

**8x8**

# X Series

Solution Overview



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# Executive Summary

Today, organizations of all sizes are using challenging and uncertain times to reinvent, reshape, and reimagine how they operate. Employees and customers connect and collaborate using voice calls, instant messaging, video meetings, and more. But when each mode of communications requires a different application, people are less productive and business suffers.

At 8x8, we believe that businesses have the talent, ideas, and entrepreneurial spirit to foster collaborative employee and customer experiences that are simple, meaningful, and enjoyable. Organizations that put unified communications at the center of that experience will be positioned to thrive in an ever-changing business climate.

This solution overview describes how the 8x8 Open Communications Platform™ with X Series service plans empowers individuals and teams to work better from anywhere, engage faster with clients, and find new ways to create, partner, and innovate.

8x8 X Series enables organizations to:

- Improve productivity and services
- Facilitate secure, flexible working
- Lower communications costs
- Enable new business models
- Deliver enhanced customer experiences
- Identify actionable business insights

X Series plans support a wide range of customer needs and communications requirements across their organization:

## X2

### Best suited for knowledge workers

The X2 plan is great for most employees. It includes one application for business voice, team messaging and meetings.

Users have access to essential communication and collaboration features through the desktop app, mobile app or a desk phone.

## X4

### Ideal for supervisors / administrators

The X4 plan is designed for supervisors and administrators. Supervisors can use advanced analytics and dashboards to improve employee productivity.

The Barge-Monitor-Whisper feature allows supervisors to interrupt calls, monitor calls silently or speak only to the agent without the end customer hearing. Administrators can optimize service quality through dashboards and improve operations and call handling.

The X4 plan is ideal for users who make a significant number of non-domestic calls, as the plan includes unlimited international calling for 47 countries.

## X6

### Designed for voice-focused contact center associates

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

## X8

### Built for multichannel contact center associates

The X8 plan is the best plan if you're looking to transform customer experience through a multichannel contact center. For an agent or a contact center manager, the X8 plan includes a full suite of advanced analytics, integrations and the latest productivity features like co-browse, quality management and outbound predictive dialing.





## The Solution

Transformation is only accelerating, fueled by cloud platforms and services, artificial intelligence, and machine learning. Businesses must take bold steps to reimagine employee and customer communications to reflect this new reality and harness its power.

To keep up with ever-evolving competition and meet increasing consumer demands, forward-thinking CIOs are accelerating their digital transformation programs.

8x8 X Series fast-tracks digital transformation and strengthens business resilience. By bringing together the best of voice, video, chat, contact center, analytics, and APIs, it empowers everyone to work more naturally, and every business to be more successful. All from one powerful app, running on any device, providing secure, scalable, and extensible capabilities that allow organizations to operate—and succeed—from anywhere.

8x8's proven methodology and innovative roadmap will help you to map out your digital transformation journey.

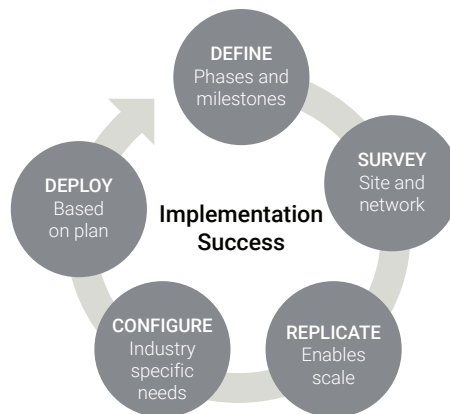
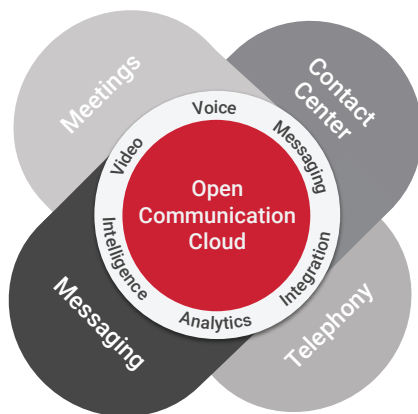
**Open Communications Platform**



**Quick Deployment**



**Reliable Partnership**







## Business Phone

In distributed organizations, disparate phone systems are difficult to update, cannot easily adapt to change, and often lack effective analytics and reporting. A single cloud communications platform can reduce costs while offering better call quality and useful end-user features.

That saves money on upfront capital investment and initial handset purchases, eliminates annual maintenance and support contracts, and reduces the burden of expensive telephony carrier tariffs.

Because you don't have existing infrastructure to worry about, adding new communications channels and scaling up or down becomes easy. Add, move, or manage users from a single application, with the power of one cloud solution for telephony, team messaging, video meetings, and contact center.

X Series business phone plans offer enterprise-grade cloud PBX capabilities with core productivity, call handling, call management capabilities and global coverage in one collaboration app for desktop and mobile devices.

# Business Phone Features

Features	Description	X2	X4	X6	X8
Unlimited global calling for business phone	Call up to 47 countries without additional long-distance charges. In certain countries, this excludes specific mobile, special and premium number ranges.	14 Countries	47 Countries	47 Countries	47 Countries
Tier 1 phone number & extension	Select a dedicated DID (direct inward dialing) number for each extension user; DIDs or toll-free numbers are available for over 120 countries.	■	■	■	■
HD quality voice	Underpinned by 8x8 geo-routing that ensures fast connectivity and our voice SLA that guarantees premium quality communications.	■	■	■	■
Unlimited internet fax	Send and receive online faxes	■	■	■	■
Secure voice calls (TLS and SRTP)	Protect calls from eavesdropping with TLS/SRTP secure voice encryption	■	■	■	■
Financially backed end to end SLA	SLA for uptime and voice quality over the public internet that is financially backed and end to end	■	■	■	■
IP agnostic access	Connect to us over any IP network connection through patented access technology	■	■	■	■
PSTN access	8x8 works with 25+ PSTN carriers to provide global coverage and redundancy	■	■	■	■
Geo routing	Patented automatic localized signaling and voice to reduce latency and improve end user experience	■	■	■	■
Voicemail with transcription	View and listen to recordings on your desk phone, computer or mobile device; transcribes voicemail to text and sends an email with it included	■	■	■	■
UC call recording	Record incoming and outgoing calls, play them back, archive, download or delete them	■	■	■	■
Power keys (Busy Lamp Field—BLF)	Handle multiple calls at the same time and monitor other users' availability by taking advantage of spare line keys	■	■	■	■
8x8 Work Desktop and Mobile apps	Allow employees to work on any desktop or mobile device, from anywhere, at anytime	■	■	■	■
Highlight to dial phone numbers (Windows Only)	Highlight a phone number outside of the 8x8 Work for Desktop app with your cursor, and enter the key combination Ctrl+Shift+8 to call the number without dialing it manually	■	■	■	■
Switchboard Pro	View of the presence and availability of every user in the organization or branch and streamlines live call handling		■	■	■
Barge-Monitor-Whisper	Enable managers and supervisors to monitor phone conversations of other employees, privately speak (whisper) to the employee without the customer hearing or join (barge) the call and talk with the customer		■	■	■
Hot desking	Enable any end user to log into a shared desk phone as if it were his or her own	■	■	■	■
Caller ID	Identify who's calling before you pick up the phone; customize your external caller ID	■	■	■	■
Number porting: self-service or managed	Port existing phone numbers to 8x8 through a self-service process or managed by 8x8	■	■	■	■
Call waiting	Allow callers to reach you even when you are on another call	■	■	■	■
Call transfers	Transfer calls to others through a warm transfer or a cold (blind) transfer	■	■	■	■
Extension-to-extension calling	Call others in your business by dialing the extension only	■	■	■	■
Call park	"Park" a call in the cloud while you use your phone to make another internal or external	■	■	■	■

## Business Phone Features—Continued

Features	Description	X2	X4	X6	X8
Blacklist callers at user level	Users can blacklist numbers on 8x8 Work. Go to the Calls tab and click on the ellipsis to block or unblock callers	■	■	■	■
Filter call recordings and voicemails	Ability to filter call recordings by number and voicemails by name and number	■	■	■	■
Notifications disabled when DND status is on	Desktop notifications disabled temporarily when the 'Do not disturb' status is ON	■	■	■	■
Phone paging (Polycom devices only)	Send one-way audio announcements to users who are members of a specific paging group or to everyone in an emergency	■	■	■	■
Hold music	Play recorded music or marketing messages while your callers are on hold	■	■	■	■
Flip Calls	Move an active call to another device instantly without interrupting or dropping the ongoing call	■	■	■	■
Country and local time display	Country and local time are displayed in the dial pad when calling international numbers in expanded view mode	■	■	■	■
Record Voicemail Greetings	Record voicemail greetings through the desktop app by going to Settings > Voicemail	■	■	■	■
Call Quality Indicator	Call quality indicator icon during an ongoing call provides status of the connectivity quality	■	■	■	■
911/999 service	User updatable E911/999 location information that verifies address information with the servicing PSAP provider	■	■	■	■
16 data centers	Geographically diverse data centers strategically located for optimum global reach and platform resilience.	■	■	■	■
Geo-redundancy	Patented highly available, geo-redundant service with <30 second failover between POPs	■	■	■	■
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.	■	■	■	■
Ring groups / Hunt groups	Distribute calls within specific departments by having all the phones in a group ring at once or set up a "round robin" approach where the extensions in the group ring in a specific order until the call is answered	■	■	■	■
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	■	■	■	■
UC media storage	Storage capacity included for UC media recordings (audio calls and meetings). Superseded by time-based storage for new customer orders from 25th November 2020. Separate storage options available for CC-specific audio calls.	1 GB	10 GB	As per X4	As per X4
UC media 'hot' storage (standard)	Instant access retention period for UC audio call & video meeting recordings.	30 days	130 days	As per X4	As per X4
UC media 'hot' storage (Add-on)	Increase instant-access retention period for UC recordings to the maximum available of 130 days.	\$			
UC media 'cold' storage (Add-on)	Optional cold-storage archive and retrieval services for long-term storage up to ten years	\$	\$	\$	\$





# Integrated Video and Audio Conferencing

8x8 Meetings combines multiple apps for video conferencing, team messaging, and telephony into one.

