the details of a calendar invite in Outlook or Office 365 calendar	■	■	■
Integrated scheduling with Google Calendar	Click one button to add an 8x8 meeting to the details of a calendar invite in Google Calendar	■	■	■
Record meetings	Record the meeting to reference later or to send to those who couldn't make it	■	■	■
Call your number or call in features to quickly join the meeting	To join audio, 8x8 can call out to a phone number you specify or you can call in to a conference line number	■	■	■
Dial-in number options for 145 countries or toll-free numbers	Choose to dial in to numbers from 145 country numbers or toll-free numbers	■	■	■
Add meeting co-hosts	Add others as co-hosts to meetings to give them host privileges	■	■	■
Mute all or specific participants	Ability to mute all or specific people	■	■	■
Shared presence	Status to show a user's presence is synced across meetings, phone and team messaging	■	■	■
Join without downloading an app	Join meetings using Meetings Online if you want to avoid downloading an app to your computer or phone — or dial in directly to the number	■	■	■
Join from mobile devices	Join from iOS, Android and tablets	■	■	■
Join from online web browser	Join meetings using Meetings Online from any web browser	■	■	■
Join from conference room systems	Join meetings from in-room audio/video systems	■	■	■

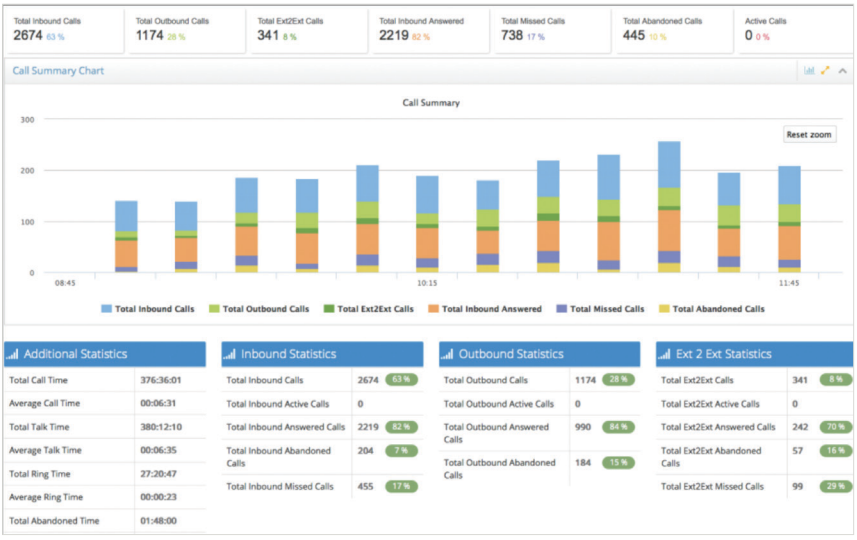
Identifying Actionable Business Insights Using Advanced Analytics

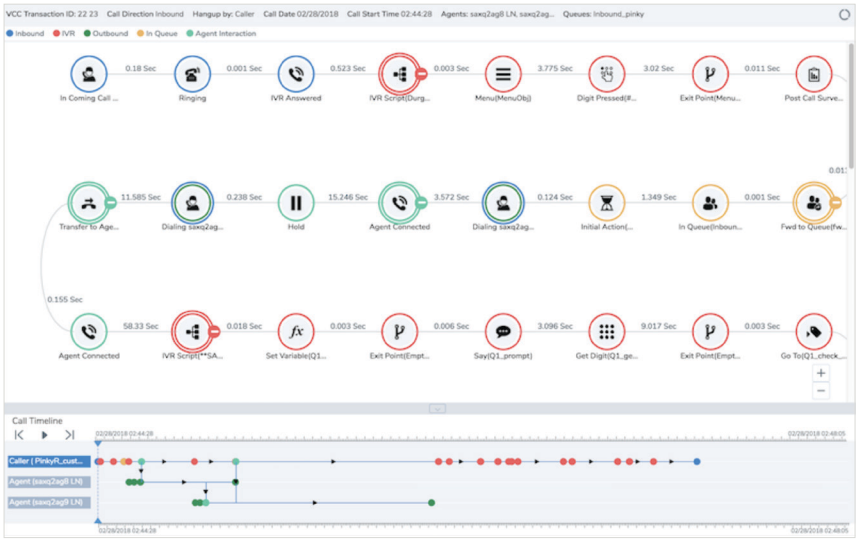
High performing businesses lead the way with generating value from advanced analytics. The ability to understand and identify trends across the business and personalize each customer's experience is no longer just nice to have; it's essential to maintaining the high degree of agility and personalization required to be successful. 8x8 helps businesses collect and analyze interactions across the engagement points, in a way that enables better decision making and faster, more relevant responses to customers.

8x8's single system of intelligence delivers data-driven insights, based on all of the customer interaction points. Managers have instant access to the information they need to better align resources with activity, deliver timely, fact-based coaching and intelligently automate call routing.

Instant visibility into actionable insights

Instantly get answers about internal and external call activity, call queues and ring groups and the network health of your communications system.



