

Enterprise Cloud Communications Case Studies

How Five IT Leaders Transformed Their Businesses With Cloud Communications

CIOs of midmarket and distributed enterprises are increasingly adopting cloud-based communications solutions, or Communications as a Service (CaaS), as a replacement for traditional on-premise systems. The reasons are numerous and varied, ranging from unifying multiple locations on a single platform to consolidating services such as phone, fax, web conferencing and contact centers to achieving business continuity.

According to Brent Kelly, President of KelCor, Inc, "Communications as a Service is emerging as an answer to the pain organizations experience trying to keep up with rapid changes in both technology and capability in the unified communications and collaboration space. Virtualization, centralization and robust cloud-services, along with a need to streamline and optimize operations, are causing organizations worldwide to seriously consider CaaS. Organizations adopting these services are experiencing benefits which may include Total Cost of Ownership (TCO) advantage, built-in business continuity, geo-redundant disaster recovery capabilities, lower risk of infrastructure obsolescence and the opportunity to refocus highly talented IT resources on strategic business initiatives."

Following are five examples of forward thinking enterprises that have solved complex business communications challenges using 8x8 CaaS solutions.

 INFINISOURCE **McLarens**
GLOBAL CLAIMS SERVICES REPLICON rubicon
PROJECT **TMW**
SYSTEMS



Customer Name: Infinisource

Industry: Workforce management, benefits administration, time-and-attendance

Locations: Charlotte, North Carolina; Coldwater, Michigan; Sandy, Utah

Website: <http://www.infinisource.com/>

8x8 Virtual Office: 400 extensions

8x8 Virtual Contact Center: 200 seats distributed across all sites

8x8 Enables Scalable, Low-Maintenance Phone System and Contact Center Management for Infinisource

Infinisource is a leading cloud-based provider of workforce management, benefit administration, and time-and-attendance solutions for small to medium businesses. The company serves more than 60,000 employers.

Originally founded in 1986 as a company specializing in COBRA compliance and administration, Infinisource has grown through mergers and acquisitions. Today it has 400 employees and 3 main offices, in Charlotte, NC (headquarters), Coldwater Michigan, and Sandy, Utah.

Required Hardware Refresh Strained IT Resources

In its early days, Infinisource had a premises-based phone system consisting of a single PBX in a single building. But with the company's expansion, CTO Craig Henne faced two new business problems: how to unite a distributed organization on a single telephony platform and how to set up call center queues that were not bound by physical geography.

Henne has worked in the cloud space since the late 1990s, and admits he "lives and breathes this stuff." He also keeps an eye on other cloud solution providers, so when he starting looking for a new communications system, 8x8 was already on his radar.

"Our PBX hardware needed to be refreshed, and we didn't have the people to do it," he recalls. "We needed a communications solution that was easier to maintain."

A Comprehensive Phone/Contact Center Solution That Comes Highly Recommended!

Although Henne evaluated a number of hosted VoIP and traditional PBX systems, 8x8 stood out for three important reasons.

First, 8x8 is the only VoIP provider that offers a telephony platform along with a contact center solution. Second, 8x8's intuitive, web-based management tools are easy to learn and use. (Henne's team mastered them in a matter of hours.) And finally, McLaren's CIO Bob Hughes (see related story, page 3) a long-time friend and colleague, recommended 8x8 to Henne.

Distributed Employees Unite as a Team

Infinisource began deploying 8x8 in early 2013. The company's Charlotte headquarters was connected first, then its 60-70 remote employees. The Coldwater and Sandy offices followed next.

"We have a real sense of being a team now," says Henne. "Employees can call each other by dialing an extension—it doesn't matter where the call recipient is—and the 8x8 presence detector lets us see who's available and who's busy."



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DIY Management Increases Efficiency and Reduces Costs

Virtual call queues have replaced the previous geographic ones, making the company's contact center more efficient. As CTO, Henne is also happy that his team can now manage the 8x8 Virtual Contact Center without outside help.

"The manageability of the 8x8 solution was crucial for us," says Henne. "We don't have the staff or the expertise to maintain the kind of complex, on-site PBX system we had before. With 8x8, we can manage our phone system and contact centers by ourselves, without spending a lot of time or hiring outside consultants."

Reporting Features Enable Expense Tracking and Faster Onboarding

Meanwhile, the company's CEO and CFO use 8x8's reporting capabilities to track phone expenses and allocate costs internally.