It takes just one click to move quickly from exchanging chat messages to a phone call to video conferencing while maintaining content and context along the way—with support for up to 100 active participants, with no limits to the number of meetings nor the duration. For IT, this means just one application to administer and configure, freeing up valuable time to focus on higher-impact work.

8x8 Meetings allows your employees to host and manage audio and video conferences from a desktop or a mobile app. It extends the value of 8x8's services and helps you avoid the need to purchase expensive third-party conferencing solutions.

The intuitive interface enables users to find the features they need quickly. Scheduling meetings is easy with Microsoft and Google calendar integrations. Each employee can share personal 8x8 Meeting links with guests to meet at any time. For larger meetings, you can livestream directly to a public or private YouTube channel.

8x8 Meetings is powered by Jitsi-based WebRTC technology, so guests can join video meetings via web browser without needing to download plugins or special software.

# Integrated Video and Audio Conferencing

Features	Description	X2	X4	X6	X8
HD video and audio conferencing	Share high definition (HD) quality video to see others in a meeting	500 participants*	500 participants*	500 participants*	500 participants*
Join from online web browser	Join meetings from any online web browser without downloading and app	■	■	■	■
Join from mobile devices	Join from iOS, Android and tablets after installing mobile app	■	■	■	■
Raise your hand	Participants can discreetly indicate they have something to say without interrupting the current speaker	■	■	■	■
Secure passcodes	Option to set a passcode for extra security	■	■	■	■
Calendar integration	Click one button to add 8x8 meeting details into the video meetings user interface. See upcoming & past meeting details.	■	■	■	■
Participant controls	Participants can mute/unmute audio and video, share content and check bandwidth and audio/video quality	■	■	■	■
Personalized virtual spaces	Individual employees get their own dedicated meeting web link.	■	■	■	■
Controller mode	Control what viewers see and what users can share in meetings	■	■	■	■
Remote desktop control	Control the mouse and keyboard movements of another user remotely (User being controlled must have the 8x8 Work Desktop or 8x8 Meet Desktop app)	■	■	■	■
Screen sharing	Share your computer screen and choose which applications or monitors to display	■	■	■	■
Meeting live streaming	Stream a conference to an unlimited number of participants over YouTube	■	■	■	■
Tile view	Display meeting participants in a tiled layout to see all participants at once and to see who's talking	■	■	■	■
Set availability status	Users can set status to available, busy, do not disturb or custom message. Status is synced across meetings, phone and team messaging	■	■	■	■
Group chat	Send messages to every video meeting participant	■	■	■	■
Private chat	Send private messages to individuals in a video meeting	■	■	■	■
Push-to-talk mode	Mode where all speakers stay muted unless they press a key to speak	■	■	■	■
Bandwidth controls	Users can adjust their video bandwidth and monitor their connectivity quality	■	■	■	■

\* Support for 500 participants available in Q2'2021

## Integrated Video and Audio-Conferencing—Continued

Features	Description	X2	X4	X6	X8
Cascaded routing	Bandwidth and networking optimization to provide the best performance of video & audio quality with minimal lag time	■	■	■	■
Spaces	Enable 1-click set-up, scheduling and screen sharing for meetings in conference rooms and other collaborative spaces	■	■	■	■
Cloud recordings	Record the audio, video and desktop from a meeting. Save it in the cloud to reference later or to send to those who could not make it	■	■	■	■
Recording storage	Long-term archive of meeting recordings for up to 10 years	\$	\$	\$	\$
Conference call-in	80+ dial-in number options (11 toll-free) for 58 countries	■	■	■	■
End-to-end encryption	End-to-end encryption of a meeting using insertable stream	■	■	■	■
Audio sharing	Share audio in a meeting from your device or browser tab	■	■	■	■
Meeting analytics	Quality, performance, and usage analytics	■	■	■	■
Conference call-out	Call to invite meeting participants from within a meeting	■	■	■	■
Closed captions	Speech-to-text transcription and display of what's being said in real time	■	■	■	■
Transcriptions	Detailed transcription of meeting dialog with time stamp	■	■	■	■
Branding	Customized meeting experience with configurable background, logo and URLs	■	■	■	■
Moderation controls	Meeting host controls, including universal mute, exclude, participant lobby and role delegation	■	■	■	■
YouTube video sharing	Share a YouTube video in a meeting that can be viewed by all participants	■	■	■	■
Meet now	Elevate a call or chat to a video conference	■	■	■	■
Active Directory and single sign-on	Integration with Active Directory, Okta and other oAuth solutions for single sign-on	■	■	■	■





## Team Messaging

8x8 Work is a single app that combines 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 collaborate with specific audiences on different topics. For instance, legal teams could collaborate on projects in an invite-only private room, while marketing may prefer a public room to share company-wide updates and encourage transparency. Users can “@mention” people, share files, send emojis, view read receipts, see the presence status, follow specific rooms and set notifications as needed.

Nine out of ten enterprises using team collaboration apps have 2 or more apps. That's why 8x8 provides real-time interoperability with third-party chat applications through our Sameroom feature. Enable all messaging apps to work as one within and across companies—bridging the gap between Slack, Chatter, and other popular messaging apps.

8x8 Team Messaging connects everyone while allowing them to continue using the application of their choice. This “bring-your-own messaging” philosophy is unique to 8x8 as we see value in connecting you with your external partners and project teams. Collaboration doesn't have to be limited to just within your organization.

# Universal Team Messaging Features

Features	Description	X2	X4	X6	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 group chat rooms	■	■	■	■
Threaded Messages	Ability to reply to specific messages in a conversation	■	■	■	■
Ability to open multiple chat windows	Open multiple chat panels in the desktop app when you switch to Expanded Mode or enlarge the app window (you can open up to 9 chat windows)	■	■	■	■
8x8 Universal Messaging (cross-platform team messaging with Chatter, Slack, etc.)	Real-time interoperability with 3rd party chat applications such as Slack, Chatter and other popular messaging apps to enable them to work as one within and across companies	■	■	■	■
Business SMS/MMS and texting	Send/receive text messages and multimedia attachments 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.	■	■	■	■
Snooze conversations	Mute notifications for a specific time	■	■	■	■
Share multiple messages using third-party apps (mobile app)	Select, copy and send multiple messages using third-party apps	■	■	■	■
Room avatars (mobile app only for now)	Customize private and public rooms by adding a picture or choosing one of the predefined colors	■	■	■	■
End calls with predefined text messages (mobile app)	Respond easily by selecting one of the predefined text messages when you are unable to take a call	■	■	■	■
Animated GIF support	Animated GIF rendering support	■	■	■	■
Search past conversations with disabled users	Ability to search for disabled users (ex-colleagues) and view chat history	■	■	■	■
Escalate Interactions	Ability to easily move from chat, to voice, to video interaction	■	■	■	■



# Collaborative Contact Center

As communication proliferates across more channels, the challenge of aggregating, analyzing, and quickly acting on customer information grows. The next generation of contact centers cannot operate as standalone silos and needs to be retooled for success in order to exceed customer expectations. By combining collaboration and telephony capabilities with contact center-centric functionality, organizations can give agents the resources and processes they need to effectively manage and serve as the customer facing teams in your business.

The 8x8 approach to the collaborative contact center is unique, combining voice and digital channels with workforce engagement management. Businesses can now quickly react to customer inquiries and maintain the context and content of each interaction as it progresses through the buying or support journey.

A single platform for communications, collaboration, and contact center empowers your employees to be more productive. By bringing the contact center and the rest of the business closer together, people are more connected, collaborative, and productive no matter where they are in the world.

Never has the ability to communicate and collaborate across an organization been so important. When agents are not physically working side-by-side, rapid knowledge-sharing and collaboration become more challenging. According to Aberdeen Research, more than one in three research respondents cite the lack of collaboration between the contact center and other parts of the business as a roadblock to achieving their customer experience goals.

Ultimately the collaborative contact center helps ensure:

- Consistent, frictionless and more personalized customer experiences
- Tools to help boost productivity and bring open collaboration to the entire dispersed workforce—without adding complexity and confusion
- Employee engagement and empowerment

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

With the powerful capabilities of 8x8 Speech Analytics, companies can analyze the full spectrum of customer interactions and identify customer contact trends quickly enabling you to take action. 8x8 includes call recording and, along with automated speech-to-text transcription, can extract timely, valuable insights from recorded voice that helps your organization to drive change and enable differentiation quickly and efficiently.



CRM integrations and open APIs multiply the power of your contact center 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 through a single integrated platform from communications to contact center to CRM.

## Collaborative Contact Center Features

Features	Description	X6	X7	X8
Skills-based inbound voice	Match customers to the best available agent—without programming or IT help, boosting first-call resolution rates and customer satisfaction	■	■	■
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	■	■	■
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		■	■
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.	\$	\$	■
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.	\$	\$	■
Graphical call-flow reports	View the caller's journey from the moment they reach the call center 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 center to enable continual process improvement and agent training.	■	■	■
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	■	■	■
Contact center calling zone	Includes 4,000 minutes per concurrent contact center seat (local and international, inbound and outbound, within 47 country calling 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
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	■	■	■

## Collaborative Contact Center Features—Continued

Features	Description	X6	X7	X8
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		■	■
Quality Management	Provides agent interface for training, expert support and coaching	\$	\$	■
Speech Analytics	Searches customer interactions for compliance, customer insights, and agent performance purposes.	\$	\$	■
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	■	■	■
CC voice and screen recording and archiving	Add configurable recording and archiving options for call center compliance, record keeping, agent training and process improvement.	\$	\$	\$





# Advanced Analytics for Actionable Insights

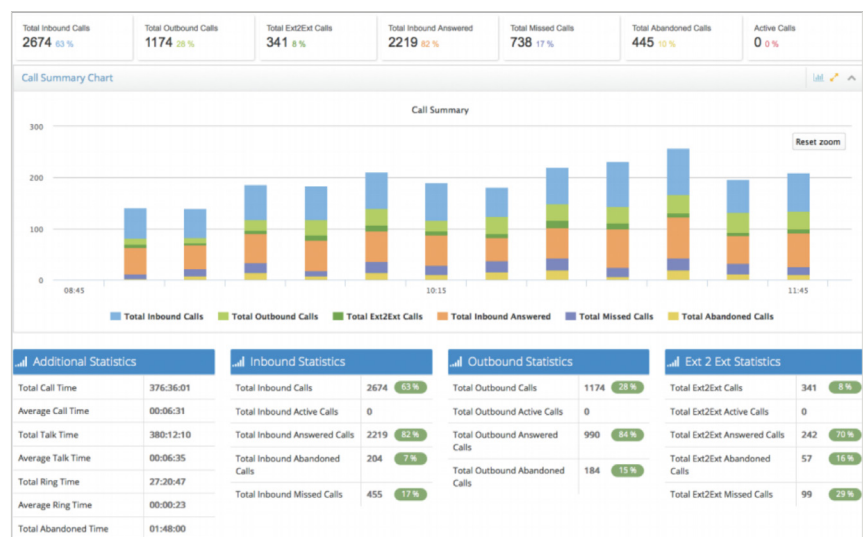
High-performing businesses lead the way by making better decisions with the help of analytics. The ability to understand and identify trends across the business and personalize each customer's experience is no longer just nice to have; it's essential to maintaining the high degree of agility and personalization required to be successful.