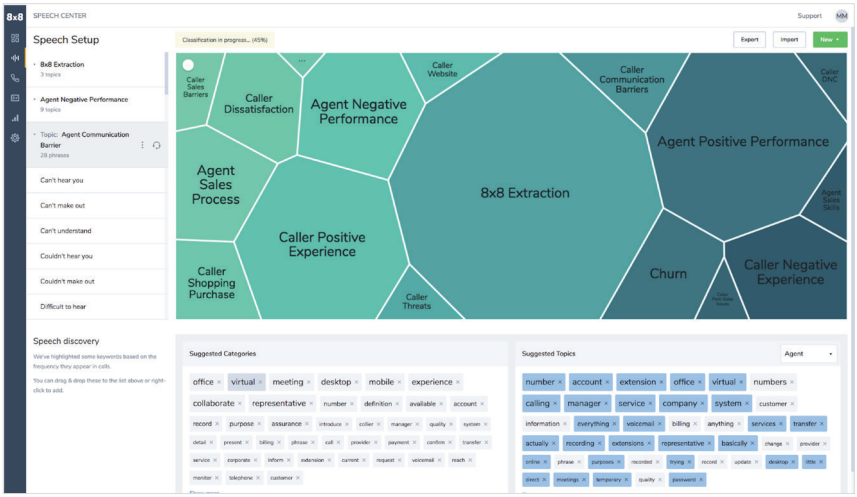


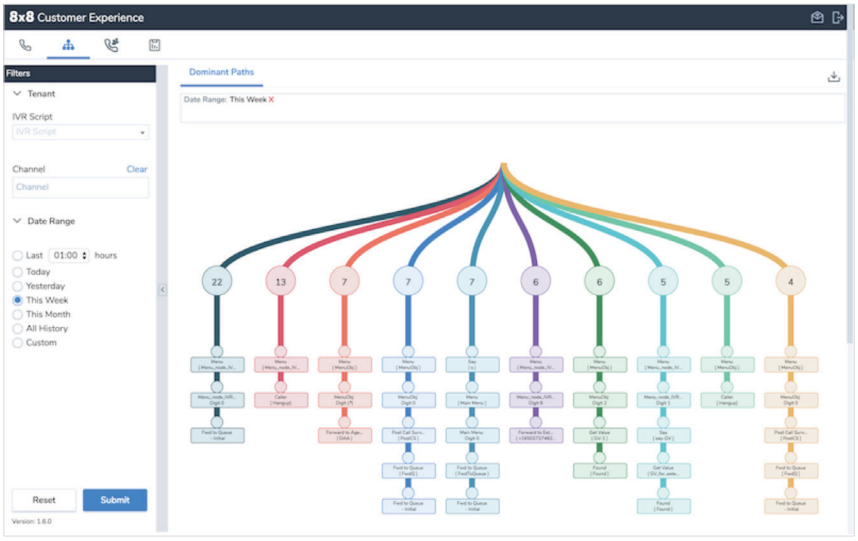
Graphical view of the customer journey

View the caller's journey from the moment they reach the call centre through call termination. Reveals step-by-step experience in the interactive voice response (IVR), queuing to agents, agent connection and post-call survey. Use this to expose an 'outside-in' view of your contact centre to enable continual process improvement and agent training.

Speech Analytics

Recorded customer interactions contain a vast amount of untapped data that gets to the heart of your customers' concerns. With 8x8 Speech Analytics, automated speech-to-text transcription extracts valuable insights from these unstructured voice conversations. Listen to the voice of ALL your customers — search for keywords and phrases and drill down to the details to learn what makes your customers happy...or frustrated.



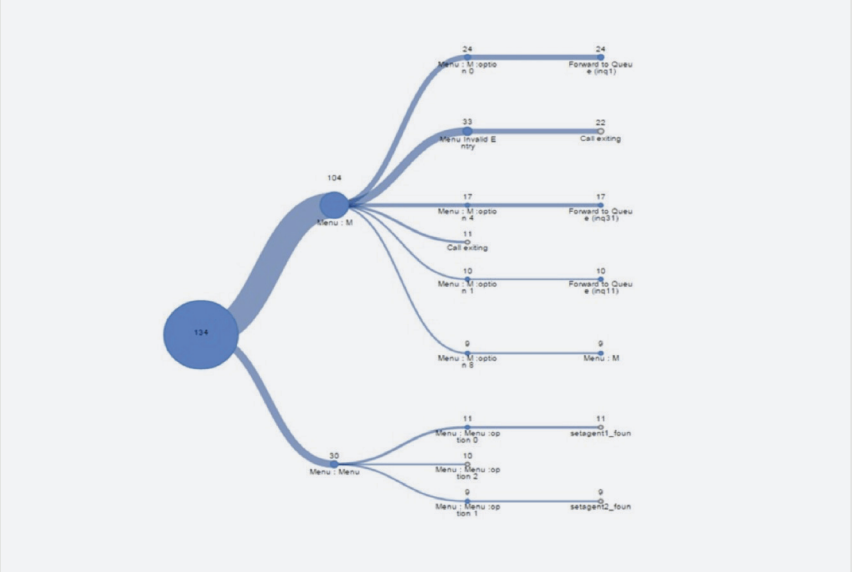


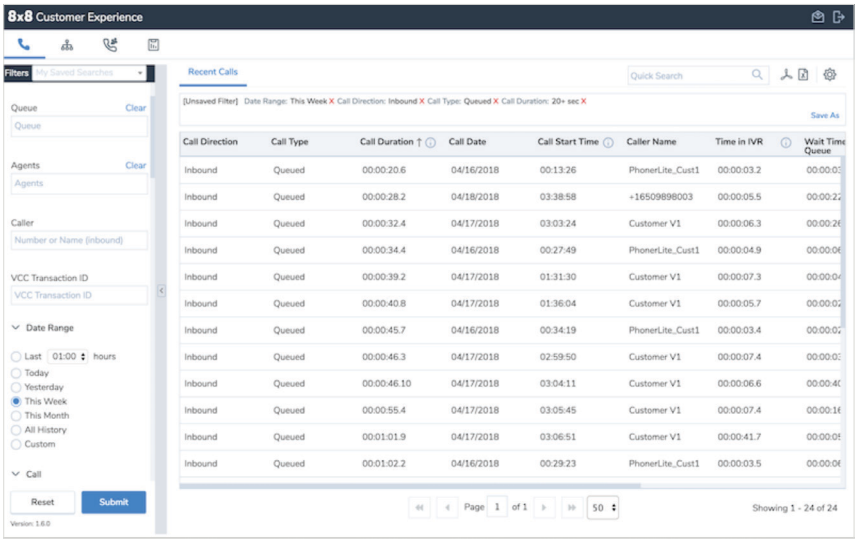
IVR dominant path

View the top 10 most common IVR paths taken by your customers to better understand their needs and how well current menu options are addressing those needs.

IVR metrics

Choose an IVR script and time frame for analysis. View a graphical depiction of the script with ability to dynamically expand or contract menu options. Use this to determine where in the IVR callers are dropping, usability of your existing IVR scripts and where you can improve the IVR design.





Advanced search

Filter and view recent calls with more than 15 available metrics including channel, queue, agent, time in IVR and even hold and mute count.

