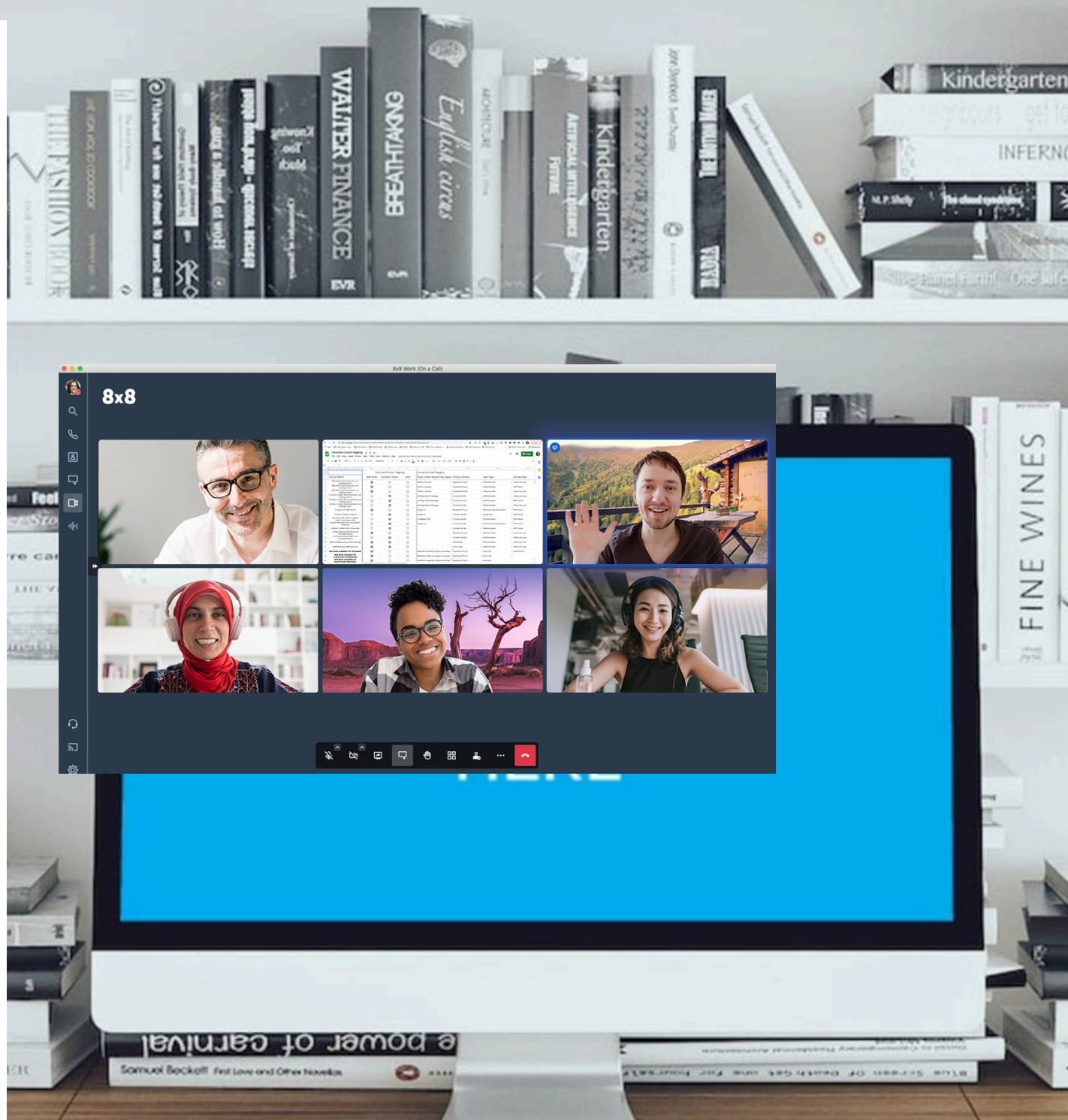


# Why 8x8

Go big with the #1 business phone, video, chat, and contact centre platform.



8x8



A little bit about  
8x8





# A little bit about 8x8

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8x8, Inc. (NASDAQ: EGHT) is transforming the future of business communications with the leading combined contact centre, voice, video, chat, and API cloud platform.

8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time business analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and transform their business. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, Twitter and Facebook.



# Global Service, Local Experience

Communications and collaboration  
wherever your business takes you.



# Explore Global Coverage

**Geographically diverse cloud regions strategically located for optimum global reach and platform resilience.**

8x8 empowers multinational enterprises to improve employee productivity and deliver superior customer experiences via both desktop and mobile apps and traditional desk phones.

With a truly global footprint, spanning six continents, the 8x8 eXperience Communications as a Service (XCaaS) Platform lowers the total cost of ownership and reduces complexity while optimising communications quality, reliability and security.

With PSTN replacement services in over 55 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 8x8 XCaaS.

## 8x8's Global Reach



# Global Service, Local Experience

Enterprise-grade communications and collaboration wherever your business takes you.

## 55+ Countries

Build a presence and support users, in over 50 countries with 8x8.

## 100+ Countries

8x8 offers global support for a range of products and services.

## 24x7x365 Support

10 multi-lingual customer support teams, strategically located around the world.





# Modern Communications for Manufacturing

Unlock productivity and innovation  
with reliable, modern communications.

To infuse speed and agility into a manufacturer's DNA, digital leaders must dissolve the distinctions between the top floor and shop floor.

As manufacturing companies retool their operations and digitally transform, a fresh approach to communications is also needed.

With 8x8 you can create a customer experience ecosystem with a single communications platform that integrates with business applications and connects employees across the top floor, shop floors, locations and geographies to improve collaboration and enhance operational efficiency..

# Transform CX in manufacturing with modern cloud communications

## Powering speed and agility for manufacturers

Mix and match endpoint devices with DECT phones for loading bays and warehouse environments, mobile applications for workers in the field and intuitive desk phones and softphone applications for office staff. The 8x8 solution connects all devices and employees seamlessly.

- **Ensure reliable, secure communications** The industry's only platform-wide, financially backed 99.999% SLAs and global reach.
- **Increase customer and employee satisfaction** Centralised provisioning, managing and monitoring of communications to improve collaboration.
- **Increase operational efficiency** Cross-platform AI and analytics across all communication channels for better decision-making.
- **Gain deeper customer insights** Unified journey analytics provide essential information and trends across all communication channels to improve operational efficiency.