8x8 Analytics tools collect and analyze interactions across various communication points, in a way that enables better decision-making and faster, more relevant responses to customers.

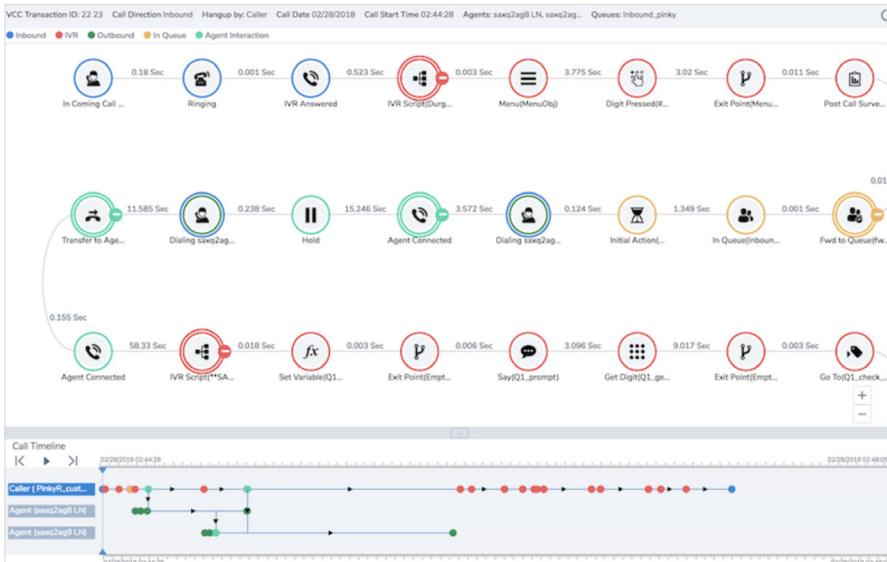
Managers have instant access to the information they need to better align resources with activity, deliver timely, fact-based coaching and intelligently automate call routing.

## 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 through reports and dashboards.







## Graphical view of the customer journey

View the caller's journey from the moment they reach the call center through call termination. Reveal step-by-step experience in interactive voice response (IVR), queuing to agents, agent connection and post-call survey.

This information offers an 'outside-in' view of your contact center to enable continuous process improvement and agent training.

## Speech Analytics

Recorded customer interactions contain vast amounts 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.

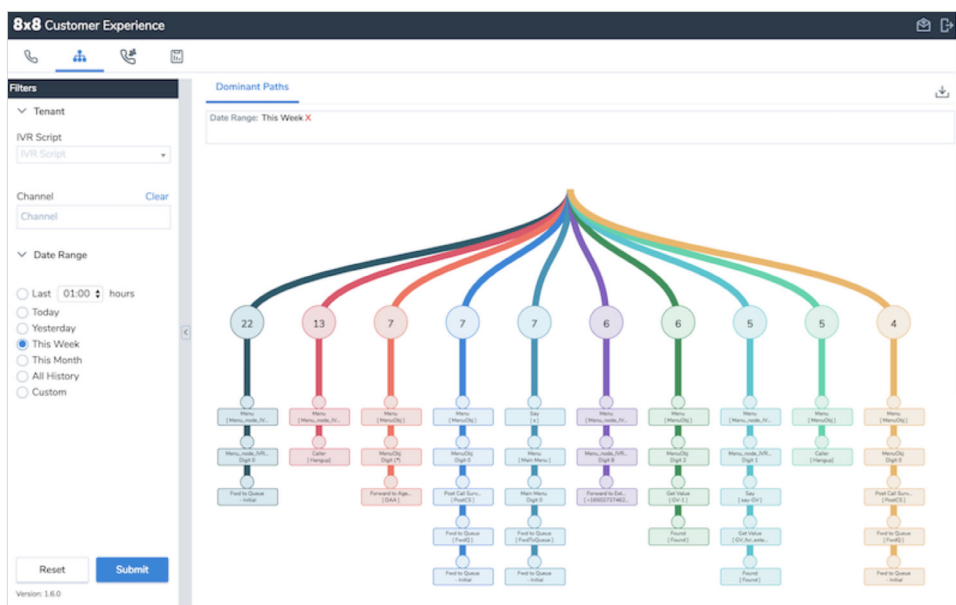
Listen to the voice of ALL your customers and search for keywords and phrases and drill down to the details to learn what makes your customers happy...or frustrated.



REPORTS / QUALITY SCORING TRENDS REPORT											
This Year											
Month	Overall Average Call Duration	1	2	3	4	5	6	7	8	9	Overall
Agent Aaliyah											
Feb	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Feb	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Apr	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
May	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Jun	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Aug	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Nov	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Dec	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Overall	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Agent Aaliyah											
Feb	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Apr	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
May	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Jun	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Aug	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Nov	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Dec	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%
Overall	00:00:06	100%	75%	75%	75%	75%	100%	100%	100%	100%	100%

## Quality Analytics

Efficiently find the right interactions so that you can provide agents with specific and timely feedback and coaching to improve the quality and optimize the handling of customer interactions. Identify key areas of success and opportunity with quality reporting and dialog with agents about specific, targeted feedback and coaching with the ability to identify specific "coachable moments" with in the interaction. Paired with 8x8 Speech Analytics, managers gain meaningful insight and ensure compliance on every customer interaction. Increase coaching effectiveness using screen recording, evaluator calibration and robust reporting.



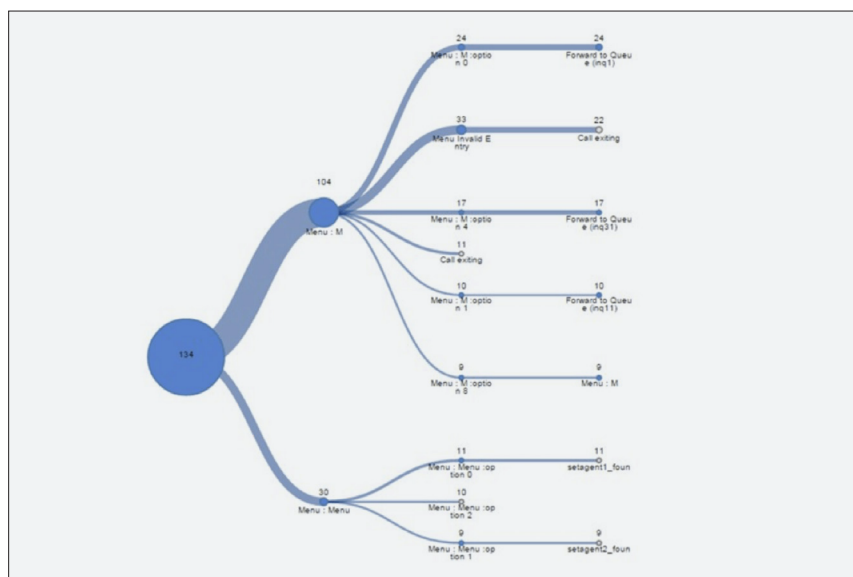
## IVR Analytics

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

## IVR metrics

Choose an IVR script and time frame for analysis. View a graphical depiction of the script and dynamically expand or contract menu options.

Use this to determine where the IVR callers are dropping, understand the effectiveness of your existing IVR scripts and where you can improve the IVR design.





**8x8 Customer Experience**

Filters: My Saved Searches

Queue: Queue

Agents: Agents

Caller: Number or Name (Inbound)

VCC Transaction ID: VCC Transaction ID

Date Range: Last 01:00 hours, Today, Yesterday, **This Week**, This Month, All History, Custom

Call: Reset Submit

Recent Calls

[Unsaved Filter] Date Range: This Week X Call Direction: Inbound X Call Type: Queued X Call Duration: 20+ sec X

Call Direction	Call Type	Call Duration	Call Date	Call Start Time	Caller Name	Time in IVR	Wait Time Queue
Inbound	Queued	00:00:20.6	04/16/2018	00:13:26	PhonerLite_Cust1	00:00:03.2	00:00:01
Inbound	Queued	00:00:28.2	04/18/2018	03:38:58	+16509898003	00:00:05.5	00:00:22
Inbound	Queued	00:00:32.4	04/17/2018	03:03:24	Customer V1	00:00:06.3	00:00:26
Inbound	Queued	00:00:34.4	04/16/2018	00:27:49	PhonerLite_Cust1	00:00:04.9	00:00:06
Inbound	Queued	00:00:39.2	04/17/2018	01:31:30	Customer V1	00:00:07.3	00:00:04
Inbound	Queued	00:00:40.8	04/17/2018	01:36:04	Customer V1	00:00:05.7	00:00:02
Inbound	Queued	00:00:45.7	04/16/2018	00:34:19	PhonerLite_Cust1	00:00:03.4	00:00:02
Inbound	Queued	00:00:46.3	04/17/2018	02:59:50	Customer V1	00:00:07.4	00:00:01
Inbound	Queued	00:00:46.10	04/17/2018	03:04:11	Customer V1	00:00:06.6	00:00:40
Inbound	Queued	00:00:55.4	04/17/2018	03:05:45	Customer V1	00:00:07.4	00:00:16
Inbound	Queued	00:01:01.9	04/17/2018	03:06:51	Customer V1	00:00:41.7	00:00:05
Inbound	Queued	00:01:02.2	04/16/2018	00:29:23	PhonerLite_Cust1	00:00:03.5	00:00:06

