Cloud innovation in action

Collaboration key to global business expansion

At a glance

logicalware

Customer management platform provider headquartered in Scotland with global operations

- **Customer engagement**
- **Cost savings**
- **Employee productivity**

Before

Logicalware people in the UK and abroad struggled to coordinate development activity and share information

> "We had separate legacy platforms for telephony, messaging, video conferencing and calendars. It was inefficient and time consuming."
> Jamie MacSween, CEO, Logicalware

Solution

- 8x8 X Series unified communications cloud platform
- Integrating facilities like video and web conferencing, social media, presence and instant messaging with telephony
- Delivered as a managed service by 8x8 partner Difference Corporation

> "The X Series platform was designed with video front of mind, playing straight to our collaborative business model."
> Jamie MacSween, CEO, Logicalware

Now

Global offices communicate and act as a single entity, for a seamless customer experience

Daily video collaboration from desks and on the move keeps global staff in step

Mobile app means everyone takes 8x8 services with them on smartphones and tablets

20% REDUCTION IN COST OF OWNERSHIP

2,000 MORE PRODUCTIVE HOURS PER ANNUM

> "If we stop saying yes, we stand still. If we stand still, someone goes past us and we stop growing. That's really where 8x8-enabled meetings come into their own."
> Jamie MacSween, CEO, Logicalware

For further information

To discover how 8x8 solutions could help transform your business, call **0333 043 8888** or visit 8x8.com/uk.
To contact Difference Corporation, click here or go to differencecorp.com/get-in-touch.

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