"Onboarding is much easier for us, from both an IT and a financial standpoint," explains Henne. "8x8's cloud solution makes it easy to provision new hires, and takes the variability out of our communications costs."

Moves, Adds and Changes in Hours, Not Weeks

Looking ahead, Henne expects that Infinisource will continue to add users and open new offices. He also expects that 8x8's flexibility will enable his team to implement the infrastructure changes required.

"We don't know exactly what the future will bring, but we know there will be change. 8x8 gives us the agility to move our contact centers, add users or acquire new offices on very short notice. And we can make those changes in hours, not weeks."

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Craig Henne—CTO, Infinisource



Customer Name: McLarens

Industry: Claims Management

Locations: 19 US offices

Website: <http://www.mclarens.com/en/>

8x8 Virtual Office: 400 extensions

8x8 Cloud Communications Play Key Role in McLarens' IT Strategy

McLarens performs claims management, loss adjusting, pre-risk and damage surveying, and auditing services for companies throughout the world. Headquartered in Atlanta, Georgia, McLarens has offices and affiliates in more than 100 countries.

Disparate PBXs Became Too Difficult to Manage

Managing communications for a large, distributed organization is not easy, especially when each location has its own legacy system. That's the situation McLarens CIO Bob Hughes found himself in back in 2009, when McLarens had 16 U.S. locations.

"We were using old PBXs from various vendors in our U.S. offices, so they were hard to manage," recalls Hughes. "We had to engage an outside company and pay a fee just to make simple changes, which was limiting our flexibility as a business."

Hughes realized McLarens needed a "technology refresh" and began looking for a replacement system that would unite the company's dispersed locations. The benefits of an 8x8 cloud-based solution quickly became apparent.

"With 8x8 we could get a modern communications system for all our U.S. offices at a fraction of the cost," says Hughes. "And there was no hardware to manage."

8x8 Platform Unifies Remote Offices and Workers

Over the next year, Hughes and his team began rolling out 8x8 services across the country. McLarens now has 400 extensions on one virtual PBX, creating a single communications platform for the company's U.S. offices. Employees can easily call coworkers at any office by dialing a 4-digit extension. They can also transfer customers from one office to another instead of asking them to hang up and call a different number.

McLarens is a constantly expanding company with a large, mobile workforce. 8x8 provides multiple options for users to work remotely, something Hughes particularly appreciates.

"Our employees have different device preferences," he explains. "Some like to take their desk phones home and plug them in. Some like to use the soft client on their laptops or iPads. Some like to do everything on their smartphones. The beauty of the 8x8 system is that it adapts to the user."

Local Dial-in Reduces Conference Call Costs

The ability to schedule or set up conference bridges on the fly has also enhanced productivity at McLarens. Some conference calls have up to 200 attendees calling in. Hughes notes that 8x8's virtual number service allows employees in other countries to dial a local number when joining a conference bridge, a significant cost savings for the company.

"Conference calls are easy to set up, and we don't have to schedule them in advance," says Hughes. "For security reasons, some customers like us to provide a new conference bridge number each time we meet. With 8x8, we can do that."



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Predictable Monthly Costs Aid Budget Planning

As CIO, Hughes is understandably concerned about IT expenses. From his perspective, a key advantage of 8x8's cloud-based solution is that it provides a predictable cost structure.

"I can talk to our London office for hours and not worry about incurring extra charges," he says. "Everything is included in our monthly service fee. That predictability is tremendously helpful in planning our IT budgets."

Cloud Technology Helps CIOs Deliver

McLarens has expanded to 19 U.S. offices, all of which use 8x8. The company is now considering rolling out the service to its European offices.

"CIOs are under constant pressure to implement new technology quickly and cost-effectively," says Hughes. "But often we don't have the staff or the budget to roll out new capabilities. With 8x8 cloud communications, you can eliminate hardware, offload IT staff, and implement modern technology for a predictable cost. That's a rare opportunity in the IT world!"

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Bob Hughes—Global CIO, McLarens

REPLICON

Customer Name: Replicon

Industry: Cloud-based time-tracking software

Locations: Australia, Canada, India, UK and US

Website: www.replicon.com

8x8 Virtual Office: 450 extensions

8x8 Virtual Contact Center: 45 seats

Replicon Unifies Phone, Conferencing and Contact Center Features with 8x8

Founded in 1996, Replicon has become the leading provider of cloud-based time tracking applications, with 1.5 million users worldwide and offices in Australia, Canada, India, the United Kingdom, and the United States.