# A global manufacturers perspective

CIO unifies all communications on a global platform with 8x8

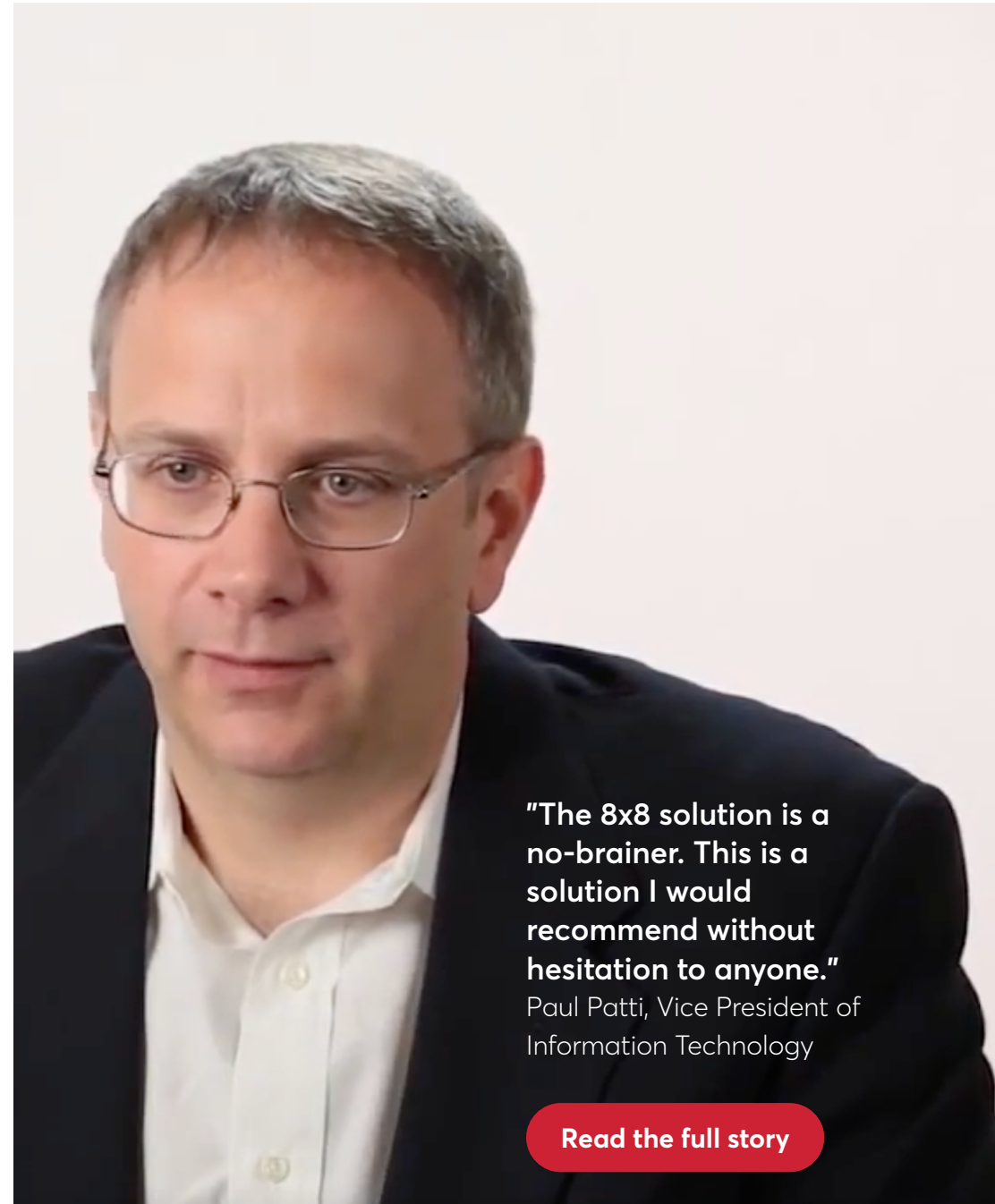
**Founded in 1947, RPM International Inc. is an American multinational company with subsidiaries that manufacture and market specialty coatings, sealants and building materials.** To support its global expansion, RPM Performance Coatings Group needed to replace a network of local Nortel hardware-based PBXs with a cloud solution. Only 8x8 offered voice, video and contact centre functionality from a single vendor that could provide service worldwide—and could run over the open Internet without private voice lines.

## Challenge

- Inflexible legacy solutions that were difficult to adapt to changing needs.
- Needed solution to run solely over the open internet without new phone lines.
- Needed a solution that could adapt as the business expanded.

## Result

- Reduced costs and complexity.
- Increased productivity through easier administration.
- Increased connectivity and collaboration for remote and mobile workers.



**"The 8x8 solution is a no-brainer. This is a solution I would recommend without hesitation to anyone."**

Paul Patti, Vice President of Information Technology

[Read the full story](#)

# Our Products

Integrated contact centre, voice, video, chat, and embeddable communications.





## Feature rich-cloud business phone for any organization

- Enterprise-grade PBX features, such as auto-attendant, unlimited global calling, voicemail, flexible call flow rules, and number coverage in over 100 countries.
- 8x8 Work enables you to consolidate multiple apps for video conferencing, team messaging, and telephony into one.
- Team messaging is available anytime, from any device. You can move from a group chat to a video conference with one click, making work easier and faster.
- User presence including Microsoft Teams.

[Find out more](#)

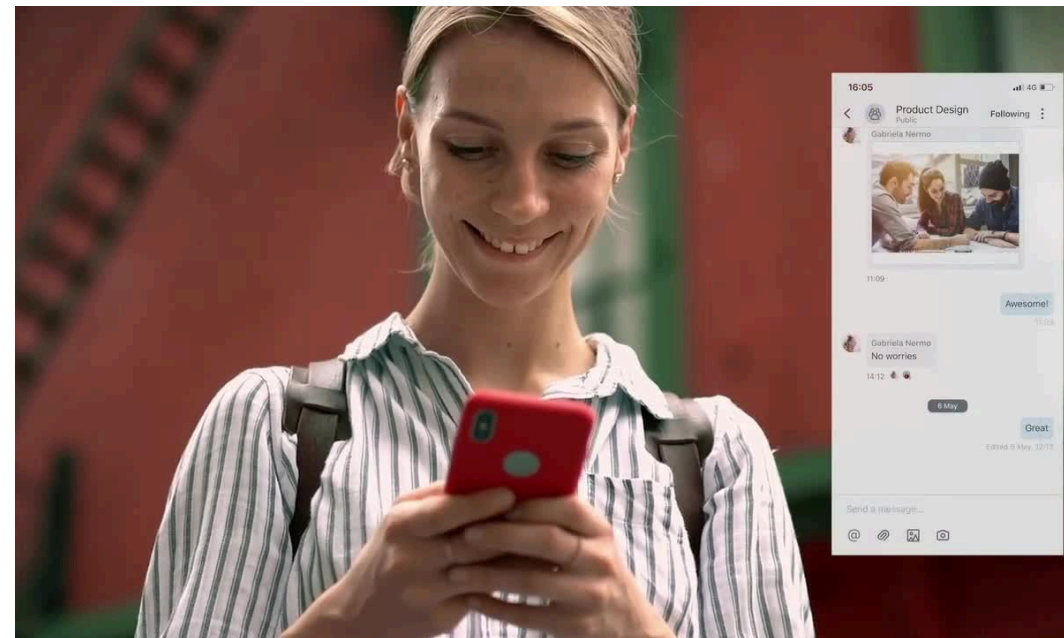
# Business Phone

Employees need to have the right communications technology to do their best work, starting with voice and telephony. Employees with modern communications tools are also seeing the tangible results of having the right technology. Forrester's recent Future of Work Survey found that only 52% of US employees think that their company has the technology resources to allow people to work remotely successfully.

Streamlining your employee communications can help you transform your organization and empower your employees to work smarter, faster, and more efficiently. 8x8 Work is a cloud-based app that brings together business telephony, video meetings, and team messaging.

In a distributed organization, inconsistent and disconnected phone systems are difficult to update. They can not quickly adapt to change and often lack accurate, timely analytics and reporting. Consolidating to one cloud for communications can reduce costs while offering higher quality service

to end-users. Doing so allows you to save money on upfront capital investment and initial hardware purchases. You can also eliminate annual maintenance and support contracts, and reduce the high costs of maintaining different telephony carriers for specific offices.



## Provide real-time team messaging

- One unified chat experience for mobile and desktop app users.
- Users are added automatically from your company directory.
- Launch audio and video calls with a single click right from the chat thread.
- Share documents and files across 1:1 and group chat rooms.
- Designate group chat rooms as private, invite-only or public. You can even limit access to a subset of users.

[Find out more](#)