Showing 1 - 24 of 24

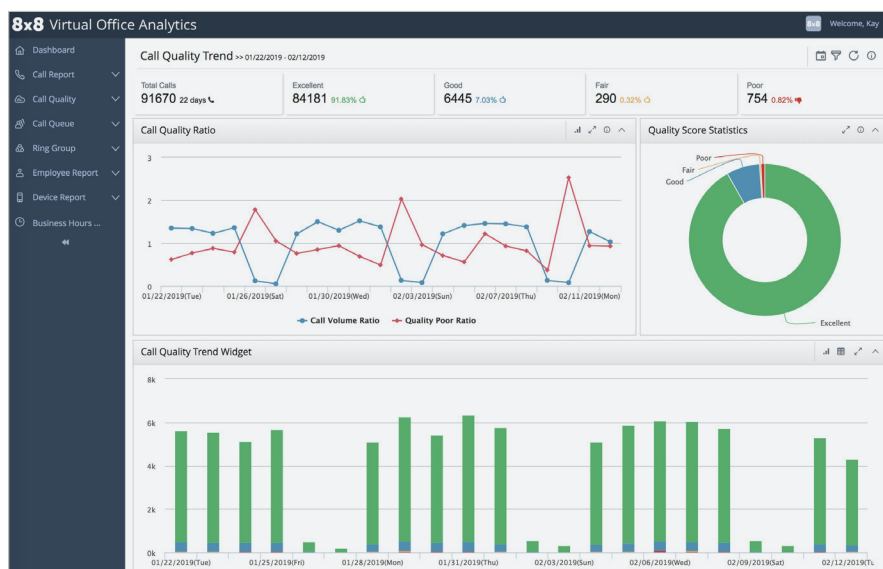
## Advanced search

Filter and view recent calls with readily available metrics that can be sliced and diced to the outputs you need. Metrics such as channel, queue, agent, time in IVR, and even hold and mute count.

## Call Quality Trends:

View real-time information about:

- All 8x8 endpoint devices associated with your company's 8x8 cloud phone system so that you can quickly view the health of any device and adjust to any areas of failure.
- Mean Opinion Score (MOS) details in graphical format, both for individual extensions and organization-wide, for troubleshooting and resolution.
- Extension summary graphing for at-a-glance trend analysis.





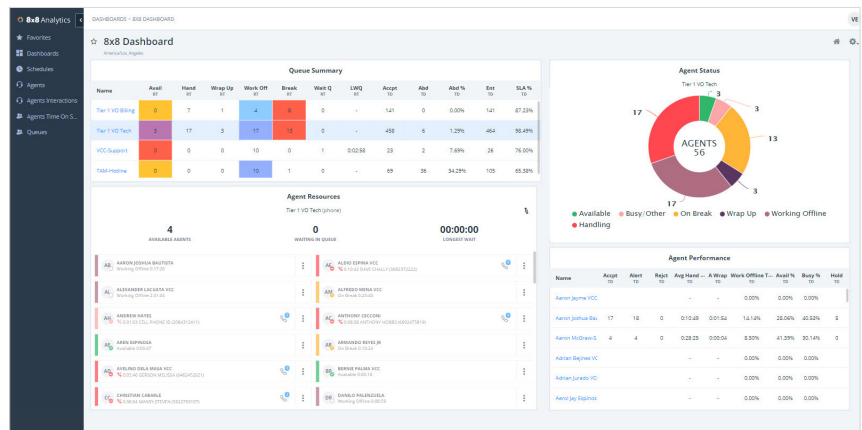
## Workforce Management (WFM)

Workforce management (WFM) with 8x8 provides forecasting and scheduling that simplifies the effort to predict interaction volume so that you can schedule the right skilled employees to various media channels at the right time of day.

## Contact Center Performance

Quickly identify significant trends in how you are serving your customers with “at a glance” visualizations on topics such as queues and agent performance. Identify high performing agents and those who need coaching or assistance.

Detect performance anomalies to catch issues before they become widespread. Create custom reports that help you see what is important to your business.





# Advanced Analytics Features—Business Phone

Features	Description	X2	X4	X6	X8
<b>Essentials</b>					
Company summary*	View more than 20 selectable columns of detailed information on call activity on any and all extensions	■	■	■	■
Extension summary*	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.	■	■	■	■
Call detail records*	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.	■	■	■	■
Active calls	Match inbound calls to outbound calls to find unreturned calls within the selected date range	■	■	■	■
Unreturned calls	Select and view detailed information for all direct inbound numbers (DIDs)	■	■	■	■
Calls by DID	See a participant list and exactly how long each speaker spoke	■	■	■	■
Meeting analytics*		■	■	■	■
<b>Supervisor</b>					
Business hours report	Customizable report based on company business hours, showing number of calls in and outside of defined business hours		■	■	■
Call quality	Reporting on call quality across PBX		■	■	■
Call Queue	Reporting on call queues		■	■	■
Device Status Report			■	■	■

\* Report available via Analytics for 8x8 Work API.

# Advanced Analytics Features—Contact Center

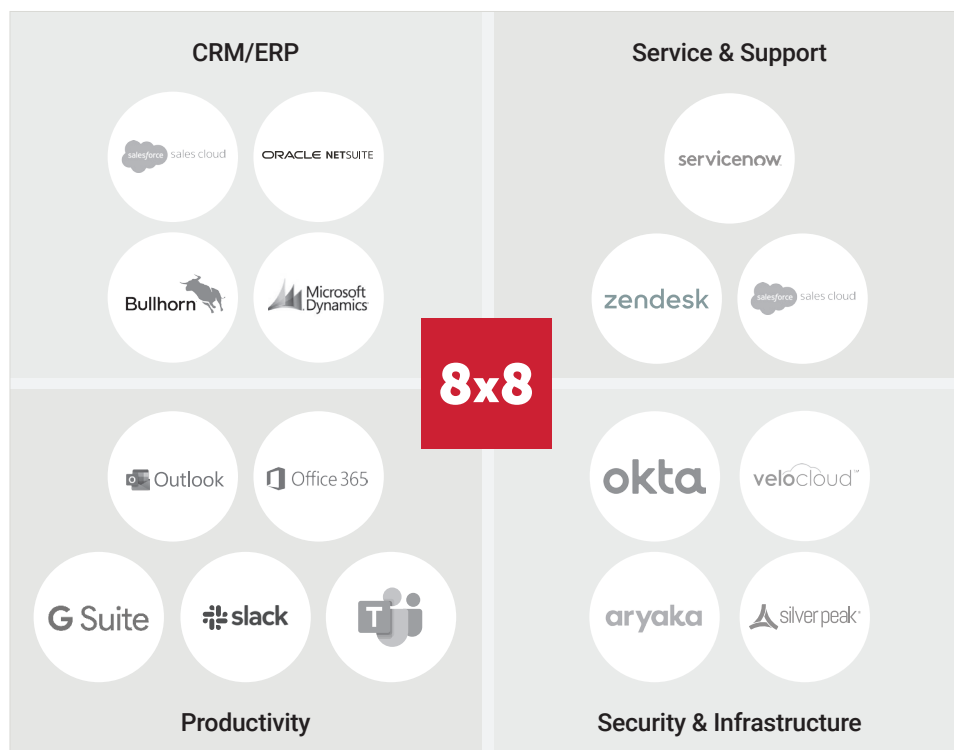
Features	Description	X6	X7	X8
Company summary dashboard	See a consolidated view of numerical and graphical details about call activities and metrics for any dates selected	■	■	■
Extension summary	View more than 20 selectable columns of detailed information on call activity on any and all extensions	■	■	■
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 center metrics	■	■	■
Contact center 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 8x8 Communications Into Your Business Apps Ecosystem

Connect your everyday business applications with X Series to enhance the experience of every conversation and keep your teams working faster. 8x8 integrates with dozens of enterprise CRM tools and productivity apps and you can also build your own integrations with our open communications API.

Combining communications with your business applications enables organizations to improve employee effectiveness and customer experience.



## 8x8 integrations will help you:

	<b>Simplify workflows.</b>	Perform critical, low-effort tasks and save your employees the time and cognitive overload of switching between different tools.
	<b>Get more out of existing tools.</b>	Users spend 10 hours on average connected to 8x8 each weekday. Increase usage with your company's existing business tools for customer relationship management, productivity, service and support tools and security and infrastructure
	<b>Reduce IT costs.</b>	Save IT admins, time and money by enabling quick integrations with your favorite business applications.
	<b>Improve customer perception.</b>	Use native integrations or build bespoke ones to present and capture relevant information through inbound screen pops to support better engagement with customers and prospects.