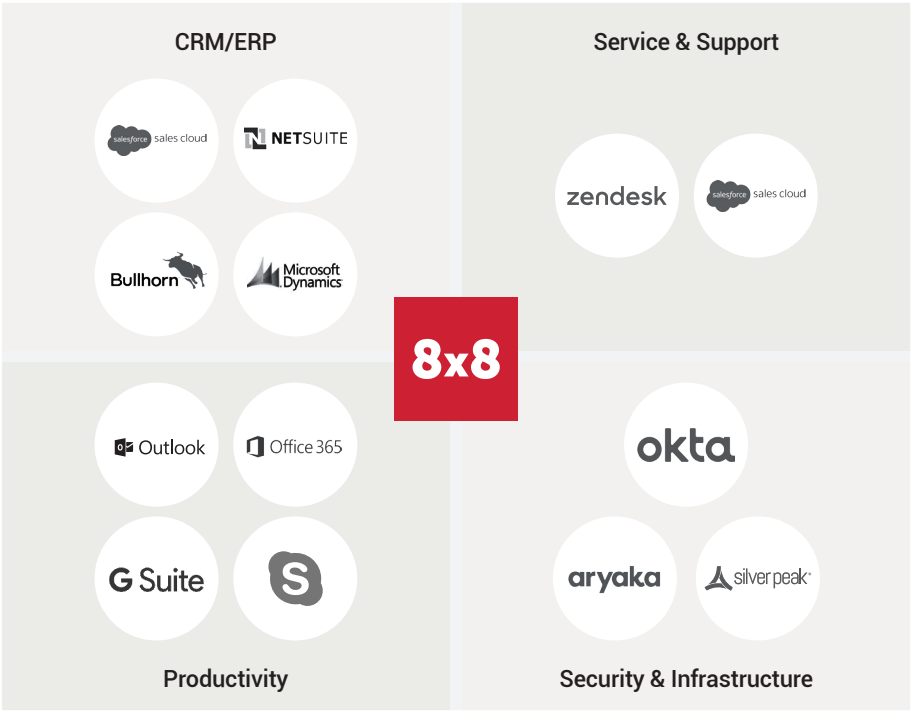
Advanced Analytics Features

Features	Description	X6	X7	X8
Company summary dashboard	See a consolidated view of numerical and graphical details about call activities and metrics for any dates selected	■	■	■
Extension summary	View more than 20 selectable columns of detailed information on call activity on any and all extensions	■	■	■
Call detail records	Get historical information about all calls processed in the selected time frame, including real-time missed and abandoned call details for quick call-back — to avoid missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organization, including call transfers — to help increase customer satisfaction.	■	■	■
Active calls	See real-time information about all calls currently being processed within the organization. Details include the caller's journey throughout the organization up to that point.	■	■	■
Unreturned calls	Match inbound calls to outbound calls to find unreturned calls within the selected date range	■	■	■
Calls by DID	Select and view detailed information for all direct inbound numbers (DIDs)	■	■	■
Service quality analytics	Status on endpoints, MOS scores and summary graphs	■	■	■
Supervisor analytics	Reporting on call queues, ring groups and agent performance	■	■	■
Wallboards	Provide a real-time view into critical contact centre metrics	■	■	■
Contact centre analytics	Analytics to know what is working and to fix what isn't	■	■	■
Customer experience analytics	Visibility into customer interactions and IVR usage	■	■	■
Quality management	Performance management tool built around collaboration and coaching	$	$	■
Speech transcription and analytics	Provides voice-of-the customer insights for 100% of calls	$	$	■
Workforce management	Improve staffing efficiency	$	$	$

Integrate Communications Into Your Ecosystem

Connect your business applications with X Series to enhance the experience of every conversation. 8x8 enables users to leverage turnkey integrations with best-of-breed business tools for CRM, productivity, help desk systems and more.

Combining communications with your business applications creates one system of engagement that enhances employee effectiveness and the customer experience.

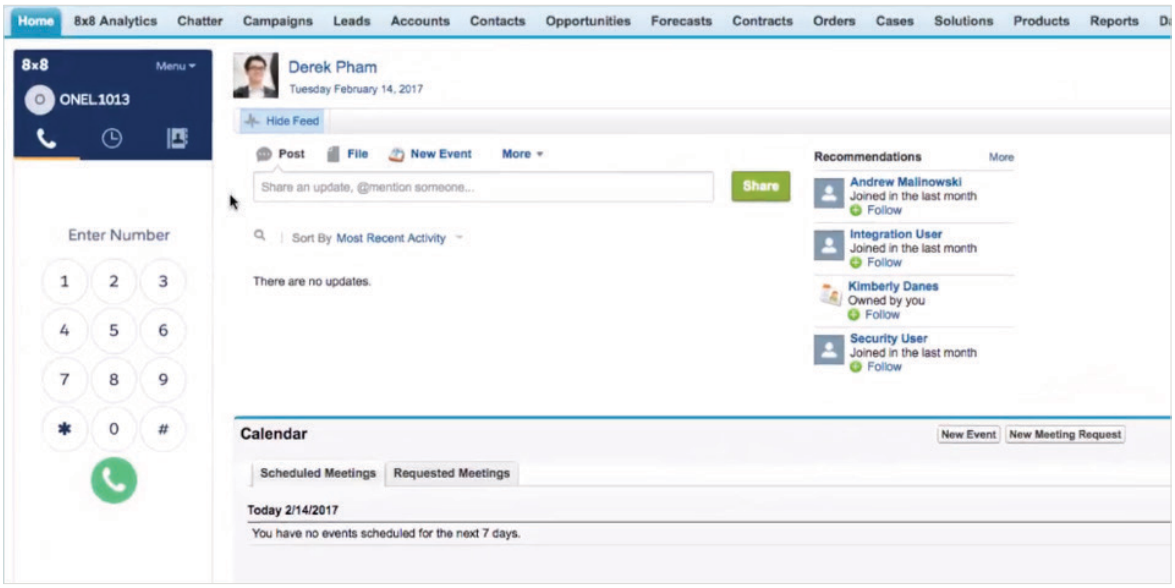


Integration with CRM Systems

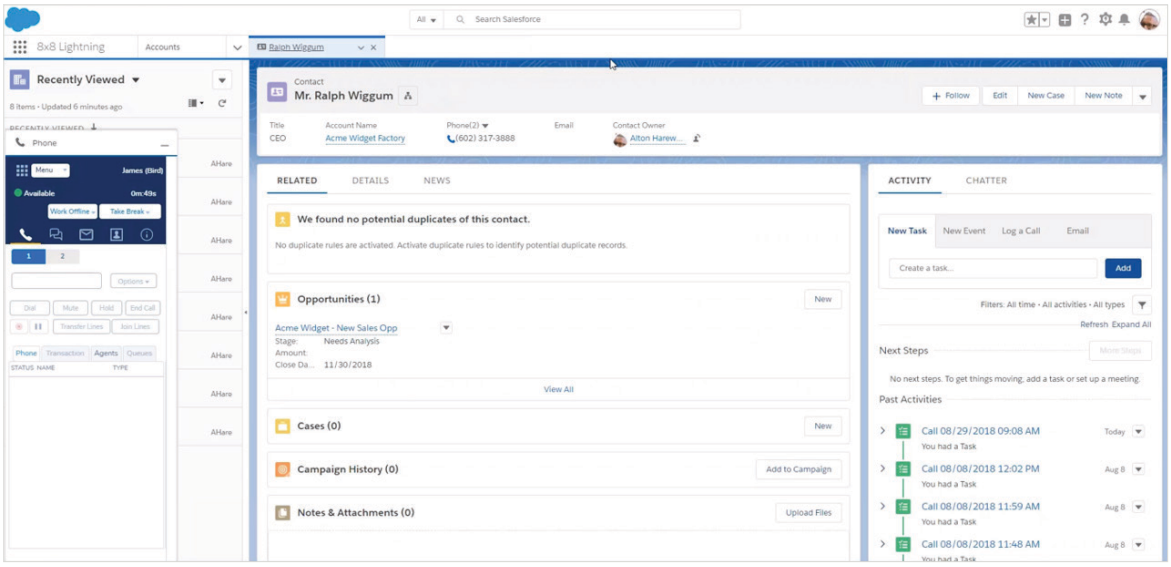
Customer relationship management (CRM) is key for any business, small or large. No surprise, the market for CRM software is continually growing. According to Gartner, CRM software surpassed the DBMS market with revenue of $39.5 billion in 2017. Gartner predicts that by 2021, CRM will be the single largest area of spending in enterprise software. However, a considerable number of CRM projects fail every year due to low adoption and delayed ROI. Below are examples of how integrating 8x8 into your CRM provides one user experience.