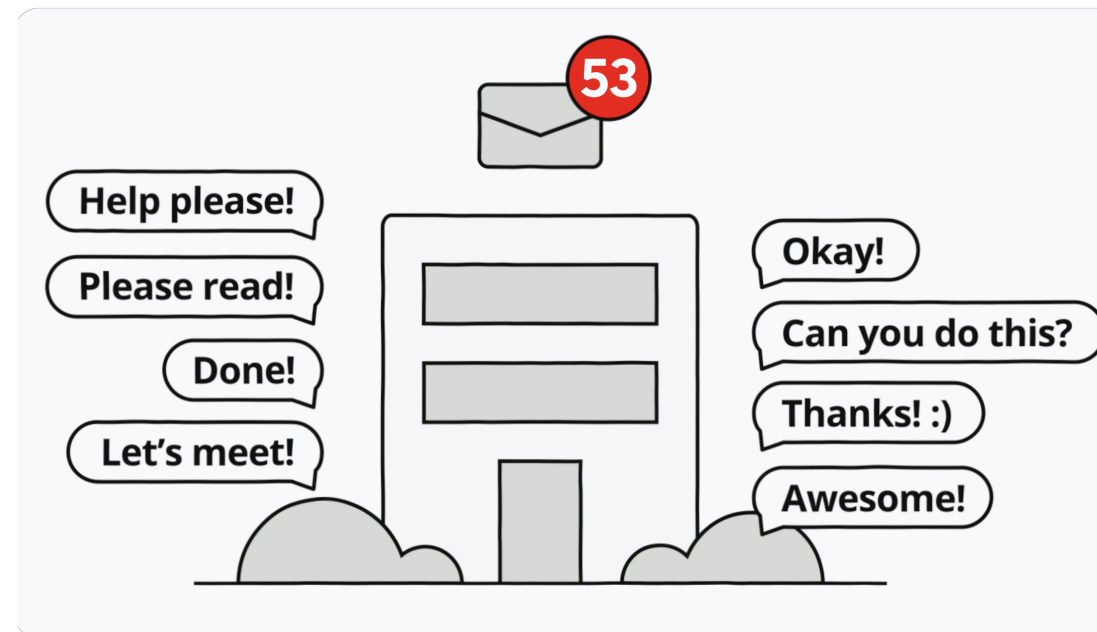
# Messaging

Team messaging is the staple of in-office communication. These apps extend instant messaging, text messaging, private rooms, file sharing, and integrations with third-party apps into one hub for collaboration. The result is a single place to chat with colleagues, managers, and even business partners in real time.

Team messaging is part of the 8x8 Work app and is available anytime, from any device. You can move from a group chat to a video conference with one click, making work easier and faster. Unlike other team messaging applications, 8x8 provides instant access for all employees, enabling collaboration across departments, business units, and project teams.

8x8 Work supports public and private rooms and enables employees to collaborate on different topics. You can @mention people, share files, send emojis, view read receipts, see someone's presence, follow or unfollow specific rooms, and control your notifications. 91% of enterprises

using team collaboration software use two or more apps. That's why 8x8 provides real-time interoperability with over twenty third-party chat applications, enabling all messaging apps to work as one within and across companies.





## The only video conferencing solution your business needs

- High definition video conferencing on any device for up to 500 participants.
- Enterprise grade reliability and availability for a business of five or 5,000.
- Rich content sharing and collaboration.
- 100% secured and encrypted.
- Participants have the ability to customize their meetings by blurring their background or selecting an image to use as a virtual background.
- Advanced moderation controls including host delegation, meeting lock, participant lobby and participant permissions.

[Find out more](#)

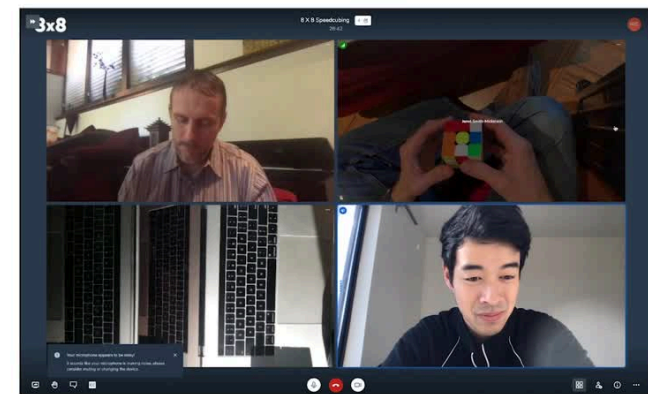
# Video Conferencing

In today's business environment, employees demand faster, easier, and more engaging communications solutions to enhance their productivity and collaboration among partners and team members. That's why video conferencing solutions have evolved into the beating heart of online collaboration.

8x8 Work enables you to consolidate multiple apps for video conferencing, team messaging, and telephony into one. Instead of asking your employees to download three or more apps, they now only need one—no more swivel chairs for them! With this level of integration, it takes just one click to move from call to chat to video conferencing while maintaining content and context along the way.

In addition, 8x8 Work allows employees to host and manage large audio and video conferences with up to 500 participants from a web browser, desktop, or mobile device. It extends the value of 8x8's services and helps you avoid the need to purchase third-party conferencing solutions.

With 8x8 Work, participants can join video meetings with one click using an Internet browser without needing to download plugins or special software. Guests can also dial into meetings from any phone, with local or toll-free numbers available in over 60 countries and territories.



## The integrated contact centre

- **Inbound/Outbound:** Effortlessly route and handle all customer interactions.
- **Digital channels:** Easily connect with customers across their channel of choice, including voice and digital.
- **Self-service, Automation & AI:** Greet customers with intelligent self-service solutions that improve every experience.
- **Integrations:** Take advantage of endless integration possibilities for enhanced employee and customer experience.
- **Reporting & Analytics:** Keep a pulse on every facet of the business with powerful, yet simple analytics for all interaction channels.

[Find out more](#)

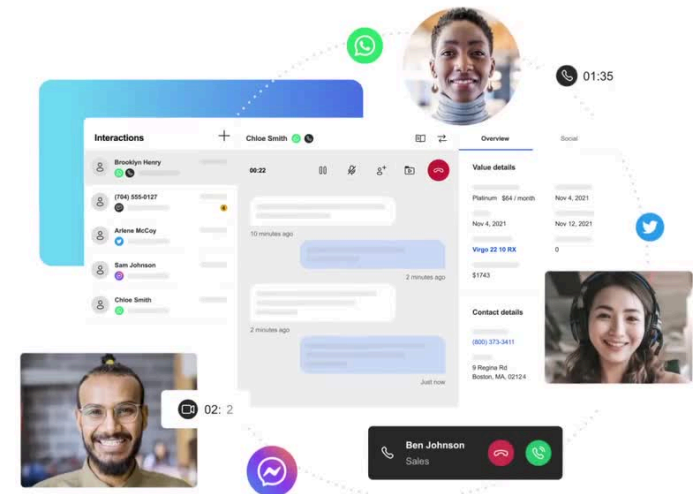
# Contact Centre

8x8 Contact Centre is a complete and secure solution that helps organizations facilitate strong employee engagement and operational effectiveness for customer experience success. With a highly available, secure, reliable and flexible platform, businesses are able to maximize growth potential through a solution that encourages mobility, agility, and productivity.

8x8 Contact Centre Reporting & Analytics is a powerful, yet simple set of reporting tools that helps contact centre leaders keep a steady pulse on their operations. Reports, dashboards, wallboards, and widgets are easy to set up and use right out of the box.

The integration-friendly architecture of 8x8 Contact Centre makes it easy to leverage pre-built integrations or use APIs to support additional integration possibilities. Integrate with leading CRM, ERP, WFM, helpdesk, and productivity applications to create one system of engagement.

When it comes to your customer data, 8x8 Contact Centre makes it easy to integrate and connect multiple applications to 8x8 Agent Workspace to eliminate screen pops and toggling between screens to effectively service customers.





## Provide real-time team messaging

- Improve agent performance and productivity with rapid presentation of qualified, connected calls.
- Increase revenue with dynamic list management and effective agent utilization.
- Ensure timely responses and actively manage agent answering processes to meet business objectives.
- Support Do Not Call regulations and provide the tools to support compliance efficiently and effectively.

[Find out more](#)

# Contact Centre: Outbound

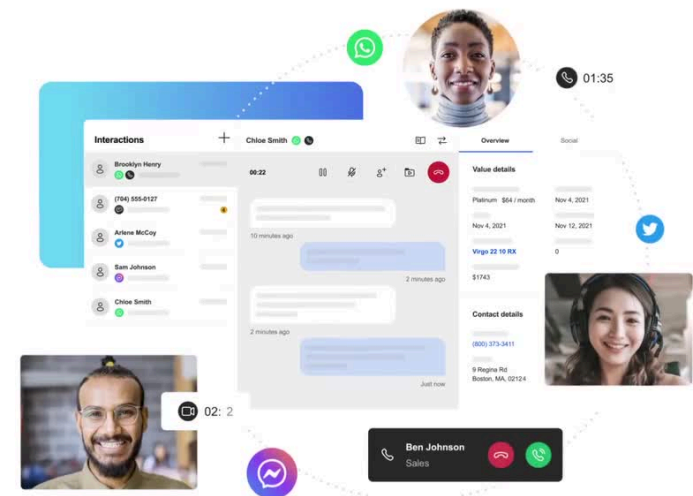
8x8 Auto Dialer offers a range of options to amplify proactive communications by making how you connect with your customers more effective.

