

How Three IT Leaders Transformed Their Businesses with Enterprise- Grade Communications as a Service

Communications are the lifeblood of any enterprise. Businesses are now finding that a patchwork of different types of communications and services is not enough for success in a highly competitive, global environment. Increasingly, businesses are demanding something more: an enterprise-grade solution with the power to provide global, continuous, high-quality communications that enhance collaboration and improve productivity.

8x8's Enterprise Communications as a Service (ECaaS) platform encompasses a variety of different communication services and technologies. Its defining characteristic is that it provides one integrated platform for all business communications, including voice, video, collaboration, personalised customer service in the contact centre and advanced performance analytics. Designed for businesses of all sizes, 8x8 ECaaS is "enterprise grade"—global, reliable and secure—and much more.

This paper explores three examples of forward-thinking enterprises that have solved complex business communication challenges with 8x8 ECaaS solutions.

RPM PERFORMANCE
COATINGS

NETSUITE

MUBI



CIO Unifies All Communications on a Global Enterprise Platform

Customer:

RPM Performance Coatings Group, Inc.

Industry: Specialty chemical companies

Website: www.rmpcpg.com

Locations:

World Headquarters in Maple Shade, New Jersey

8x8 Products: Virtual Office and Virtual Contact Centre

RPM Performance Coatings Group Subsidiaries Deployed to Date:

- **Carboline:** 400+ Virtual Office lines; 40 Virtual Contact Centre seats
- **Stonhard:** 260+ Virtual Office lines
- **Fibergrate:** 100+ Virtual Office lines
- **Euclid Chemical:** 150+ Virtual Office Lines
- **Stoncor:** 150+ Virtual Office Lines

Favorite 8x8 Features:

A seamless global voice network uniting multiple international sites.

Primary Reason Chose 8x8:

Comprehensive voice, video and contact centre solution from one vendor.

Product Replaced:

Network of Nortel PBXs

RPM Performance Coatings Group, Inc.

RPM International Inc. (NYSE: RPM), is a multinational holding company with subsidiaries that manufacture and market various specialty chemical product lines. RPM employs more than 12,000 people worldwide and operates 116 manufacturing facilities in 26 countries. It markets and sells products in 170 countries and posted \$4.6 billion in sales as of FY2015. RPM Performance Coatings Group, a division of RPM, manages operating companies in the industrial space.

Challenge:

RPM Performance Coatings Group used a network of Nortel PBXs to connect its various operations in the U.S. and Europe. "We had a very traditional voice infrastructure that was aging and unable to grow with us internationally," explains Paul Patti, vice president of information technology for RPM Performance Coatings Group. "That was a critical issue for our business...having a seamless, global voice network was essential to our revenue-generation process."

Solution:

In 2012, RPM Performance Coatings Group deployed 8x8 communications. "One of the main draws for us was one-stop shopping," Patti explains. "In addition to voice, 8x8 provides contact centre, videoconferencing, chat, and many other complementary communication services. Instead of working with multiple vendors and dealing with interoperability issues, we could get a comprehensive solution from a single provider." Another key differentiator was that, unlike other service providers they were evaluating, 8x8's solution could run solely over the open Internet, without requiring additional private phone lines. "This capability was huge for us because we also have smaller sites that are just running based off an Internet connection," says Patti.

Results:

One of the first benefits Patti noticed was that the RPM's time to market has accelerated. "It no longer takes weeks to order PBX equipment and allocate technical personnel to configure that equipment," he says. "Everything is configurable in the virtual PBX ahead of time, and any competent office worker can activate a new phone to get instant voice. This frees Patti's IT team to focus on higher-level activities.

As a growing, global organisation, RPM Performance Coatings Group relies on 8x8 cloud communications to unify its multinational sites. RPM has deployed the service in the US and Italy, and plans to deploy it in Belgium, Hong Kong and the UK." This kind of international rollout is something we couldn't have contemplated with our previous PBX technology. It has positioned us—for the first time in our history—to unify all our communications on a global platform."

Another big advantage has been that RPM Performance Coatings Group can now connect employees who work outside of company offices. "Now we can bring our salesforce and installation teams into the fold and unify the organisation," explains Patti. "And it's not only connecting them through voice services—it's also videoconferencing and features like email notification of voicemail that have been a huge boon to our remote and mobile workers."