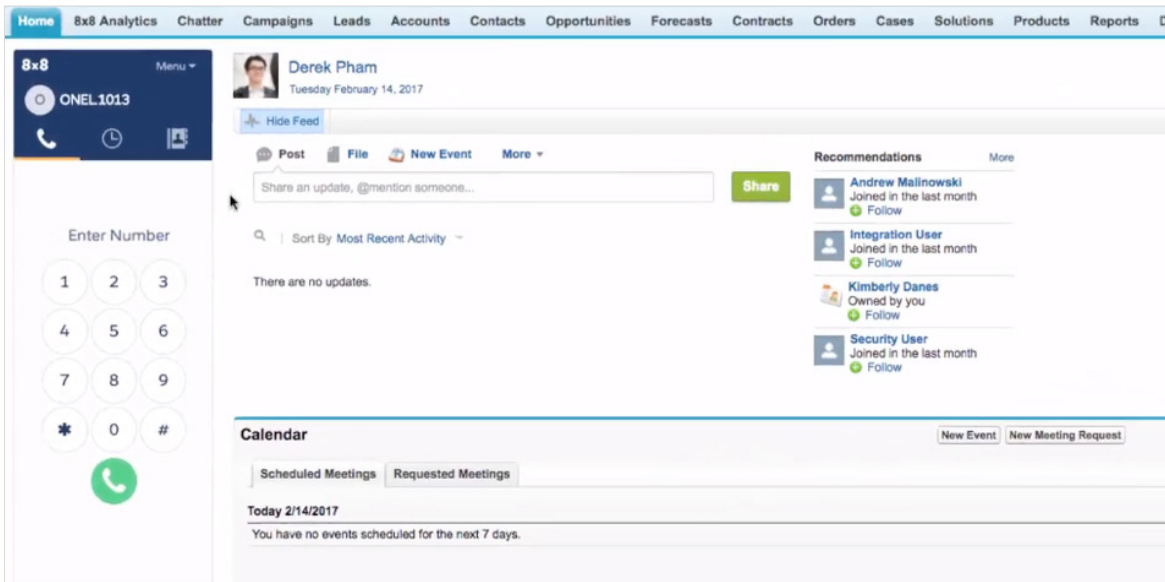
## Integration with CRM Systems

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. 8x8 supports over 25 packaged integrations including Copper, Freshdesk, Pipedrive, Hubspot, SugarCRM, Vtiger, Zoho, 1CRM, AgileCRM and more.

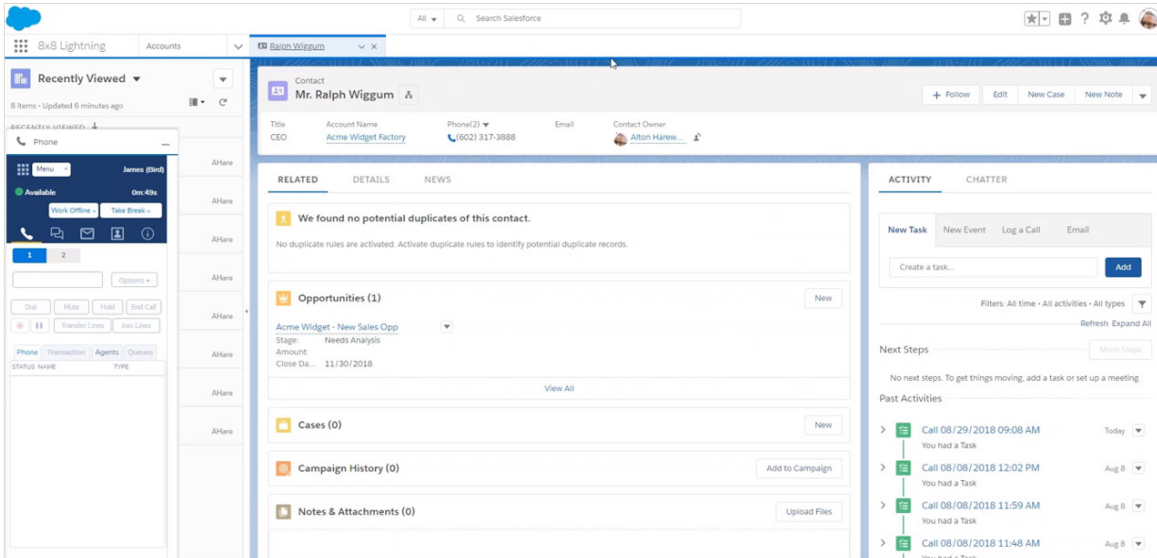


## Click-to-dial from within Salesforce

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



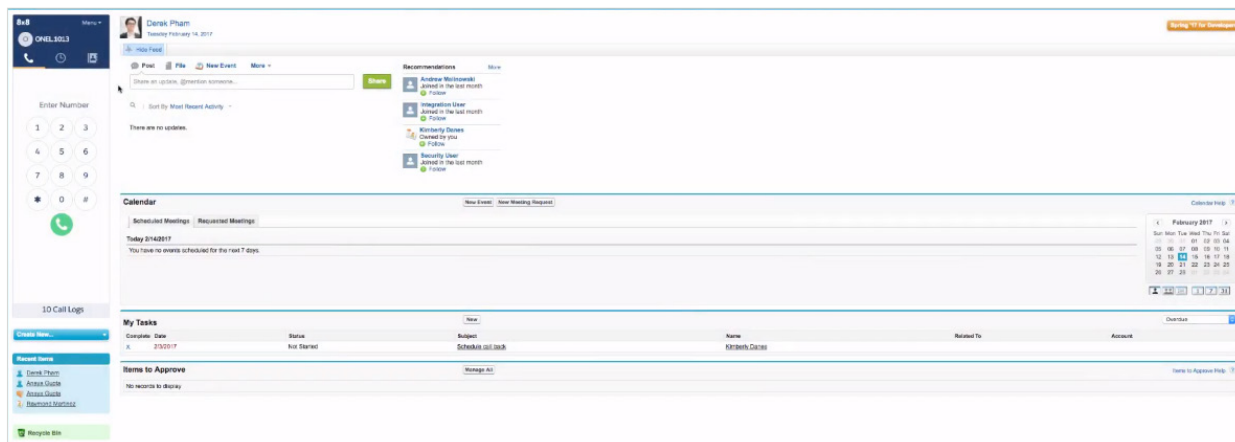
## Salesforce Integration: Contact center dialer within the Salesforce UI



## Salesforce Integration: Contact center agent interface within the Salesforce UI

## A single platform for customer information and communications.

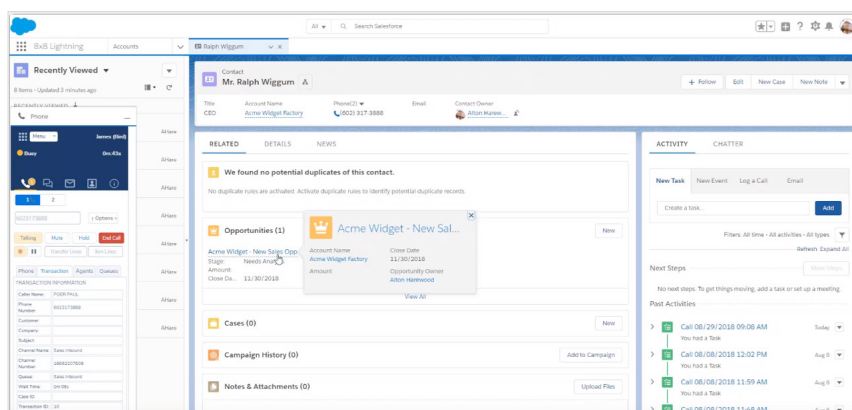
One user interface (UI), one experience—integrate all channels of communication within your CRM, making it easy to communicate and access information from a single location without switching between applications.



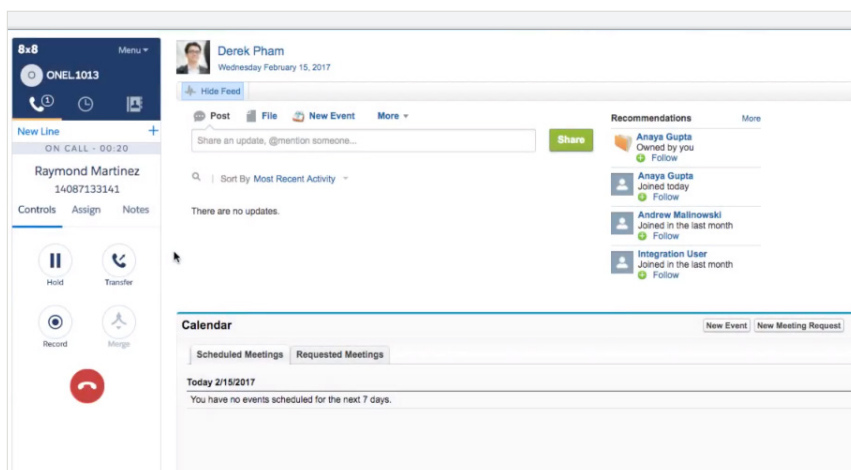
## Salesforce Integration: Single UI for both customer information and communications

### 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



### 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 it was successfully resolved. Additionally, follow-ups help you arrange the next step to accelerate your workflow.

## Salesforce integration: Easy call management



# Integration with Productivity Applications

## Microsoft Teams Direct Routing Integration

8x8 Voice for Microsoft Teams is a direct routing service that removes administrative complexities, allowing users to make and receive PSTN calls from Microsoft Teams on their desktop or smartphone. It complements the Teams experience through better call quality, analytics, number management and porting.

Organizations also benefit from quick deployment, and better commercial licensing that includes unlimited local and international calls to 47 countries, full PSTN replacement services in 42 countries, and DID, plus toll-free and Non-geographic numbers (NGN) numbers in more than 120 countries. That makes it especially suitable for organizations with hundreds or even thousands of users dispersed globally. 8x8 Voice for Microsoft Teams also includes native contact center support, call recording, comprehensive analytics, and support for third-party apps.

8x8 Voice for Microsoft Teams, gives your organization all the benefits of a global enterprise communication solution, saving you time and money without the hassle of managing a communications infrastructure, or changing your users' Teams experience.