Premises-Based PBX Can't Scale to Provide Global Support

In just the last two years alone, Replicon has opened two new offices and moved some existing offices to larger quarters. This ongoing growth was a challenge for Global IT Director Neal Alberda, because the company's premises-based PBX was not designed for global deployment.

"Our previous PBX actually worked well," says Alberda, "but we had to maintain a voice gateway at every location. Device costs were high because we had to buy expensive phones whenever we hired new personnel and reconfigure the system every time we moved or added a user was time consuming."

Contact Center, Industry Leadership and Global Reach Set 8x8 Apart

As a cloud-based software provider itself, Replicon is a strong proponent of cloud solutions. In 2012, Alberda decided to replace the company's hardware PBX with a complete suite of 8x8 hosted services, including a Virtual Contact Center.

"We needed a comprehensive solution: phones, online meetings and call centers," explains Alberda. "8x8 is really the only hosted VoIP provider out there that can integrate a virtual call center into their service."

Alberda also notes that 8x8 is recognized as an industry leader by well-known market experts and analysts. "I'm a big believer in the Gartner Magic Quadrant," he says, referring to a 2012 Gartner report that listed 8x8 as a leader in unified communications as a service.

A third selling point was 8x8's Global Reach initiative, which enables customers to use international virtual numbers in 50 countries to establish a local presence.

Video Conferencing and Virtual Contact Center Overcome National Boundaries

With 8x8 unified communications, hiring managers at Replicon can now use video conferencing to recruit top talent in other countries.

"We still like to have that face-to-face contact when we're making hiring decisions," says Alberda. "With 8x8 video conferencing, we can bring new employees on board with confidence."

Replicon has also rolled out two 8x8 Virtual Contact Centers: one for customer support and the other for inbound sales. The flexibility of 8x8's solution enables the customer support agents to work at the same facility, while the sales agents are distributed across multiple countries.

REPLICON

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Cloud-Based Services Simplify Moves and Adds

As Replicon continues to expand, Alberda believes 8x8 cloud services will significantly lift the burden of provisioning new offices and users from his IT team.

“8x8’s hosted VoIP service is a lot more nimble than our premises-based PBX,” he says. “It’s got the complete suite of features we need and the scalability to keep up with us.”

“We needed a comprehensive solution: phones, online meetings and call centers. 8x8 is really the only hosted VoIP provider out there that can integrate a virtual call center into their service.”

Neal Alberda—Global IT Director, Replicon



Customer Name: Rubicon Project

Industry: Digital Advertising

Locations: US, Paris, Hamburg, Singapore, Tokyo, Sydney, London

Website: www.rubiconproject.com

8x8 Virtual Office: 300 extensions

8x8 Automates Communications for Rubicon Project with Scalable, Secure, Easy-to-Use Cloud-Based Telephony Solution

Rubicon Project is the operator of one of the advertising industry's largest independent real-time trading platforms for digital advertising, and has engineered one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month. The company's pioneering technology created a new model for the advertising industry—similar to what NASDAQ did for stock trading. Rubicon Project's automated advertising platform is used by more than 600 of the world's premium publishers to transact with over 100,000 ad brands globally.

With 11 global offices and more than 300 employees, effective communication, both internally and externally, is essential. Rubicon Project needed a communications solution that could be deployed quickly, was highly scalable and minimized the drain on internal IT resources.

To meet its expanding communications requirements, Rubicon Project selected 8x8 to provide Virtual Office cloud telephony, unified communications and mobile solutions to its 11 international locations. The ability to deploy a large number of phones in a short period of time without the need for a dedicated technical resource, and scale globally at speed, were the key drivers in Rubicon Project's decision to work with 8x8.

Global Unified Communications Rollout Completed Within Three Weeks

8x8's cloud-based telephony solutions enabled Rubicon Project to complete its domestic rollout in just five days. Once 8x8 services were deployed in the company's Los Angeles headquarters and San Francisco, Seattle, Chicago and New York offices, the international rollout began. Within 3 weeks, the entire company, including international offices in Paris, Hamburg, Singapore, Tokyo, Sydney and London, was united on 8x8's VoIP telephony platform.

"We had a very aggressive schedule because we wanted to complete our implementation by the end of 2013," said Tim McQuillen, Chief Knowledge Officer of Rubicon Project. "8x8 made a number of promises to us, and kept every single one of them. They understood our needs and worked with us to resolve any issues that arose. Without 8x8's support, we would not have been able to deliver this project on time."