Click-to-dial from within Salesforce

Add an 8x8 softphone into Salesforce. This integration provides the ability to take, make and manage calls within Salesforce enabling faster, more personalized engagements.



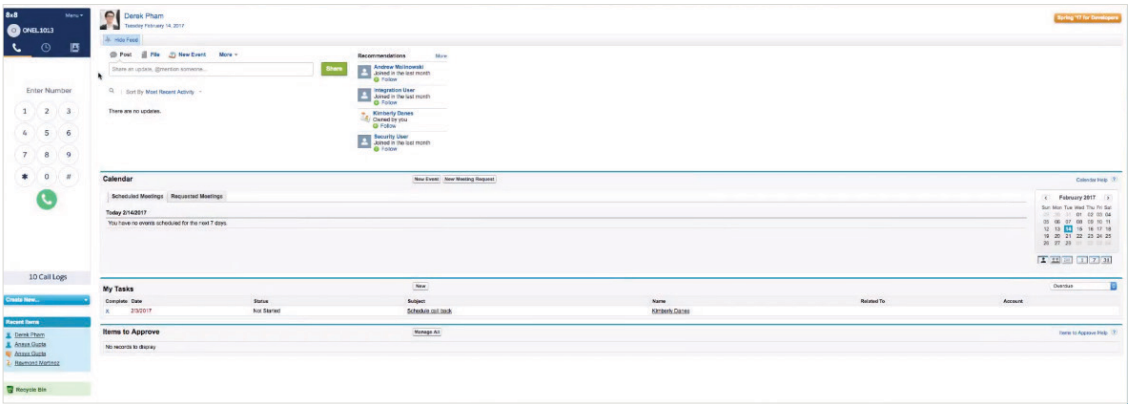
Salesforce integration: Click-to-dial within the Salesforce UI



Salesforce Integration: Contact centre dialer within the Salesforce UI

Single platform for customer information and communications

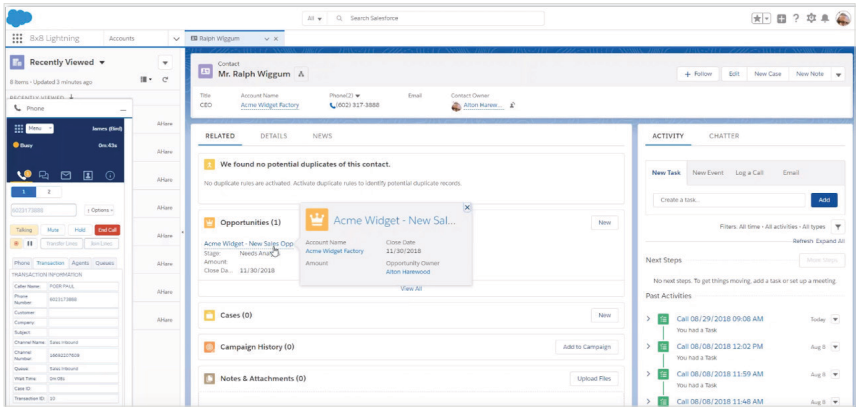
One user interface (UI), one experience — integrate all channels of communication within your CRM, making it easy to communicate and access information from a single location without switching between applications.



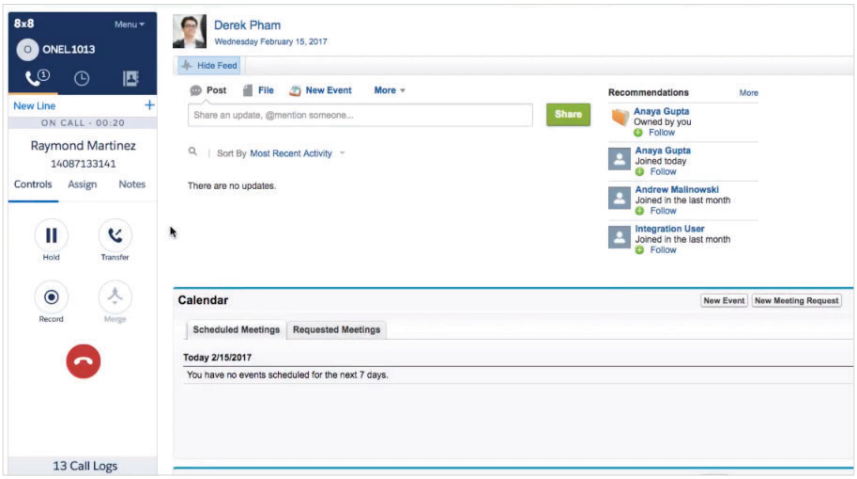
Salesforce Integration: Single UI for both customer information and communications

Context at the speed of conversation

Auto-filtering of records, as the call comes in, provides context for the call even before answering it. It also makes it easy to search the communication history and related records.



Salesforce integration: Window popup for Salesforce records related to caller



Salesforce integration: Easy call management

Easy to manage calls and follow-ups

Record, merge, warm transfer, hold and resume calls. Call logs can help you keep track of how a call went, what was discussed and whether or not it was successfully resolved. Additionally, follow-ups help you arrange the next step to accelerate your workflow.

Integration with Productivity Applications

Email, phone systems, and collaboration are among the most used applications in the workplace. Let's talk numbers: Employees on average spend 28% of their work week reading and replying to emails, 92% of all customer interactions happen on the phone, and 50% of the global workforce is projected to work remotely by 2020 (sources: McKinsey, Salesforce, London Business School's Global Leadership Summit). Integration of 8x8 communications with G Suite and Office 365 is quick and easy to deploy integration at no additional cost. The G Suite integration is highlighted below.