Leverage advanced automation with preview, progressive, and predictive dialing modes that improve campaign performance and maximize agent productivity. Empower your sales and support teams to connect with prospects and customers.

8x8 Automated Dialing helps you better utilize agent or sales reps' time. Simplified list management, quicker identification of failed connections, and more efficient dialling capabilities accelerate outbound campaigns so you can ignite communications.

Improve connection rates with intelligent dialling, and accelerate agent productivity by reducing effort spent filtering outbound lists so they can focus on business opportunities. 8x8 Outbound Dialer offers options to meet the requirements of any business looking to proactively

communicate with customers. Make use of a range of features to support your automated dialling compliance. Personalize customer outreach to ensure seamless communication upon connecting with your customers.



## One system of engagement for all channels

- Email
- Chat
- SMS
- Social Media
- Messaging Apps
- Co-Browse

[Find out more](#)

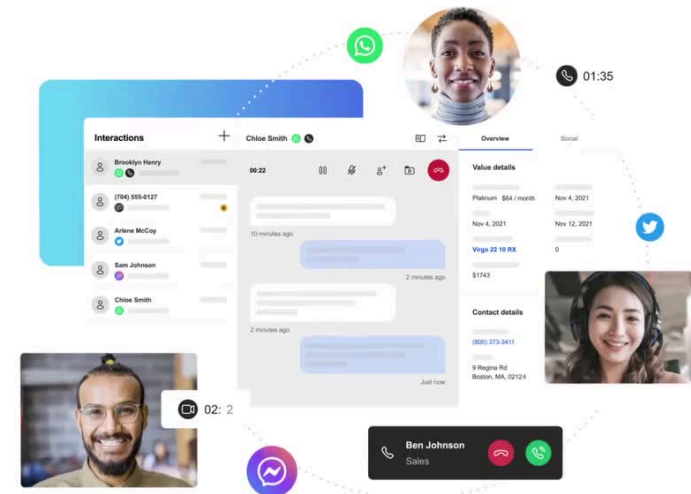
# Contact Centre: Digital Channels

8x8 Digital Channels is an interaction routing solution that enables contact centres the ability to enhance customer experiences by providing freedom in channel choice when interacting with the business.

Ensure continuity across all digital channels, handled from a single solution. Handle all interactions through a single pane of glass and intuitive workflows for all your channels. Holistic reporting across all channels delivers a simplified, single source of truth. Reduce cognitive load by providing a digital channel experience in a single pane of glass and an easy-to-use interface.

Easily personalize the customer journey across channels, by providing agents with access to customer data via Agent Workspace. Impress customers by delivering continuity across all channels offered. Improve operational efficiencies by deflecting basic interactions to

more transactional channels. Identify assumptions and discover areas of improvement within the customer experience across the entire organization. Mitigate risk by easily adding or subtracting digital channels from your environment to find the best fit for consumer demands.





## Easy Administration

- Role-Based Access Controls
- Multi-Site Support
- User Provisioning
- Cost Centre
- Emergency Services

[Find out more](#)

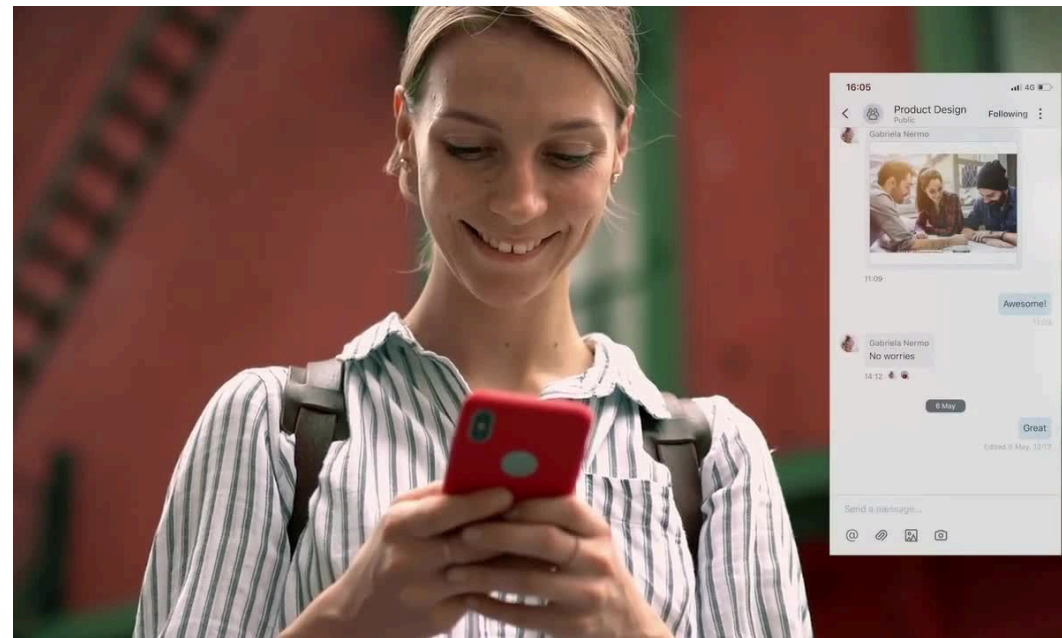
# Administration

8x8 offers scalable communications with unified administration—which is not available with a combination of best-of-breed solutions. That provides a single source for license management, managing user types, provisioning, and configuration. It also provides a single pane of glass for system monitoring and saves a significant amount of administrator time.

With a multi-platform solution, an admin needs to configure and provision each user in each system, which leads to errors like misconfigurations. The eXperience Communications Platform™ streamlines this process through a single task.

Adding new communication channels and scaling up or down becomes easy because you do not have to think about the impact on your existing infrastructure. With one cloud platform for contact centre, telephony, video conferencing, and team messaging, it is incredibly quick for IT to add,

move, or delete users due to having just one application to administer and maintain it all. Administrators can easily set permissions and access to sites and information for employees, based on their roles and the scope of their responsibilities.



## Get Answers to Critical Questions

- Are we missing customer calls?
- Are we staffing to meet demand?
- Are all our sales people following up on their leads?
- Should we reroute our calls?
- Are we getting the communications quality and reliability we expect?
- How many calls were abandoned or went to voicemail?

[Find out more](#)

# Analytics for UCaaS

Making data-driven decisions, based on multiple information sources, can be time-consuming and resource-intensive. 8x8 service plans collect data from every conversation that takes place across your business.

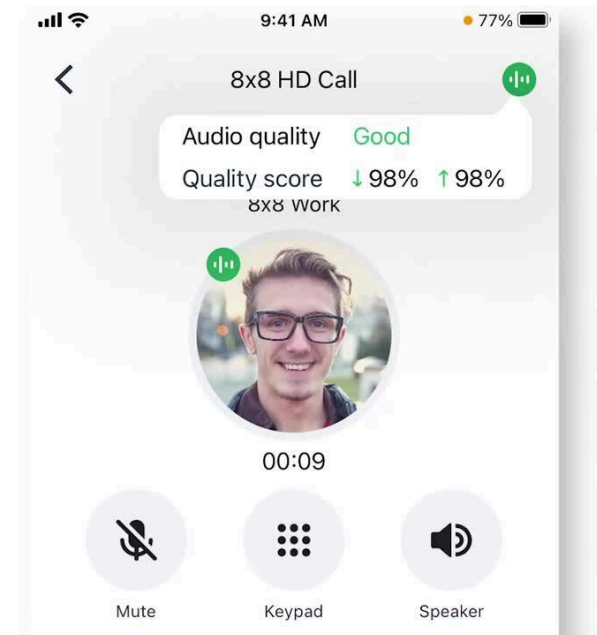
Data collected from video meetings, and internal and external voice calls are combined to provide a holistic view of your communications. This enables effective data-driven decision making and the ability to take proactive action before potential issues escalate. We strive to make every data point useful and available in a format best suited to your business.

In addition, Analytics for 8x8 Work makes it easy to share the vital information that it produces.