8x8 Voice for Microsoft Teams provides the following key benefits:

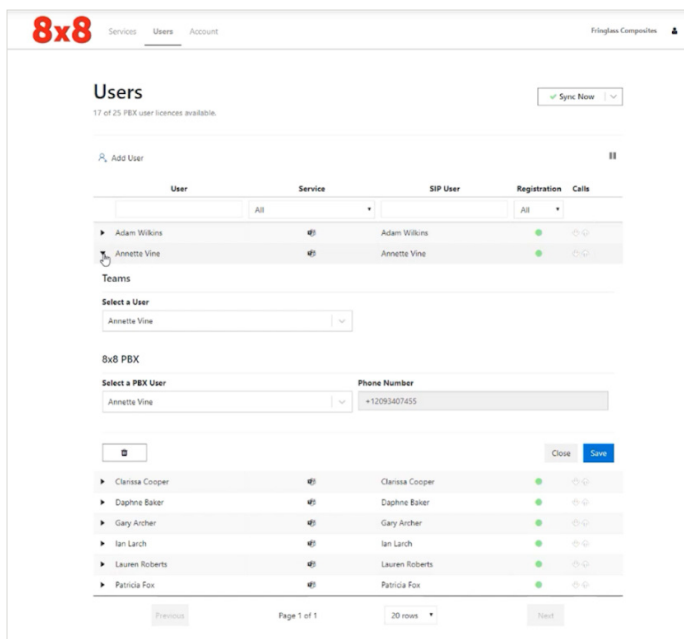
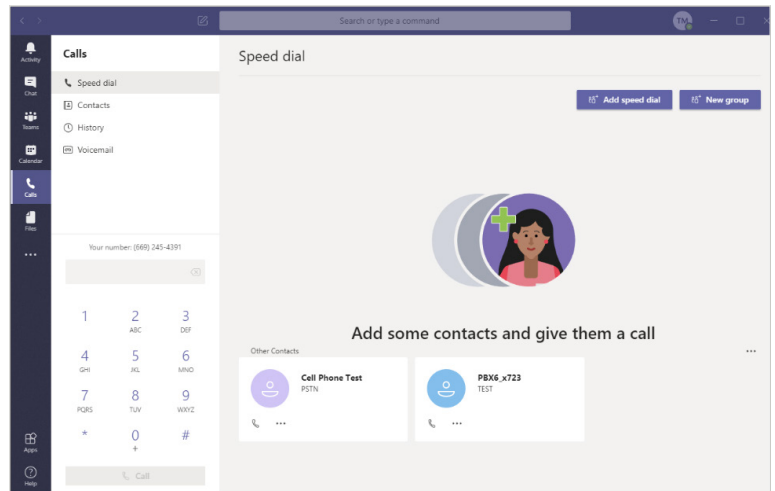
- Global PSTN access for Microsoft Teams users without changing the user experience.
- Access 8x8 Phone settings directly in Microsoft Teams.
- Full PSTN access for Microsoft Teams users in 42 countries, with toll free and DID numbers in 120+ countries.
- Unlimited calling to 47 countries depending on X Series plan
- A native contact center solution that integrates with Microsoft Teams.
- Native integrations with over 35 business applications such as Salesforce, Microsoft Dynamics and Zendesk.
- One platform for all users, regardless of whether they are Microsoft Teams users or not.

## The familiar Teams experience, with unbeatable global reach

Microsoft Teams is the primary collaboration hub for employees in organizations around the world.

Teams users can make and receive global calls right from the native Teams dialer thanks to direct routing with 8x8.

**The Microsoft Teams app (Desktop, Mobile or Web) remains the core user interface with 8x8 Voice for Microsoft Teams**



## Hassle-free setup, no capital investment required.

Keep using your existing phones, apps, and devices. Deploying 8x8 Voice for Teams is a simple process of connecting to your Microsoft 365 environment and selecting users to add.

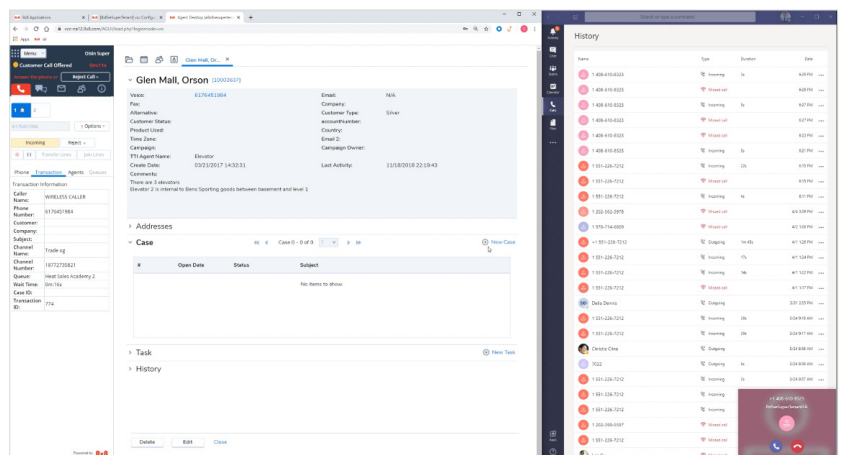
Once you're up and running, it's easy to manage and link Teams users to 8x8 voice services from the same integrated admin portal.

## Microsoft Teams integration: Simple Admin interface for adding Teams users to the 8x8 voice network

## Inject Teams with enterprise-ready contact center features.

Your contact center agents shouldn't have to learn a separate communications tool.

The 8x8 cloud contact center routes calls directly to Teams-powered support staff, improving customer service and supporting omnichannel interactions, call recording and more.



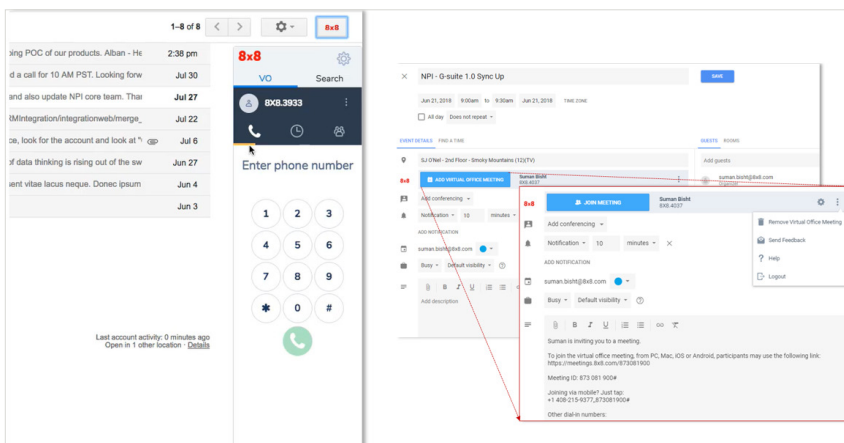
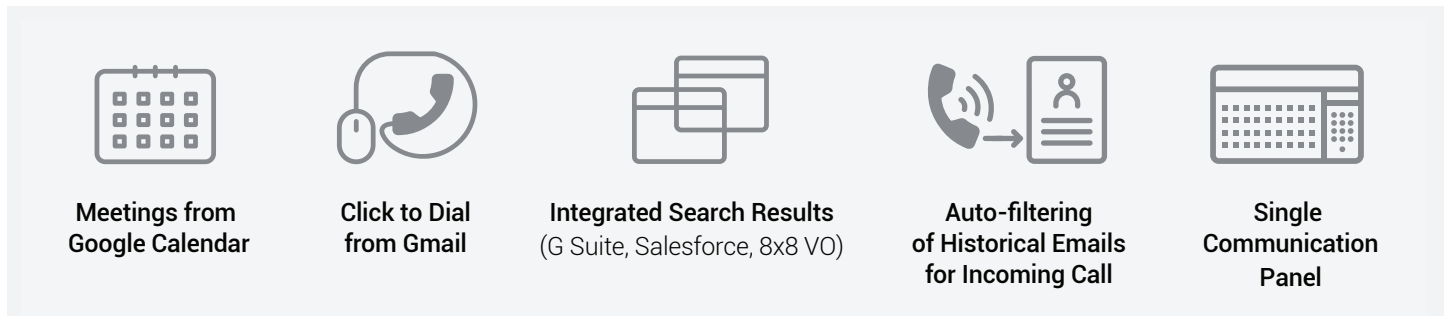
Contact center agents can process both incoming and outgoing calls using Microsoft Teams. A screen pop displays customer information during an inbound call, with the call connected in the 8x8 Contact Center.



# Google G Suite Integration

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.



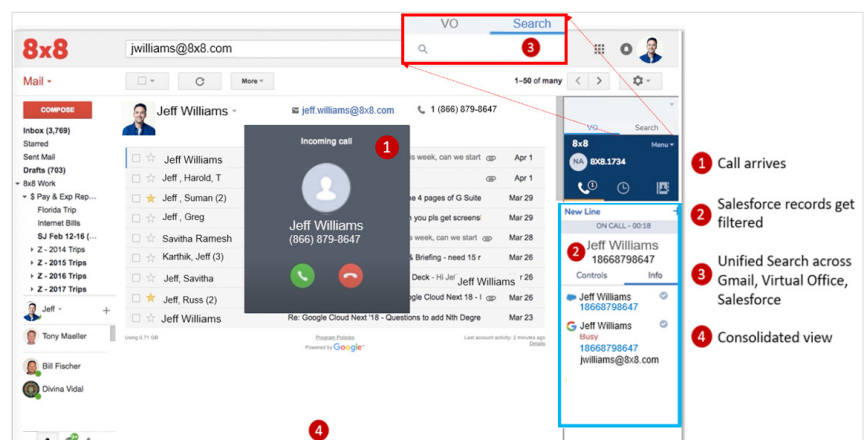
## Integrated softphone

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

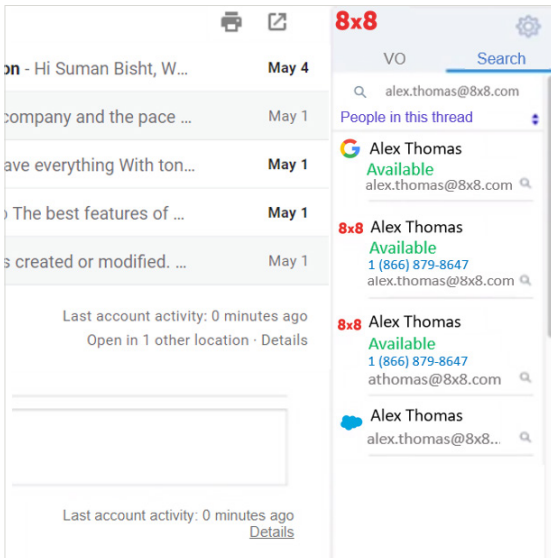
## G Suite integration: Click-to-dial within the Gmail UI