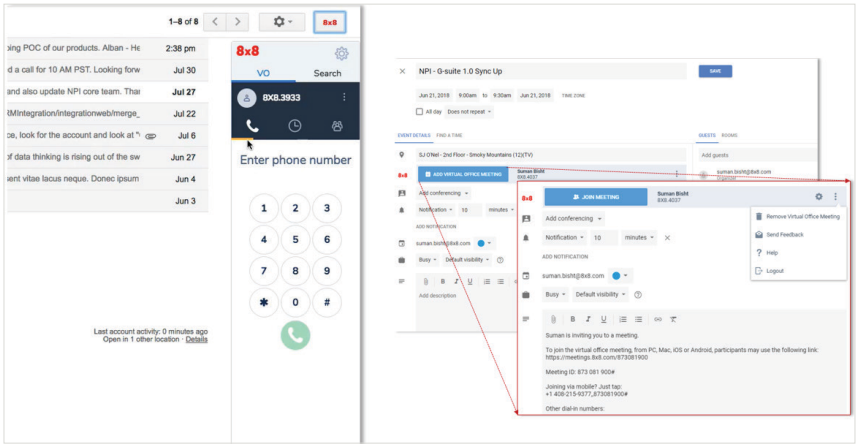
Meetings from Google Calendar

Click to Dial from Gmail

Integrated Search Results (G Suite, Salesforce, 8x8 VO)

Auto-filtering of Historical Emails for Incoming Call

Single Communication Panel



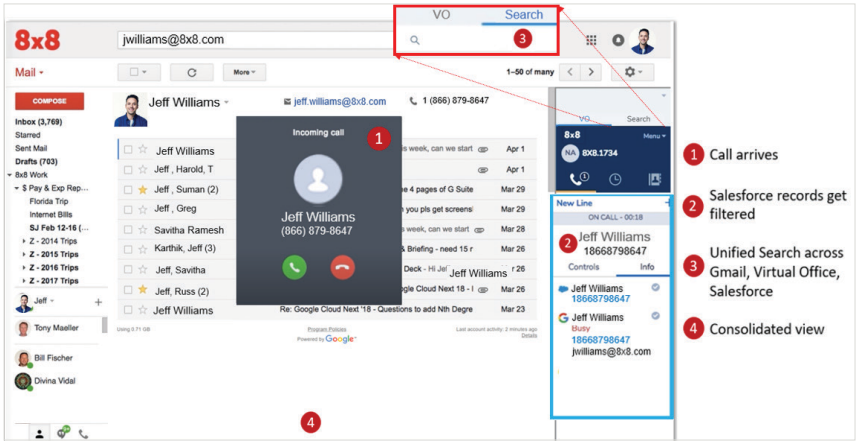
G Suite integration: Click-to-dial within the Gmail UI

Integrated softphone

8x8 integrated with G Suite starts with a click-to-dial and click-to-join within your Gmail or Google calendar respectively.

Auto-filtering of emails related to the caller

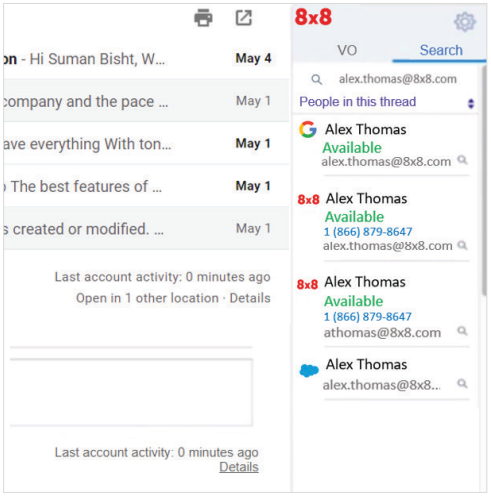
As a call comes in, instantly get a screen pop-up showing who it is based on the corporate directory. All the emails you have exchanged with the caller are instantly presented.



G Suite integration: Auto-filtering of emails related to the caller

Integrated search

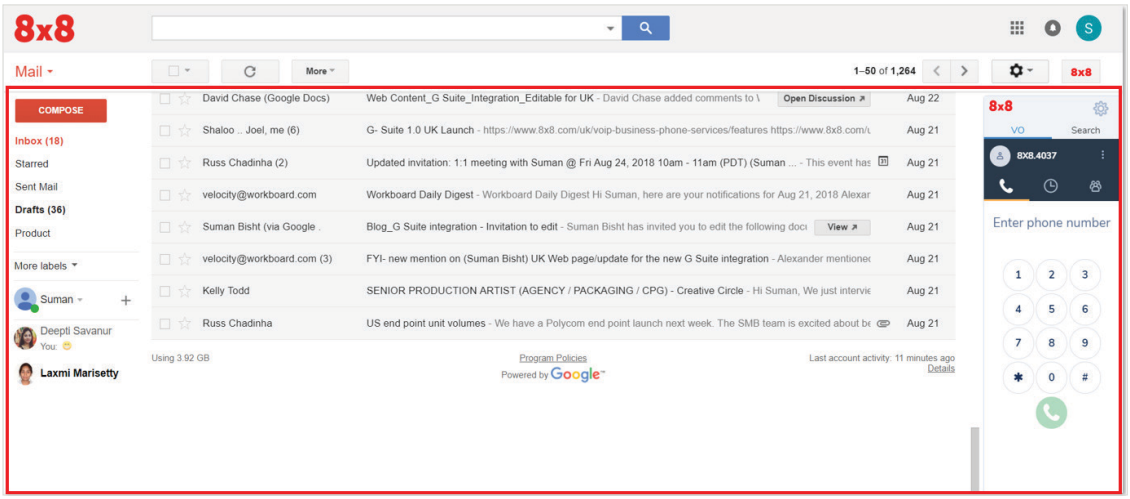
The integrated search feature pulls information from the corporate directory, upcoming meetings, call history, phone numbers, extension, and even availability based on Google calendar. If they are "available", just click on their extension/phone number right from the search results and connect.



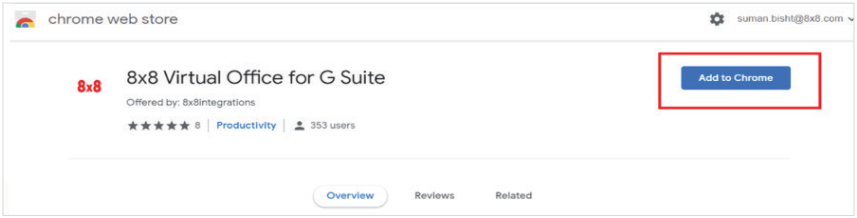
G Suite integration: One click search across all the connected platforms

Single platform of engagement

A key goal of the G Suite integration is to provide users with a single user interface. The result is one experience for emails and business communications. Now users can easily navigate through all the emails related to a customer — at the speed of the conversation.



G Suite Integration: Single UI for both emails and communications



Plug and play: One step to integrate

Integrations Features

Features	Description	X6	X7	X8
Active Directory authentication	Integrate with Active Directory to authenticate	■	■	■
Single Sign-on	Use Single Sign-on for easy authentication	■	■	■
Okta integration	Integrate with Okta for secure identity management	■	■	■
Calendar integration (Google Calendar, Outlook)	Calendar integrations to start, join and edit 8x8 Meetings	■	■	■
G Suite integration	Plug-n-play integration with Gmail and Google Calendar to click-to-dial from Gmail, click-to-join meeting from Google Calendar, auto sort emails for incoming calls, quick search across applications and connect with Salesforce	■	■	■
Outlook integration	Click to call contacts from your Outlook directory and emails. Schedule, start or join 8x8 Meetings from the Outlook Calendar	■	■	■
Skype for Business integration	Make calls from Skype for Business using your 8x8 number	■	■	■
Office 365 integration	Schedule, start or join meetings from within Office 365	■	■	■
Salesforce integration	Single UI for both Salesforce and communications which enables click-to-dial, window pop for caller records and auto logging	■	■	■
Netsuite, Zendesk, Microsoft Dynamics	8x8 features embedded into other vendors' UI	■	■	■
200+ additional integrations	8x8's framework allows quick integration with different user applications to provide a seamless experience	$	$	$

Advanced, Industry-Leading Security and Compliance

8x8 maintains various industry-leading security and compliance certifications based on the understanding that protection of customer data is critical to any organization's survival.