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Unified Communications Solution Enhances Employee Collaboration

Rubicon Project has implemented over 300 8x8 Virtual Office extensions, including mobile apps for iOS and Android devices. Users can take or make calls using their desk phones, PC-based soft phones, or smartphones. A unified company directory and four-digit extension dialing enable employees to reach colleagues at other offices—even those in other countries. Chat and video capabilities give employees multiple ways to communicate and collaborate, depending on the workflow. Implementing systems that are easy to use and allowing people to connect regardless of location are critical to Rubicon Project's business success.

Ease of Use, Security, Reliability and International Presence Were Key Criteria

"Our previous hardware-based PBX worked, but lacked modern phone features like extension dialing between offices and voicemail-to-email integration and it was not scalable," said McQuillen. "8x8's cloud telephony services deliver the rich capabilities and voice quality we need, with almost zero IT intervention from us. Instead of maintaining hardware, we can focus on running the business." McQuillen estimates his IT team now spends 40% less time managing and maintaining the company's internal communications system.

"8x8 cloud communications solutions can quickly unify distributed organizations across the country, or around the world, because ease of deployment is built into our solutions," said 8x8 CEO Vik Verma. "Our deep industry experience in providing unified communications for tens of thousands of companies means we can confidently meet even the most ambitious time frames for our customers."

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Tim McQuillen—Chief Knowledge Officer, Rubicon Project



Customer Name: TMW Systems Inc.

Industry: Transportation Logistics

Locations: US, London, Vancouver

Website: www.tmwsystems.com

8x8 Virtual Office: 800 extensions

8x8 Virtual Contact Center: 100 seats

TMW Enhances Business Continuity with 8x8 Cloud Services

TMW Systems Inc. is a leading provider of transportation and logistics software and services. The company's 2,300 customers include for-hire carriers, dedicated trucking fleets, third-party logistics providers and freight brokers. TMW's software is also used by private fleets in the manufacturing, construction, distribution and waste-handling businesses, and by several municipal governments.

Complex Cisco Solution Doesn't Come Through in a Storm

Since its founding 30 years ago, TMW has experienced rapid growth, acquiring five complementary software companies over six years. Each of these companies had its own communications system, which had to be replaced with the Cisco IP telephony solution the company was leasing at the time.

The Cisco solution consisted of centrally located communication manager servers, voice messaging servers, an Instant Messenger/presence server and a Web conferencing server. Each company location required special router configuration, and a hub-and-spoke multiprotocol label switching (MPLS) network connected the entire system together.

This setup was so complicated that no one at TMW fully understood how the company's communications system worked or how to maintain it. Expensive outside consultants were required to provision new users and make system changes. In addition, voice quality suffered because of the complex arrangement.

Three years into its Cisco lease, TMW learned that software upgrades with new functionality would require substantial hardware upgrades as well. Then in 2010, an ice storm hit the company's Cleveland, Ohio, headquarters. The emergency generator came online, but then failed a few minutes later when a cooling hose broke. With no network link between headquarters and remote sites, the entire communications system went down.

Cloud Services via Redundant Data Centers Enable Faster Disaster Recovery

TMW's executive team began rethinking the company's communications strategy. They decided to implement a cloud-based solution that would enable faster disaster recovery. In 2010, TMW selected 8x8 Virtual Office.

8x8's offering is geographically redundant, meaning that if one data center goes down for any reason, the solution continues to function from the other. No MPLS circuits are required; voice traffic flows over the Internet. The main connection is with a tier 1 ISP, and the secondary connection is through local DSL or cable connections.



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New Capabilities with No Capital Lease

The successful 8x8 rollout has eliminated TMW's capital equipment lease and replaced it with a cost-effective monthly service charge. 8x8 also provides business features that users did not have before, including single-number reach, a single voicemail box, and softphone capability for everyone. In addition, users can directly manage their own services and settings through 8x8's Virtual Office portal.

New users are now easy to provision, and do not require additional infrastructure, special licensing or multiple management tool configurations. The 8x8 help desk quickly pinpoints any network issues that impact call quality—even when the problem is with a TMW customer's equipment.

“The 8x8 help desk is like the ‘12th man’ on our IT staff...the level of diagnostics they provide is something we have never had before.”

Ron Godine—Director, IT, TMW Systems



8x8, Inc.

NASDAQ: EIGHT
www.8x8.com