## 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



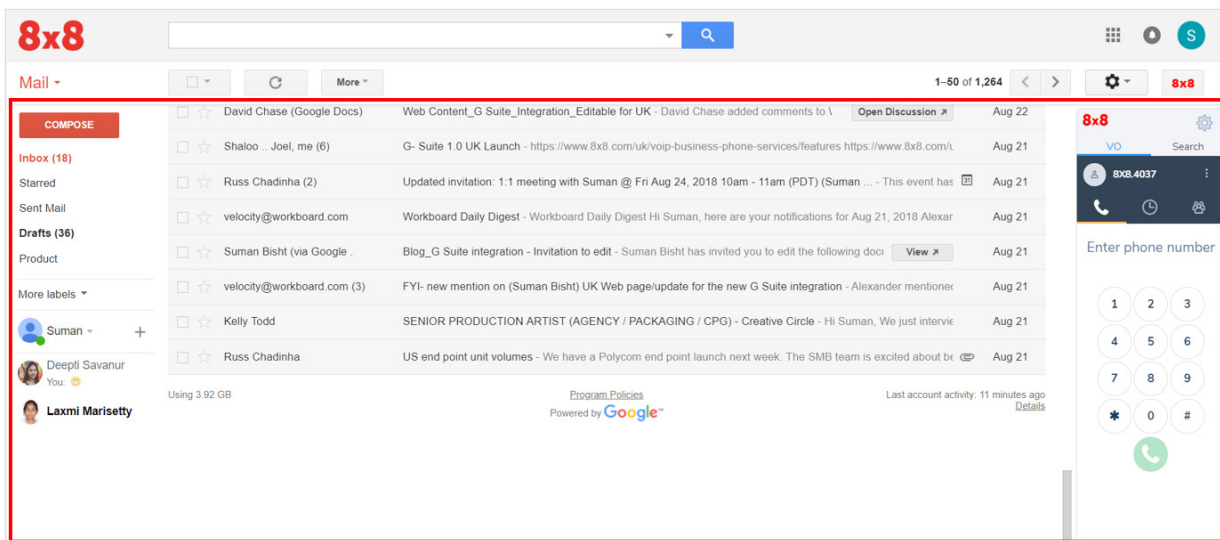
## Integrated search

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.

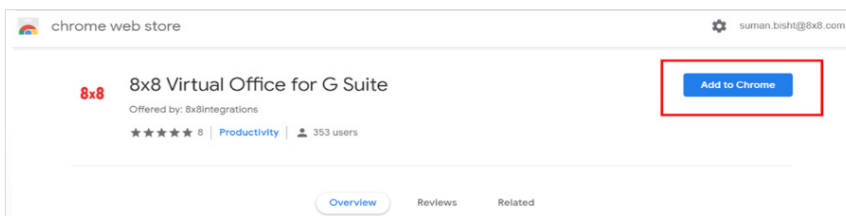
**G Suite integration: One click search across all the connected platforms**

## A single interface to engage users.

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**

# Integration Features and Supported Apps

Features	Description	X2	X4	X6	X8
Active Directory authentication	Integrate with Active Directory to manage user access to 8x8 services	■	■	■	■
Single Sign-on	Use Single Sign-on for easy authentication	■	■	■	■
Okta integration	Create, update, deactivate and reactivate users. Automatically synchronize Okta Active Directory users and groups into 8x8 Configuration Manager.	■	■	■	■
Web dialer for web browser (Chrome, Internet Explorer)	Click any phone number on a website to instantly initiate a call through 8x8	■	■	■	■
Calendar integration (Google and Office 365 plugins)	Calendar integrations to start, join and edit 8x8 Meetings	■	■	■	■
Outlook integration	Outlook plugin offers click to call from within the Outlook directory and emails	■	■	■	■
8x8 Voice for Microsoft Teams	Direct Routing Integration for Microsoft Teams. Available as an add-on at no cost.	Add-on	Add-on	Add-on	Add-on
Integration with Skype for Business	Initiate 8x8 call with one click within Skype for Business	■	■	■	■
Office 365 integration	Schedule, start or join meetings with our Office 365 plugin	■	■	■	■
G Suite integration	Plug-n-play integration with G Suite offers 8x8 features right within the G Suite experience. Features include click to call from within Gmail and Google Docs, call pop up, integrated search and extend connectivity to Salesforce.	■	■	■	■
Slack integration	Use '/8x8' commands to add voice and video conferencing to Slack	■	■	■	■
Salesforce integration	Get context at the speed of conversation. The 8x8 for Salesforce integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search.	■	■	■	■
Microsoft Dynamics 365 integration	Integration features include click-to-call, window pop-up, auto logging of call, chat, voicemail, call recording	■	■	■	■
ServiceNow integration	8x8 Integration for ServiceNow combines IT service management and communications. Integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search.	■	■	■	■
Zendesk integration	Integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search	■	■	■	■
NetSuite integration	Combining communications and ERP to provide one experience. Integration offers window pop up with caller information, auto logging for calls and integrated search.	■	■	■	■
Bullhorn integration	Improve productivity and boost placements with 8x8 and Bullhorn	■	■	■	■



## Integration Features and Supported Apps—Continued

Features	Description	X2	X4	X6	X8
Customization and new integrations	8x8 Dynamic Integration Framework makes it easier and faster to integrate communication with 3rd party business applications.	\$	\$	\$	\$
200+ additional integrations	8x8's framework allows quick integration with different user applications to provide a seamless experience	\$	\$	\$	\$

## SD-WAN Solutions

Features	Description	X2	X4	X6	X8
Aryaka Partnership	Aryaka provides an all-in-one SD-WAN, private backbone and managed service solution	■	■	■	■





## Industry-Leading Security and Compliance Certifications

Products designed for the enterprise must meet wide-ranging, demanding customer security and compliance requirements. 8x8 is dedicated to achieving security and compliance certifications to meet the needs of companies across industries. 8x8 communications solutions have strong data-in-motion encryption and use AES 256 encryption for data at rest to protect customer data. As a result, national and multinational organizations choose 8x8 to help them comply with strict standards, protect their reputations, and secure their customer data.

All 8x8 services undergo rigorous software code security stress testing using Coverity tools. No other cloud communications provider has achieved 8x8's level of advanced, third-party annual audit and verification.

### Trust and Transparency

8x8 launched the 8x8 Trust Center to share security measures, compliance standards, and reliability and uptime guarantees in support of organizations' customer engagement, communications and continuity needs across the globe.

For increased transparency, 8x8 customers can view overall service status to get the latest detailed network updates and monitor service uptime.

### 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

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 Centers

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

### 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 with customers that require a BAA.



## Data Residency

8x8 data centers are distributed across five continents, with presence in the US, Canada, UK, Germany, Australia and Hong Kong for region-specific jurisdiction.

## 8x8 Industry-Leading Security and Compliance

- FCC Consumer Proprietary Network Information (CPNI) compliance
- Health Insurance Portability and Accountability Act (HIPAA) compliance
- National Institute of Standards and Technology – NIST 800-53 R4
- Federal Information Security Management Act (FISMA) compliant
- Standard Contractual Clauses (SCC) for data transfers between EU and non-EU countries.
- ISO 27001:2013 and ISO 9001 certified
- Certified PCI-DSS 3.2.1 SAQ-D Solution Provider
- Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP)
- One of the first cloud computing companies to comply with GDPR
- UK Government G-Cloud Supplier
- UK Government Cyber Essentials Plus accreditation

## Global Presence

Features	Description
<b>Connect to anyone, everywhere</b>	8x8 X Series provides a range of service plans that can be mixed-and-matched to the different needs of your users. This includes unlimited calling to specific countries, for no additional cost, with up to 47 unmetered destinations available.
<b>Global service, local experience</b>	8x8's global solution includes local interconnect in over 40 countries. This enables customers to access local inbound and outbound PSTN services, combined with the global unified communications capabilities of 8x8 X Series.
<b>Operate from anywhere</b>	8x8 delivers the flexibility of inbound number support in over 120 countries. This enables customers to establish virtual presence in all the markets, where they do business, whether they have a local office or not.
<b>Global Reach</b>	Through 8x8's patented technology, communications are automatically routed to the nearest data center to deliver superior call quality and conversations that sound and feel natural. The 8x8 Open Communications Platform is underpinned by the combination of sixteen geographically redundant data centers and a distributed global public cloud infrastructure. This provides the seamless connectivity, in-built resilience, and security that customers demand for their organization-wide communications systems.
<b>International Virtual Presence DID and Toll-Free Numbers</b>	8x8 delivers the flexibility of virtual number support in over 120 countries. This includes the ability to add national toll-free or geography-specific direct inward dial (DID) numbers. In addition, in a subset of over 40 key markets, 8x8 is also able to port existing numbers to its communications services. All numbers are enabled via Tier 1 carriers and provide distributed businesses and multinational organizations with the combination of robust connectivity and efficient call coverage worldwide.
<b>Enhanced Call Services— Local PSTN Replacement</b>	<p>With PSTN replacement services in over 40 countries, 8x8 enables remote staff and regional offices to make calls, just as if they were connected via a traditional local landline, but with the value-added benefits of the 8x8 open communications platform.</p> <p>For full PSTN countries, partnerships with in-country carriers ensure the local routing of all inbound and outbound traffic. This ensures optimal call quality, local caller ID, access to emergency numbers and local dialing without the need for additional dial-prefixes.</p>

Consistent Experience 8x8 service plans provide a localized experience for office-based or roaming users alike. The 8x8 Work app, provides a common user interface for calls, chat and meetings, for desktop or mobile devices. 8x8 also supports a catalogue of premium-branded 3rd party devices, from cordless to desktop and conference phones to help businesses standardize the office and remote-working environments that they support.