Cloud Security Alliance (CSA) — Star Compliant

8x8 has achieved international Cloud Security Star Alliance (CSA) requirements through the CSA Cloud Security Alliance Cloud Controls Matrix (CCM). This is generally understood to be one of the most complete and detailed Cloud Software as a Service (SaaS) security and regulatory compliance questionnaires used to evidence compliance with major audits frameworks available today, including HIPAA, FISMA/FedRAMP/NIST, various ISO regulations including 27001/27002, COBIT5, CSA Star, Jericho Forum and NERC CIP.

FISMA/NIST 800-53 Third Party Verified Compliance

In order for 8x8 to be accepted and granted an authority to operate with various sensitive strategic entities and defense contractors in the United States and in other countries, we were certified as fully FISMA/NIST 800-53 compliant. FISMA/NIST 800-53 compliance includes 2,500 areas in which compliance must be maintained. This is commonly understood to be a superset of FedRAMP, SOC Types I and II and other major compliance standards and regulations. Our FISMA/NIST 800-53 validations do not expire.

Secure Data Centres

We contract with highly secure, top-tier data centres that maintain at least SSAE 16/18, SOC Type I and Type II, ISAE 3402, ISO 27001:2013 or equivalent compliances.

Vulnerability Management and Application Security

8x8 practices secure coding with Veracode SAST and other tools as part of our secure software development life cycle (S-SDLC) DevSecOps process. Our various IT groups rotate their Qualys, Tenable Nessus Pro and Veracode DAST and SAST scans throughout our systems on a continuous basis. We have a team of internal pen testers and we bring in one of the major global pen testing firms to ethically hack our systems regularly.

HIPAA/HITECH:

8x8 works with a leading advisor on HIPAA data privacy and security practices. After extensive audits of our back-end systems and the software solutions, 8x8 secured a legal attestation of HIPAA compliance. In addition, 8x8 has a Business Associate Agreement (BAA) that it enters into with customers that require a BAA.

UK Government Authority to Operate, ISO 27001, ISO 9001, Cyber Essentials Plus

In the UK, 8x8 UK has an "Authority to Operate" from the government to work with its agencies. 8x8 UK is also listed in the UK government's G-Cloud as a compliant Cloud SaaS vendor. These require several other compliances including ISO 27001:2013, ISO 9001:2015, and Cyber Essentials Plus.

Privacy Shield

We maintain US/EU and Swiss Privacy Shield Compliance. We are also GDPR-ready to help ensure customer compliance with UK, EU and EEA privacy law.

8x8's Industry-Leading Security and Compliance

Features	Description
Enterprise grade security	Trusted by some of the largest enterprises globally
High industry SLA	End-to-end high SLA with financial commitment
GDPR requirements for data processors	Meets all of the GDPR requirements for data processors
HIPAA[1]	8x8 has received third-party validation of its HIPAA compliance and offers business associate agreements protecting our customers from any legal risk of HIPAA data exposure from their 8x8 implementation
ISO 27001[1]	ISO/IEC 27001 is an internationally recognized best practice framework for an information security management system, and 8x8 is certified. It helps companies identify the threats to important data and put in place the appropriate controls to reduce the risk.
UK government ATO[1]	Have an "Authority to Operate" (ATO) from the government to work with its agencies, one of the UK's highest levels of security and compliance certifications
FISMA/NIST 800-53[1]	Certified as fully FISMA/NIST 800-53 compliant, which includes 2,500 areas 8x8 must maintain compliance. Enables doing business with sensitive entities in the US government.
Privacy Shield	Use 8x8 to do business internationally, with the confidence that your communications meet the rigorous Privacy Shield data protection requirements
Cyber Essentials[1]	A primary objective of the UK Government's National Cyber Security Strategy is to make the UK a safer place to conduct business online. 8x8 is compliant with the Cyber Essentials standards.
FIPS 140-2 Encryption	FIPS 140-2 encryption is available as an option for 8x8 customers
Alliance (CSA) Star Alliance Compliance	Achieved by 8x8, the CSA Cloud Controls Matrix (CCM) is generally understood to be one of the most complete and detailed Cloud Software as a Service (SaaS) security and regulatory compliance questionnaire evidence required by major audits frameworks
CPNI	8x8 is compliant with FCC requirements for protecting Consumer Proprietary Network Information

[1]ContactNow components do not apply

Putting It All Together: X Series Vision Blueprint

Complete integrated, cloud-based platform for voice, video, chat and contact centre.