Patti also notes that 8x8's cloud-based solution has yielded business continuity benefits for the order entry department by providing continuity even during bad weather. If there is a snow storm or tornado warning in the Midwest, those employees can stay safe at home but continue to work as if they were in the office. He sees this as a major advantage of moving from premises-based hardware to 8x8 cloud communications.

Additionally, 8x8 Analytics aids Patti's IT team in troubleshooting. "8x8 provides key data on call traffic and call statistics in a very intuitive, easy-to-use analytics package," Patti explains. "It gives us, the customer, the ability to quickly diagnose our own contact centre issues. Having that independence to solve problems ourselves has been wonderful."



Customer: NetSuite, Inc.

Industry: Cloud software provider

Locations: Worldwide offices; headquarters in San Mateo, California

Website: www.netsuite.com

8x8 Products: Virtual Office

Number of Extensions: 3,500+

Time to Deploy: 6 weeks

Favorite 8x8 Features: Full-featured desktop and mobile communications solution

Primary reason for choosing 8x8:

- Reliability and uptime
- Security
- Enterprise-grade

Product Replaced: Legacy communications systems

Leading Enterprise Business Software Provider Selects 8x8 for Global Phone Service

NetSuite, Inc.

Today, more than 24,000 companies and subsidiaries depend on NetSuite Inc. (NYSE: N) to run complex, mission-critical business processes globally in the cloud. Since its inception in 1998, NetSuite has established itself as the leading provider of enterprise resource planning (ERP), customer relationship management (CRM), and ecommerce applications for businesses of all sizes. Many FORTUNE 100 companies rely on NetSuite to accelerate innovation and business transformation. NetSuite continues its success in delivering the best cloud business management suites to businesses around the world, enabling them to lower IT costs significantly while increasing productivity, as the global adoption of the cloud accelerates.

Challenge:

"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," says Doug Brown, NetSuite CIO.

Solution:

Following an extensive multivendor, technical review and proof of concept (POC) process, NetSuite selected 8x8 as its new global, unified cloud partner to standardise its enterprise-class business telephony service, replacing all existing legacy communication systems. Brown says, "As we looked at enterprise communications providers, we found that 8x8 offered the highest levels of uptime and security to successfully run our global business."

Results:

8x8 worked with NetSuite to onboard the first 2,400 employees by the end of August 2015 across 9 locations—delivering a record-breaking 6-week deployment in the final 7 sites. The initial deployment spans 3 countries, including large offices in the Philippines. The remaining offices are expected to be fully deployed by 2016. NetSuite has more than 4,500 employees worldwide.

8x8's Elite Touch™ rapid enterprise on-boarding program served as a critical element for NetSuite's decision. Elite Touch offers extensive experience in accelerating successful enterprise deployment, from kick-off through post-deployment support. 8x8's proven methodology helps ensure the fastest time to value—even for customers with large, complex requirements that typically involve multiple sites, global implementations or integration with CRM or other critical back-end systems.

In addition to 8x8's high-end service, rapid enterprise on-boarding and support, 8x8's Virtual Office provides essential enterprise-class telephony and unified communications features, including auto attendants, an online dashboard, softphones and mobile apps. Chat, presence management, third-party CRM and ERP integrations, and powerful analytics are also a core part of 8x8's award-winning business telephony solution.

"8x8 offers the critical efficiencies we need from a full-featured desktop and mobile solution that will help us drive a new level of service as we scale our worldwide presence," says Brown.



Customer: MOBI

Industry: Managed mobility services

Locations: Indianapolis, Indiana

Website: www.mobium.com

8x8 Products:

Virtual Office: 235 lines

Virtual Contact Centre: 220 seats

Favorite 8x8 Features: Self-service reporting and analytics, queue management

Primary reason for choosing 8x8:

Combined contact centre and phone solution with direct vendor support

Product Replaced:

On-premises hardware PBX

Managed Mobility Provider Increases Contact Centre Efficiency with 8x8 Cloud Solution

MOBI

MOBI is a cloud-based managed mobility service (MMS) provider that centralises the management of mobile devices by integrating with wireless carriers, mobile device management (MDM) software, corporate IT systems, and more. MOBI also provides help desk, device logistics, enterprise mobility management (EMM) engineering, expense management, and consulting services that help organisations cost-effectively manage their mobile devices.