Analytics for 8x8 Work has two levels of insight. Essentials includes reports that provide a comprehensive overview of the business communications performance across the company. Supervisor includes the information from Essentials, plus real-time views into call queues and historical

details on ring groups, call and device quality.

Use Company Summary reports to find out the state of communications in your company at a glance.





## Key Benefits

- **Minimize effort** in managing and monitoring the contact centre.
- **Quickly identify trends and opportunities** with simple navigation from big-picture to detailed insights.
- **Easily customize reports** to highlight specific focal areas.
- **Proactively take action** to identify and address the root cause of problem areas.
- **Automatically flag areas of opportunity**, then drill into quality, performance, and agent-related metrics.

[Find out more](#)

# Analytics for CCaaS

8x8 Analytics for Contact Centre empowers contact centre managers with customizable reports that highlight the status of critical performance metrics, driving insights needed to optimize customer experiences. Reduce the effort of fine-tuning contact centre effectiveness by flagging metrics that are outside targeted boundaries and identifying areas for agent performance improvements.

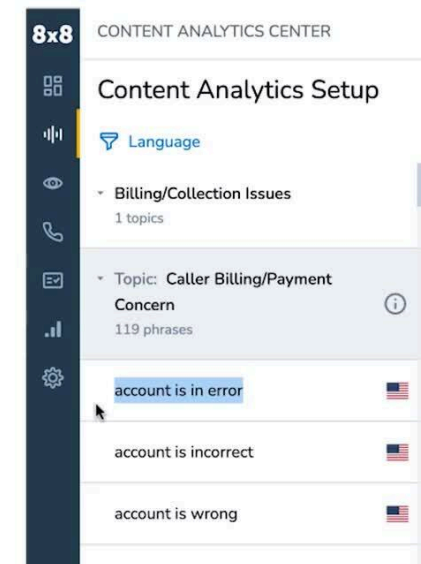
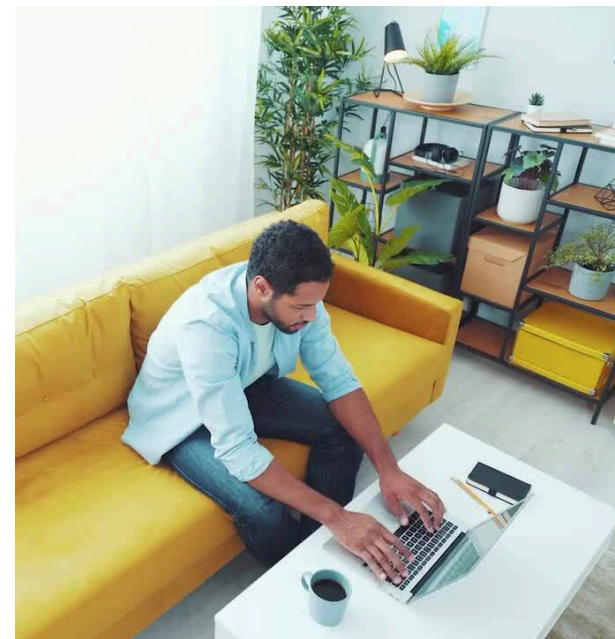
Improve the Customer Experience by gaining a comprehensive understanding of your customer journeys to easily identify opportunities for improvement. Optimize operational efficiency by empowering managers with the metrics and knowledge.

## Gain insight into critical metrics

- Easily customize dashboards and wallboards using drag-and-drop widgets.
- Set thresholds to highlight metrics which are outside targeted boundaries.
- Expedite visibility into trends.

## Turn agents into personal performance managers

- Provide prescriptive coaching by sharing relevant data and metrics.
- Expand agent visibility into their own performance with real-time and historical details.



## Flexible communication APIs

- Omnichannel Communication
- Global & Scalable reach
- Secure & Reliable
- Low-Code/No-Code setup

[Find out more](#)

# CPaaS: Communication APIs

8x8 CPaaS provides a cloud-based infrastructure and platform to integrate real-time communications capabilities including **SMS, chat apps, voice** and **video calls** into applications, websites and workflows, using APIs.

With 8x8 CPaaS, organisations around the world have successfully unified omnichannel customer communications to transform their customer experience.

### SMS APIs

Send and receive messages with the fully supported 8x8 gateway. With a 98% open rate.

### Chat Apps

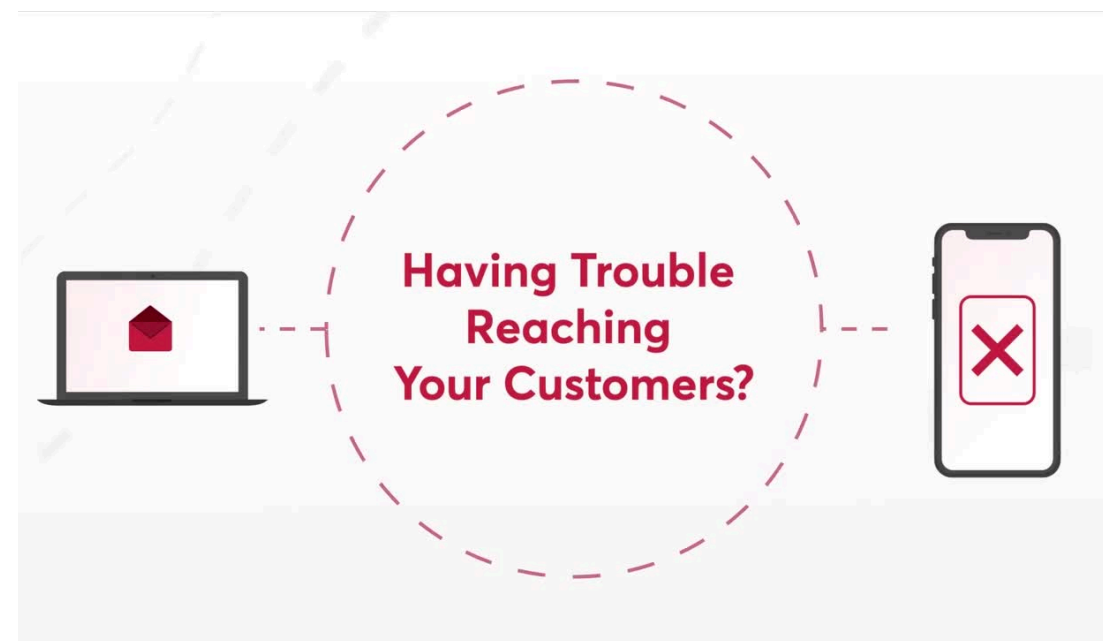
Elevate your user interactions with rich messaging on the application they use every day.

### Video

Add a human element to your interactions with live video support, with the click of a link.

### Voice APIs

Enable secure, accessible and scalable communications with ease, regardless of location.





8x8

# 8x8 Integrations

Bring voice, video and chat to the applications you use every day.





# 8x8 Voice for Microsoft Teams integration

**8x8 Voice for Microsoft Teams is a cloud-based direct routing service that enables Teams users to make and receive calls over the public switched telephone network (PSTN) using the native Teams desktop, mobile, or web app.**

It removes the administrative complexities of setting up on-premises equipment, SIP trunks, or end-user software. It enhances the Teams user experience through better call quality, advanced phone features, synchronized Teams user presence, and a choice of cost-effective calling plans that complement Teams-to-Teams calling and expands Teams PSTN calling globally.

8x8 Voice for Microsoft Teams enables contact centre agents using 8x8 Contact Centre for Microsoft Teams to simplify customer engagement workflows using Teams.