# Putting It All Together: X Series Vision Blueprint

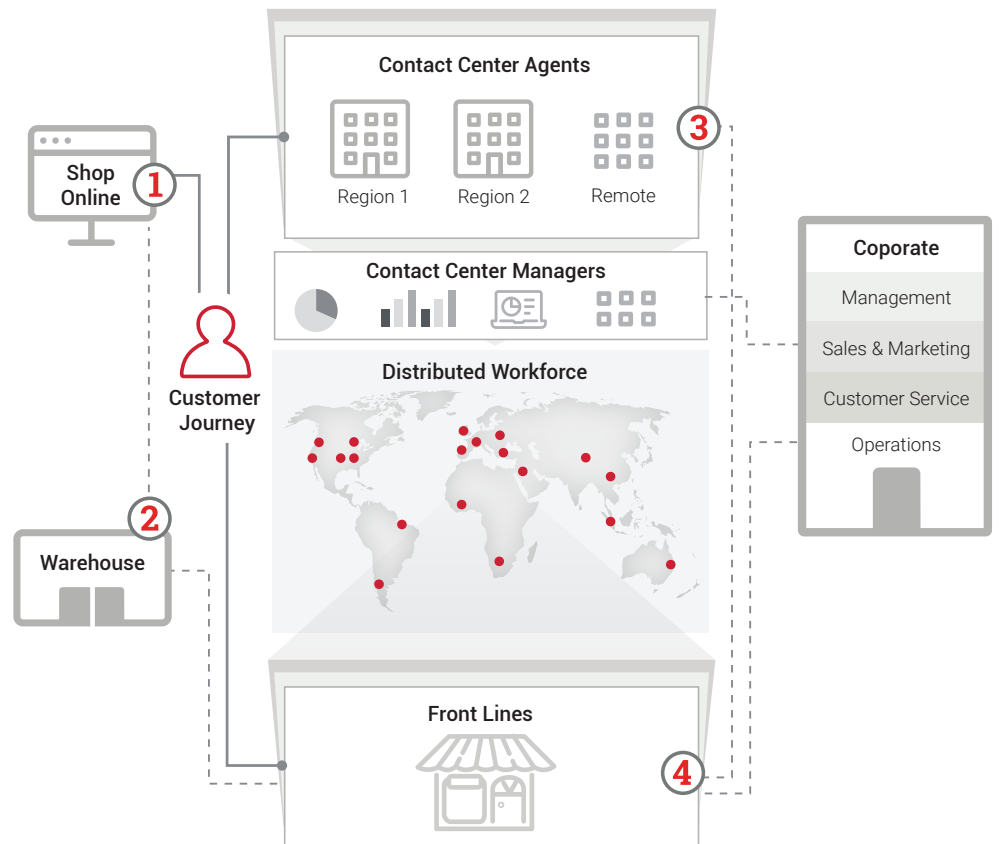
Voice: Cloud-based  
phone service with  
plans designed for  
specific roles

Video Conferencing

Team Messaging

Contact Center

Analytics



**1.** Enable a personalized multichannel experience with ability to track the customer journey across online, contact center 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 center communication

Increase associate productivity

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

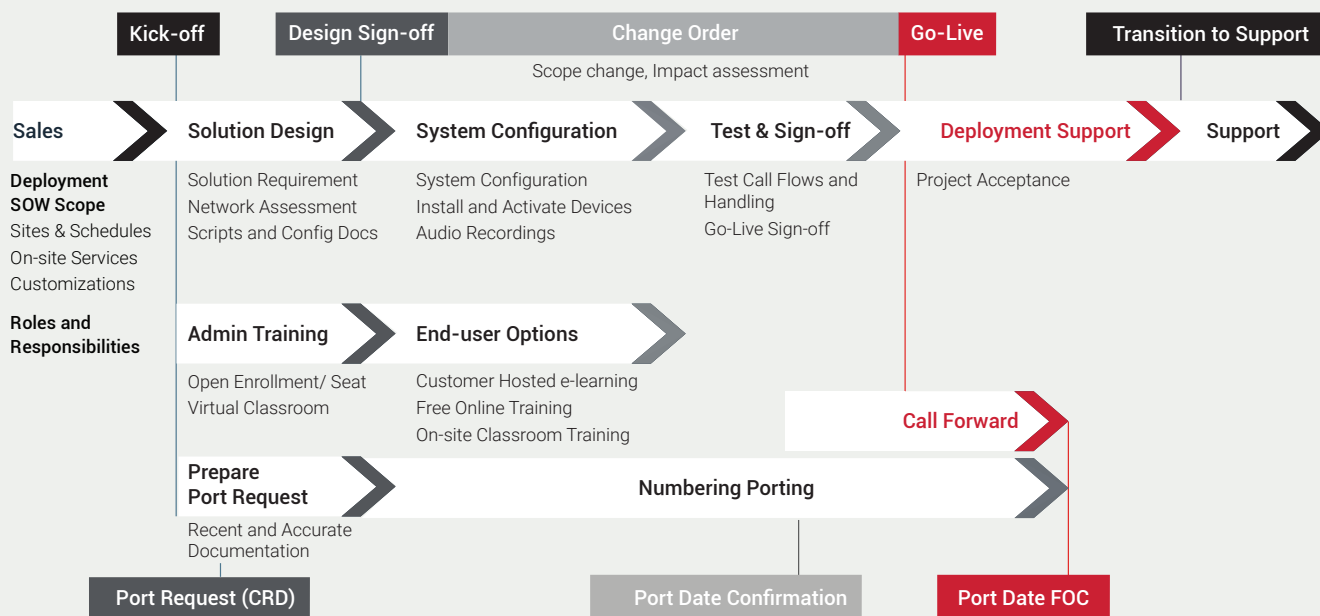


# Deployment

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 consider 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 center 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

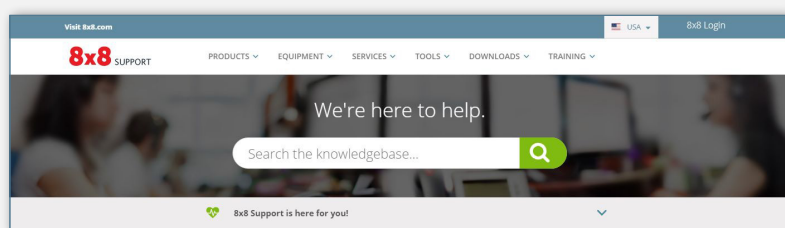
8x8 understands that communications are key to any business. Without effective communications customers, prospects, partners, and internal employees cannot connect and collaborate. 8x8 has built a global network of operations and customer service centers located in Singapore, Australia, Philippines, 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



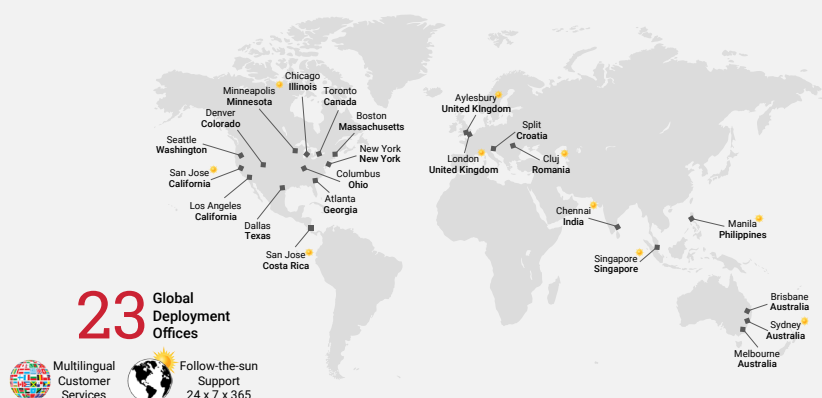
#### Support Portal

- 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.

### Global Support Locations – 24x7x365



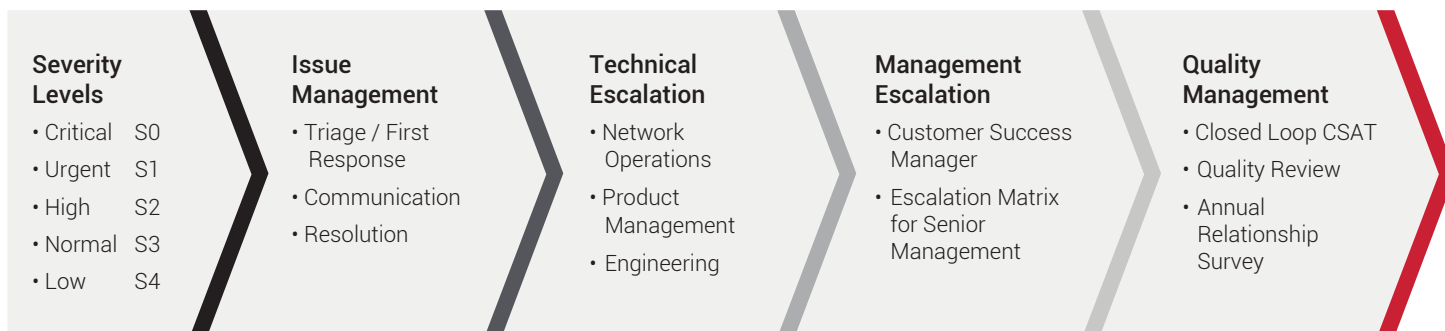
## Support

8x8 provides global, follow-the-sun support with 6 support locations around the globe.

- 24/7 Global follow-the-sun Support
- Co-Location with Network Operations Center
- 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 can 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)

\* Customer Success Managers are assigned to accounts that meet specific criteria.

# Peace of Mind

8x8 has been named a Leader 9 times in the Gartner Magic Quadrant Leader for UCaaS and recognized 6 times in the Gartner Magic Quadrant for CCaaS. We believe this is due to our commitment to delivering the best communications experience. With over 240 patents, 16 data centers across the globe and the highest levels of security and compliance, we can guarantee your call quality in the contract.

## Enterprise Grade Cloud Model



### IP Agnostic Access\*

99.99% SLA for uptime and voice quality over the public internet



### Highly Available Geo-redundancy \*

< 30 second failover between POPs



### PSTN Access

20+ PSTN carriers to provide world coverage



### 911 Service

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



### POPs

Top tier geo diverse data centers strategically positioned for global reach



### Service Compliance

Code scanned by Coverity for code based security



### Geo Routing\*

Automatic Localized Signalling and Voice



Asterisk (\*) indicates patented services

## Turbocharging the 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 most 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 center associates on a common communications system is especially relevant to businesses today. This empowers contact center 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 can 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.

Visit [8x8.com/x-series](https://8x8.com/x-series).

**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 center 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](https://www.8x8.com), or follow 8x8 on LinkedIn, Twitter and Facebook.

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