Challenge:

MOBI was limited by an on-premises communications system that did not support call recording, remote access for agents, or user-friendly reporting and analytics capabilities. Call quality was also sometimes poor. In addition, the CTO was concerned about business continuity in the event of severe weather or power failure. Because the cost of upgrading the company's installed hardware was prohibitive, MOBI's management decided to follow their own business model and move communications to the cloud.

MOBI Systems Engineer Jerome Liwanag notes that "it was like we were being forced to upgrade because our system couldn't provide the features or the call quality we needed."

Solution:

The MOBI team evaluated a number of cloud-based service providers before selecting 8x8. What impressed Liwanag most was that 8x8 "handles everything under one roof. The contact centre is integrated with the phone system, and 8x8 provides its own direct support."



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The team also appreciated 8x8's willingness to customise its platform and develop new features such as concurrent call and chat to enhance MOBI's contact centre solution.

Before migrating to 8x8, the company increased its bandwidth from 50 to 100 Mbps to make sure there was plenty of room for voice traffic. The April 2015 deployment took only a few hours. "We started around 8 p.m. on a Friday night, and finished reprogramming all our phones by 1 a.m. Saturday morning," says Derek McCauley, director of Service Delivery. "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."

Results:

A major benefit of the 8x8 solution is that contact centre managers can now run reports and manage queues themselves, without IT assistance, which saves a lot of time. "In the past, managers would constantly reach out to me to provide contact centre statistics," says Liwanag. "Now they can run their own reports, which frees me up to focus on maintaining the network."

Contact centre agents like the new 8x8 client interface, because it's much more user-friendly than the previous system. Agents can easily switch states if they need to wrap up a call or take a break. But the 8x8 feature they like most is the ability to work from home.

"Previously we didn't see the need for remote agent access, but having that capability is key to our business continuity," says Service Metrics Manager Billy Calhoun. "In addition to winter storms, there are sometimes power outages that affect our building. With 8x8, our agents can work from home just as productively as they do in the office."

McCauley adds that even when there is no disaster, it's beneficial to allow agents to work from home as needed. "Sometimes an agent has a family or personal situation that makes it difficult for them to come into the office," he says. "Now they can log in from home and work remotely without leaving their assigned queue."

8x8 call recording and monitoring have improved training for MOBI employees, particularly new contact centre agents. "Before we let new agents take actual calls, we have them listen to recorded ones," explains McCauley. "The recordings give them a clear idea of what we expect from them in terms of customer care."

Managers can also use 8x8 monitoring tools to listen in—and jump in—if an agent needs coaching or assistance during a call. "Previously the only option we had was to put the call on speakerphone so the supervisor could hear what the agent was saying," says Calhoun. "8x8's monitoring features are much more sophisticated. Callers don't even have to know that a supervisor is listening in."

MOBI has even customised its management tools by modifying the standard wallboard and creating a "call board" instead. "By collaborating with 8x8, we have significantly increased the efficiency of our contact centre," says McCauley.

What Our Customers Are Saying



One of the things that keeps a CIO up at night is the resiliency and availability of systems... We initially had concerns about moving our communications system to the cloud where somebody else was managing it. Through my personal interactions at 8x8, I have seen first-hand the level of detail that has gone in to making sure our phone service never goes down."

—Paul Patti, Vice President of Information Technology, RPM Performance Coating Group



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. As we looked at enterprise communications providers, we found that 8x8 offered the highest levels of uptime and security to successfully run our global business. 8x8 offers the critical efficiencies we need from a full-featured desktop and mobile solution that will help us drive a new level of service as we scale our worldwide presence."

—Doug Brown, CIO, NetSuite



8x8 will help us move forward. Their cloud communications are scalable across any geography, which will make it easy for our own cloud-based SaaS business to expand."

—Derek McCauley, Director of Service Delivery, MOBI

For more information, call **1800 854 171** or visit www.8x8.com/au