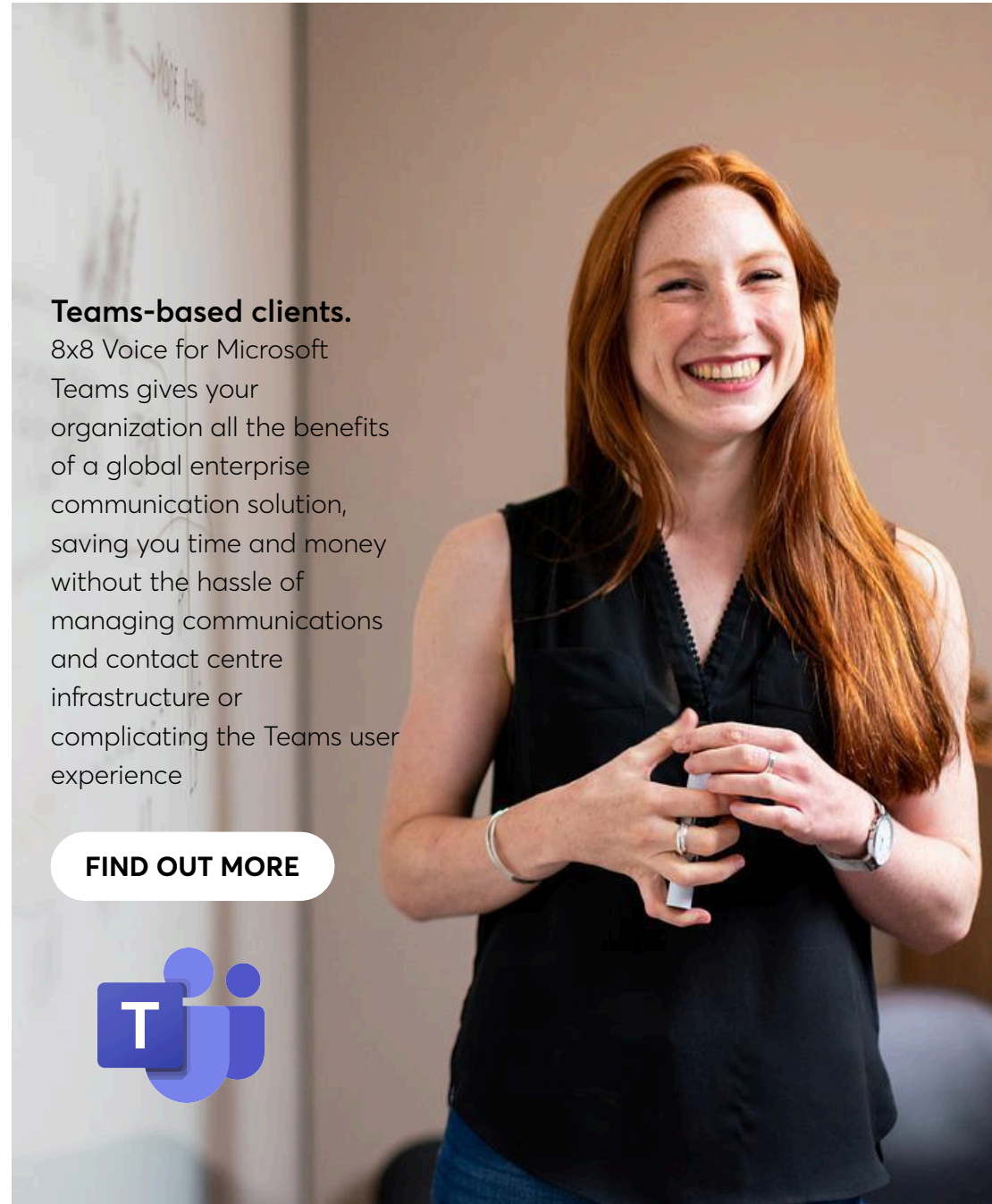
With the 8x8 Voice for Microsoft Teams app, users can conveniently send or receive business SMS texts, MMS messages,\* faxes, or access voicemails and call recordings with the Teams client without switching apps.

The integration also supports presence synchronization enabling standard 8x8 Work extension users to view real-time status of all users.

## **Teams-based clients.**

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 communications and contact centre infrastructure or complicating the Teams user experience

[FIND OUT MORE](#)





# 8x8 Voice for Microsoft Dynamics

CRM systems drive processes that increase productivity for your sales, marketing and support teams. Given the majority of customer interactions happen over the phone, integrating business communications with your CRM software drives additional efficiencies.

8x8 Work for Microsoft Dynamics 365 adds communications into your CRM to give your sales, marketing and support teams that extra edge.

The 8x8 integration supports Unified Interface, the latest generation of Microsoft's UX that enables customers to tailor CX workflows within Dynamics with no additional cost.

## Features

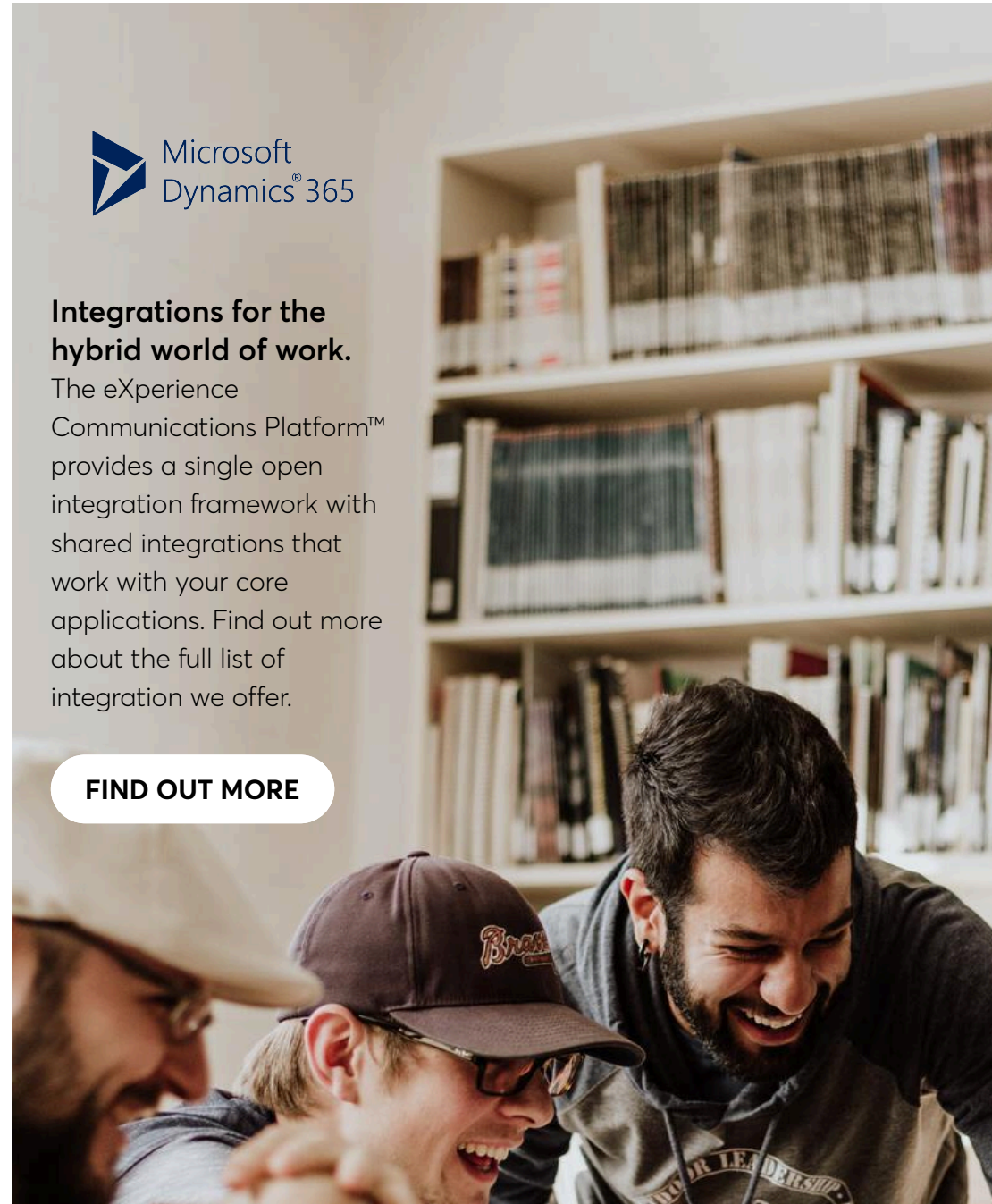
- **Click-to-call from Dynamics 365:** Place a call directly by clicking on the contact within a CRM record, eliminating time spent manually dialling numbers.
- **Instant caller identification:** Window pop-up with caller information identifies the caller before taking the call.
- **Auto call and chat logging:** Call and chat logs are automatically added to the Dynamics 365 record as the call ends.
- **Integrated search:** Search across name, contact number and email ID.
- **Easy call management:** Easy to transfer, merge and record calls.