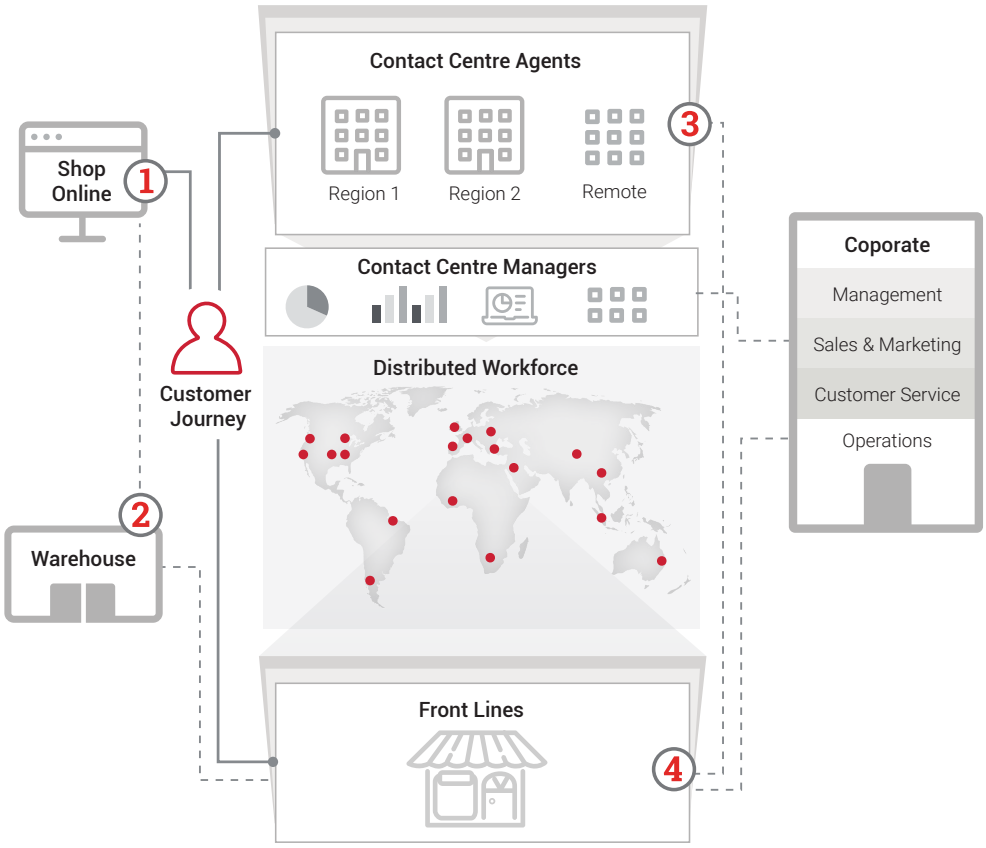
Voice

Video Conferencing

Team Messaging

Contact Centre

Analytics



1. Enable a personalized multichannel experience with ability to track the customer journey across online, contact centre and stores
2. Use call activity to align inventory with activity across stores and online
3. Achieve first contact resolution using intelligent call routing, aligning activity with capacity and purpose

   Increase agent productivity using quality management for performance metrics, targeted coaching and teaming

   Accelerate agent responsiveness through CRM integration for a single view of the customer

   Instantly respond to unique customer requests with shared insight/real-time collaboration across organization
4. Maximize promotion impact using analytics to align sales coverage with store activity

   Optimize experience with activity

   Increase responsiveness with instant communications

   Drive multichannel experience with instant contact centre communication

   Increase associate productivity

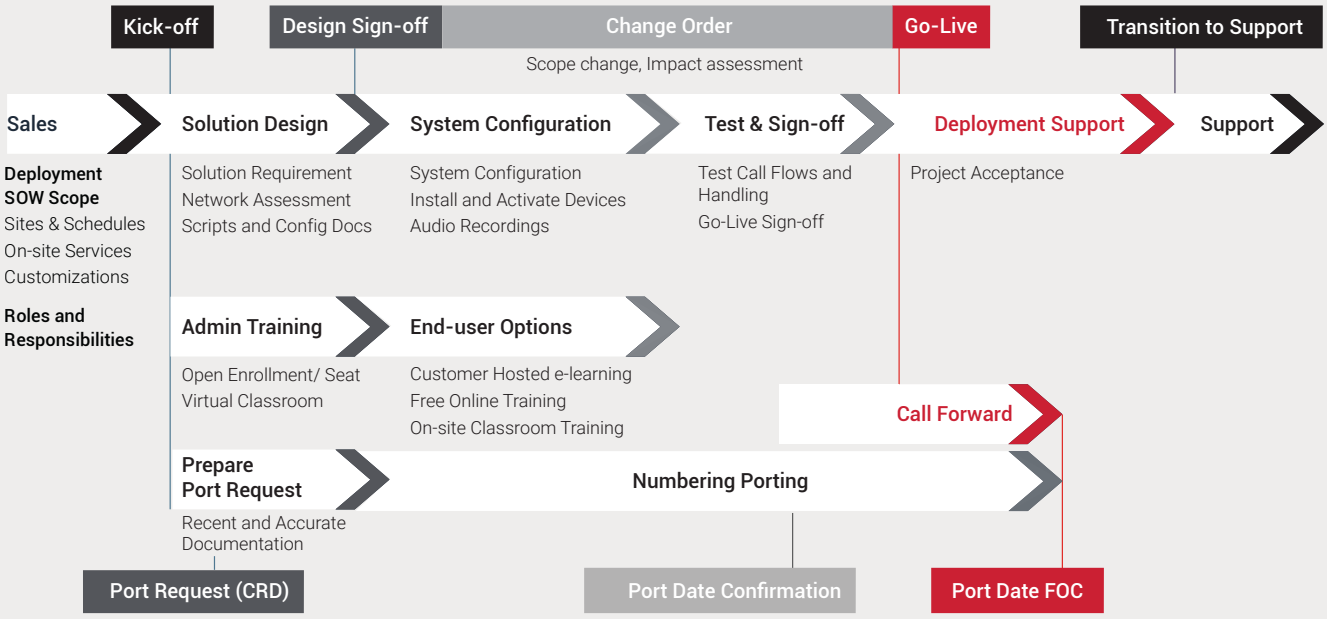
   Enable instant collaboration across associates using messaging for instant response to unique customer requests

Deployment

One of the greatest challenges in business is updating multiple locations that may be distributed over a large geographic area. Companies can't afford to have their offices disrupted for long periods of time or for deployments that take several quarters to roll out.

Understanding this unique need, 8x8 has a variety of deployment packages designed for the unique nature of multi-site businesses. The deployment options also take into account the availability and aptitude of existing resources, whether internal or from a designated third-party. Occasionally, businesses take a blended approach, with some locations deployed by internal resources, by 8x8 or by third-parties based on cost, expertise and location.

Best Practice Deployment Methodology



Managed Implementation: Using a world-class methodology, 8x8 provides a standard implementation to deliver communications solutions in a distributed workforce environment. This option uses a standardized, best-practices-based implementation at a lower per-user price point, making it ideal for cost-saving initiatives.

Tailored Implementation: For businesses with more complex requirements, 8x8 implementation services offers a tailored approach. Given the importance of customer experience design and coordination across multiple offices, this option is ideal for global companies and companies who want to include the contact centre as part of the deployment.

A la Carte Services. One or even two sizes do not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services and customization services on an a la carte basis.

Proven Deployment at Scale: No matter which deployment method is right for your company, 8x8's proven deployment methodology has been honed over thousands of deployments to ensure quick time-to-value and minimal disruption to your operations.

Committed to Your Long-Term Success

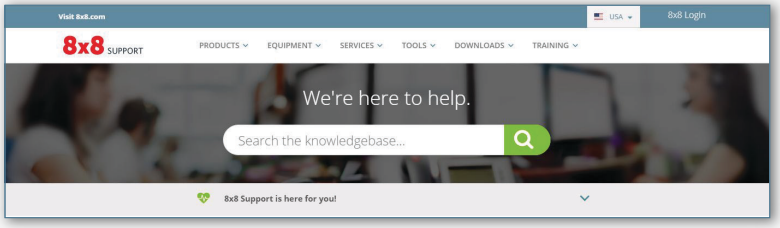
8x8 understands that communications are key to any business. Without effective communications customers, prospects, partners and internal employees cannot connect and collaborate. 8x8 has built a global network of operations and customer service centres located in Singapore, Australia, Philippines, Romania, 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 voice quality and service availability. The support teams leverage our global team to provide follow-the-sun support for high business impact issues. All of this is backed up by our Service Level Agreements for voice quality, system uptime and response time for support requests.