## Integrations for the hybrid world of work.

The eXperience Communications Platform™ provides a single open integration framework with shared integrations that work with your core applications. Find out more about the full list of integration we offer.

[FIND OUT MORE](#)



# 8x8 Contact Centre for Salesforce

App-switching can be a real drag in terms of productivity and overall experience.

With 8x8 Work for Salesforce, you don't need to switch apps at all. Ever.

Leverage your existing Salesforce investment by enabling 8x8's powerful communications suite to effortlessly connect with your customers ... right from within Salesforce. Automate workflows and redundant tasks, streamline work and drastically improve the experience for both your customers and your employees.

## Features

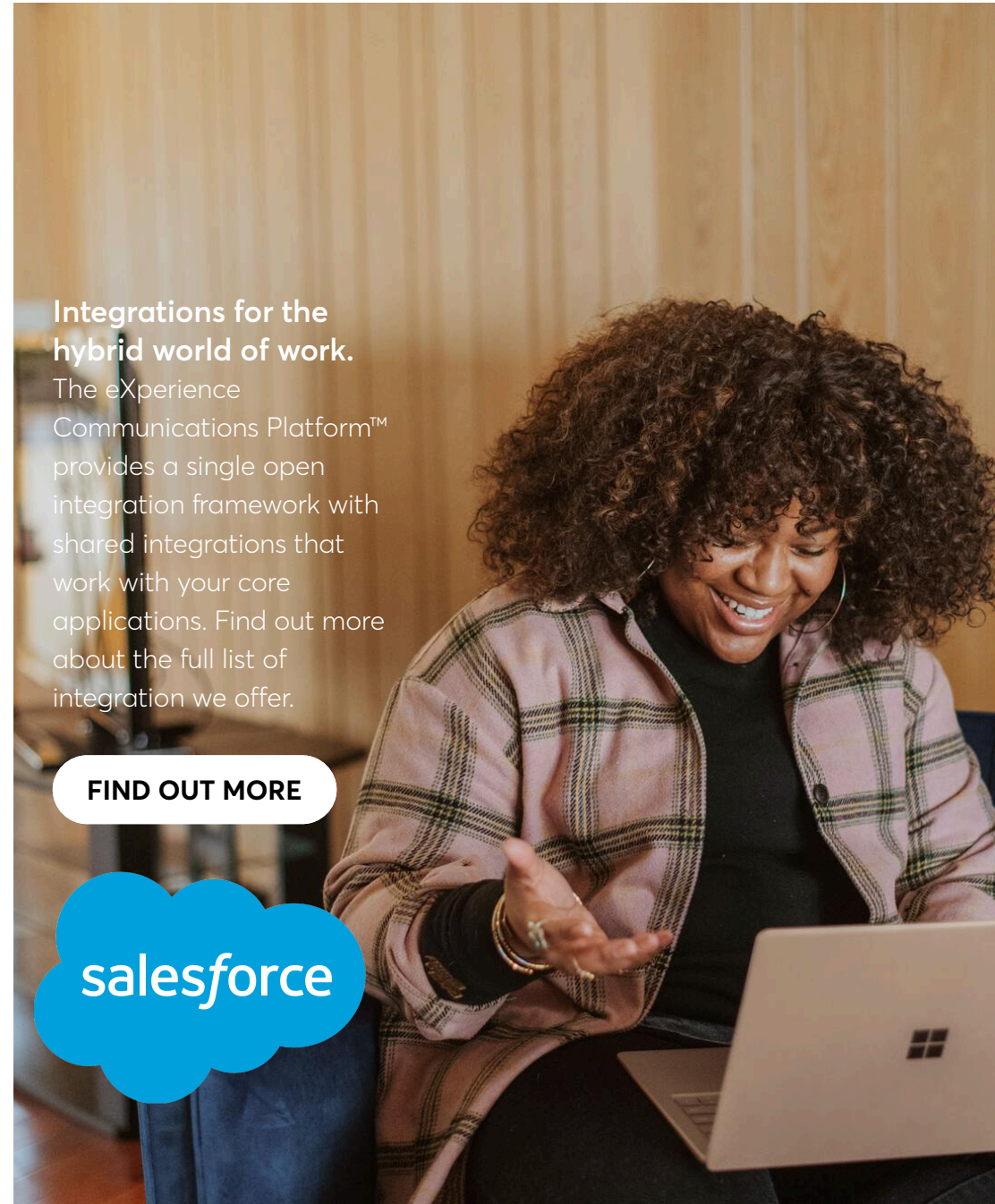
- **Salesforce click to dial** from any account, contact, opportunity, lead or case.
- **Integrate calling** from any Salesforce campaign.
- **Get immediate context** for every call by popping the relevant Salesforce record, so you always know who you're talking with.
- **Sales engagement integration for Salesforce** enriched add-on experience (FKA: HVS) for Salesforce users streamlines record keeping and process automation for high-volume calling environments, and enables the deployment of customized sales cadence workflows.

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[FIND OUT MORE](#)

**salesforce**





# 8x8 Contact centre for HubSpot

CRM systems drive processes that increase productivity for your sales, marketing and support teams. Given the majority of customer interactions happen over the phone, integrating contact centre capabilities with your CRM software drives additional efficiencies.

8x8 Contact Centre integration for HubSpot adds communications into your HubSpot CRM to give your sales, marketing and support teams that extra edge.

## Features

- **Connect with ease:** Handle all inbound, outbound, and chat interactions with the 8x8 Contact Centre integration for Hubspot.
- **Easy call management:** Make, take and transfer calls without toggling between the windows.
- **Personalised customer experience:** Window pop-ups provide caller details before connecting.
- **Auto logging:** Call and chat logs after every interaction are automatically added to the HubSpot record.
- **Integrated search:** Search across leads, opportunities, contacts, cases, and organizations

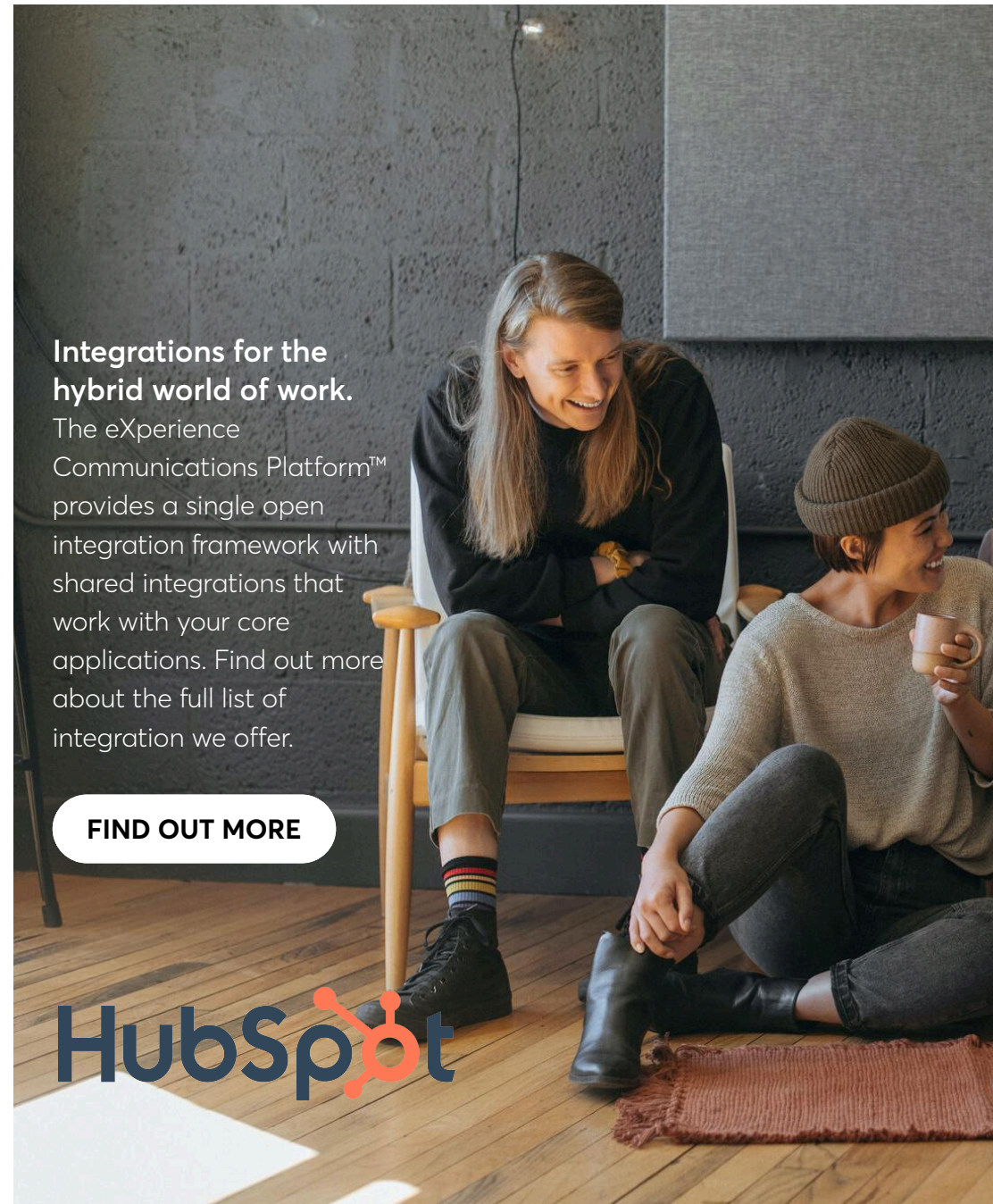
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[FIND OUT MORE](#)