The 8x8 Support Process

Much like deployment, the ongoing support and training needs of businesses vary greatly. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual company needs.

8x8 Support Portal

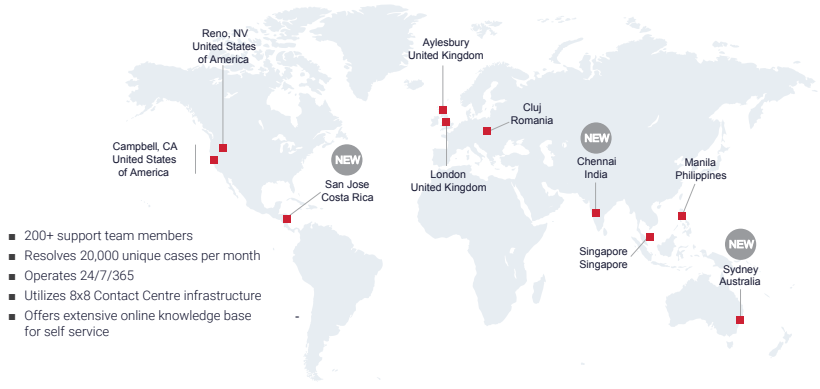


Support Portal

- Online Knowledge Base with expert knowledge updated by the support team daily
- Access to our Network Diagnostic Tools to aid in troubleshooting issues
- Download early release versions of our desktop client
- Case Access – Create, view and update your cases with 8x8 support

Knowledge Base

All 8x8 customers have access to the 8x8 Knowledge Base for 24/7/365 access to the latest product capabilities and best practices.



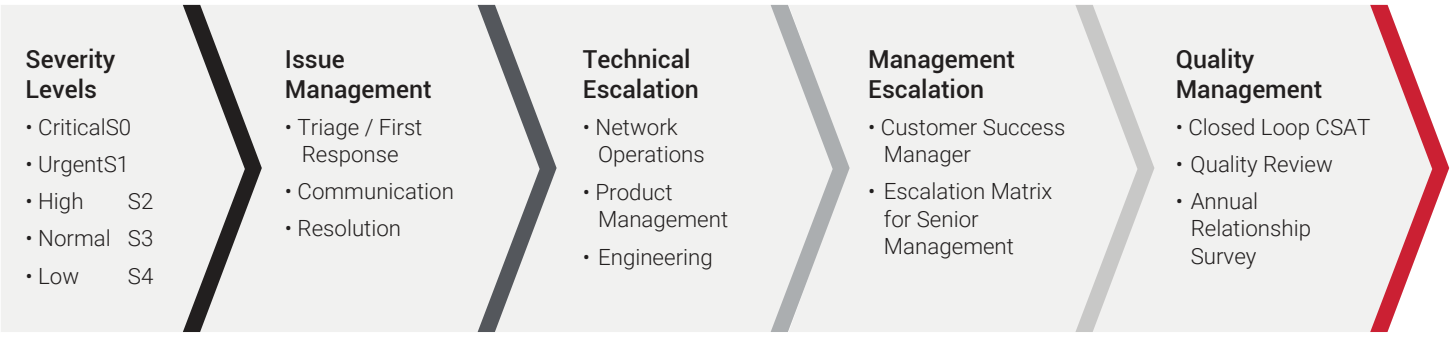
Support

8x8 provides global, follow-the-sun support with 10 support locations around the globe.

- 24/7 Global follow-the-sun Support
- Co-Location with Network Operations Centre
- Access the global support team via our portal, chat or phone

Discovery to Resolution

To ensure quick resolution to requests and issues, 8x8 uses a support model covering discovery to resolution.



Dedicated to your success

Larger businesses have more complex support needs. For those customers, 8x8 assigns a dedicated Customer Success Manager (CSM) to support their ongoing success.*

- **Your advocate within 8x8**
- **Escalation management:** Works with 8x8 stakeholders to drive issue resolution
- **Quarterly reviews:** Ticket resolution stats, billing, services, etc.
- **Feature requests**
- **New product introductions**

Training

To ensure internal support teams are able to support your organization, 8x8 recommends at least one member of your support staff go through the following courses to ensure they can provide the necessary assistance:

- **Administrator & Configuration:** Learn terminology, features, functionality and methodology to administer 8x8 (virtual training)
- **Advanced Topics & Troubleshooting:** Gain necessary knowledge and skills to support and troubleshoot 8x8 (virtual training)
- **Support Process:** Discover how to perform Tier 1 support of an 8x8 solution (virtual training)

Peace of Mind

One of the main reasons 8x8 is consistently a Leader in the Gartner UCaaS Magic Quadrant and a challenger in the CCaaS MQ is due to our commitment to delivering the best communications experience. With over 220 patents and over 140 pending patents, 15 data centres across the globe and the highest levels of security and compliance, we are able to guarantee your call quality in the contract!

Enterprise Grade Cloud Model

IP Agnostic Access*
SLA for uptime and voice quality over the public internet

PSTN Access
20+ PSTN carriers to provide world coverage

POPs
Top tier geo diverse data centres strategically positioned for global reach

Geo Routing*
Automatic Localized Signalling and Voice

Disaster Recovery*
< 30 second failover between POPs

911 Service
User updatable E911 location information that verifies address information with the servicing PSAP provider

Service Compliance
Code scanned by VeraCode for code based security

PATENTED
Asterisk (*) indicates patented services

Turbocharging Your Customer Experience

Delivering a differentiated customer experience often requires the addition of high octane capabilities. Use these 8x8 X Series features to turbocharge your team's ability to optimize every precious moment of engagement.

Mix and match seats: While the plans above represent what a majority of businesses need, the X Series provides businesses with the ability to create a solution that best meets their unique requirements.

Expert Connect: Having the knowledge workers and contact centre associates on a common communications system is especially relevant to businesses today. This empowers contact centre associates to deliver a highly responsive customer experience by quickly delivering the exact information necessary to quickly resolve issues, answer questions and close deals.

Centralized and easy administration: The ability to make changes across 10, 100 or 1,000 locations without having to go through a local vendor accelerates the ability of larger organizations to react to changing market dynamics, special promotions and seasonality.

Script8 configuration: Businesses now have the ability to adjust messages and experiences for seasonality or for new products and promotions, taking what was a passive communication channel and turning into another opportunity for promotion or customer marketing.

Single vendor, predictable costs: Instead of managing 20 offices, with 20 local telecom vendors, 20 local ISPs and potentially 20 local telcos and an MPLS vendor as well, 8x8 simplifies vendor relationship and lowers costs by replacing those service agreements and local phone bills with one consolidated, consistent monthly fee.

Ready for the Next Step? Learn more.

Contact a Solutions Expert to learn even more about how 8x8 can help increase productivity and lower costs at your business. Call 0333 043 888 or visit 8x8.com/uk.

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 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. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

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