The HubSpot logo is positioned in the bottom left corner of the image. It features the word "HubSpot" in a dark blue, sans-serif font, with a red robot head icon integrated into the letter "o".

HubSpot





# 8x8 Contact Centre for Zendesk

This tightly integrated, out-of-the-box solution helps service desk agents optimize their customer management capabilities. Service desk agents are judged on how well they provide an optimal customer experience; long wait times searching for tickets, poor voice quality and manual dialing or looking up contact information can significantly impact an agent's ability to achieve this.

8x8 helps Zendesk users by integrating communication features such as click-to-dial, caller identification, and many more all backed up with our HD quality voice services to help expedite ticket resolution quickly and efficiently.

## Features

- **Enhanced Workflows** Boost productivity with click-to-dial within your Zendesk mobile and/or desktop application, inbound caller identification before answering a call, screen pops to provide missing caller information context and log notes against your contacts during or after your conversation.
- **Record Calls (on demand):** Record live conversations for accurate data monitoring of agent/customer
- **Shared Contact Directory:** Manage a shared contact directory pulling from both Zendesk and/or Work contacts.

## Integrations for the hybrid world of work.

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[FIND OUT MORE](#)



zendesk



# 8x8 Work for NetSuite

Today's NetSuite users are under pressure to boost productivity and contain costs. But incoming calls arrive without identification, and time is wasted while users search for context in NetSuite. Outbound calling is tedious and distracting compared to the ease of click-to-dial from your browser. Logging call details takes too long, so it's often overlooked, and important customer contact information is lost.

8x8 Work for NetSuite solves these challenges by providing the advanced features and call quality you need to enhance user productivity and customer experience.

## Features

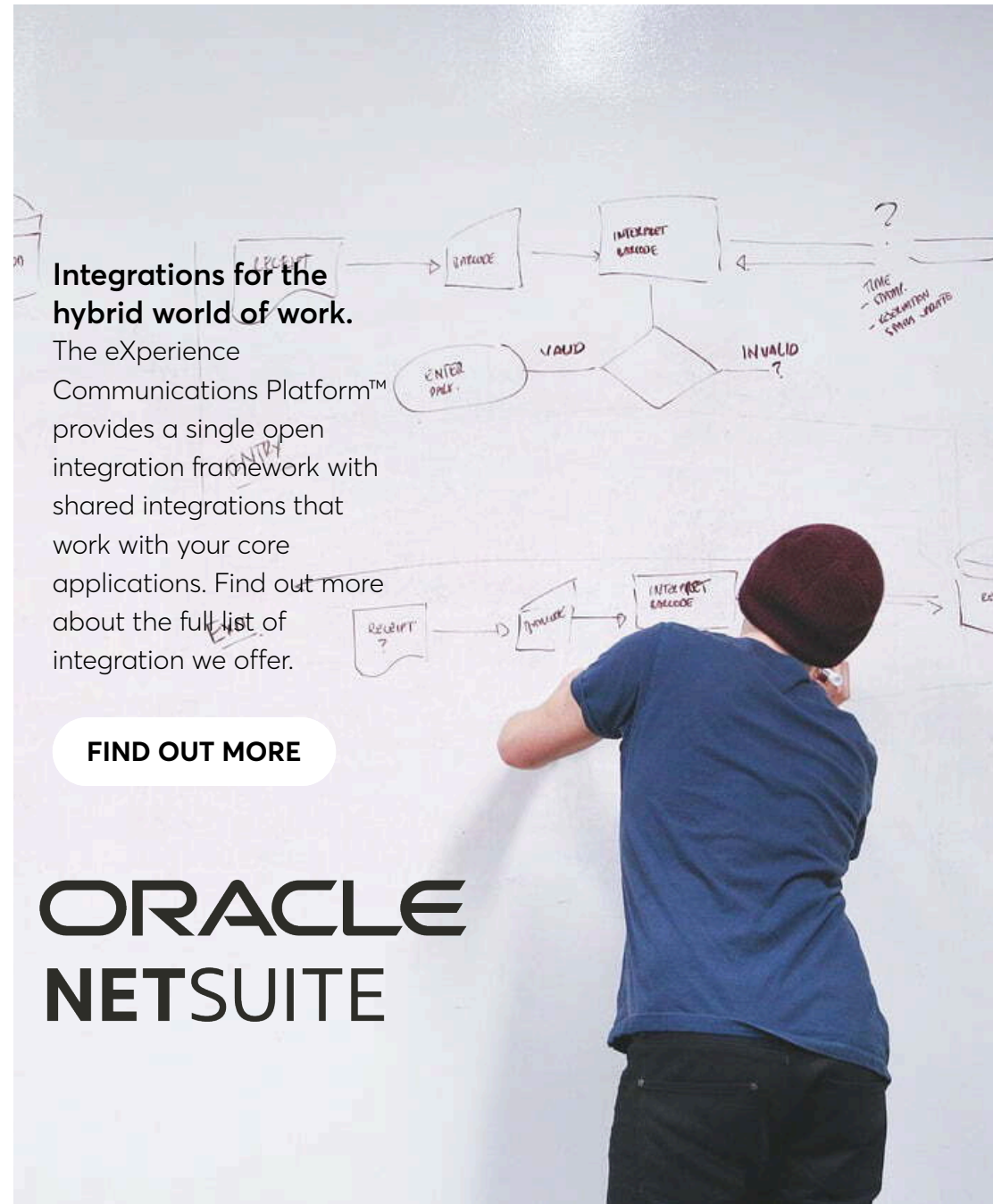
- **Enhance workflow:** Boost productivity with click-to-dial within your NetSuite application. Get instant caller context with inbound caller identification and screen pops. Log notes for your contacts during or after your conversation.
- **Improved user experience:** Streamlined interaction expedites workflows to make customer interactions more efficient and effective.
- **Advanced telephony features:** Keep your current phone number. Allow one number to ring on multiple devices including the 8x8 mobile app and your desk phone. Take advantage of ring

## Integrations for the hybrid world of work.

The eXperience Communications Platform™ provides a single open integration framework with shared integrations that work with your core applications. Find out more about the full list of integration we offer.

[FIND OUT MORE](#)

# ORACLE NETSUITE





# 8x8 Work for ServiceNow

To remain competitive in today's fast-moving world, IT solution providers need to be agile and flexible to adopt technologies and processes that can help their customers along their own journey.

8x8 for ServiceNow tightly integrates service management and communications. The result is enhanced team effectiveness and better experiences for your customers.

## Features

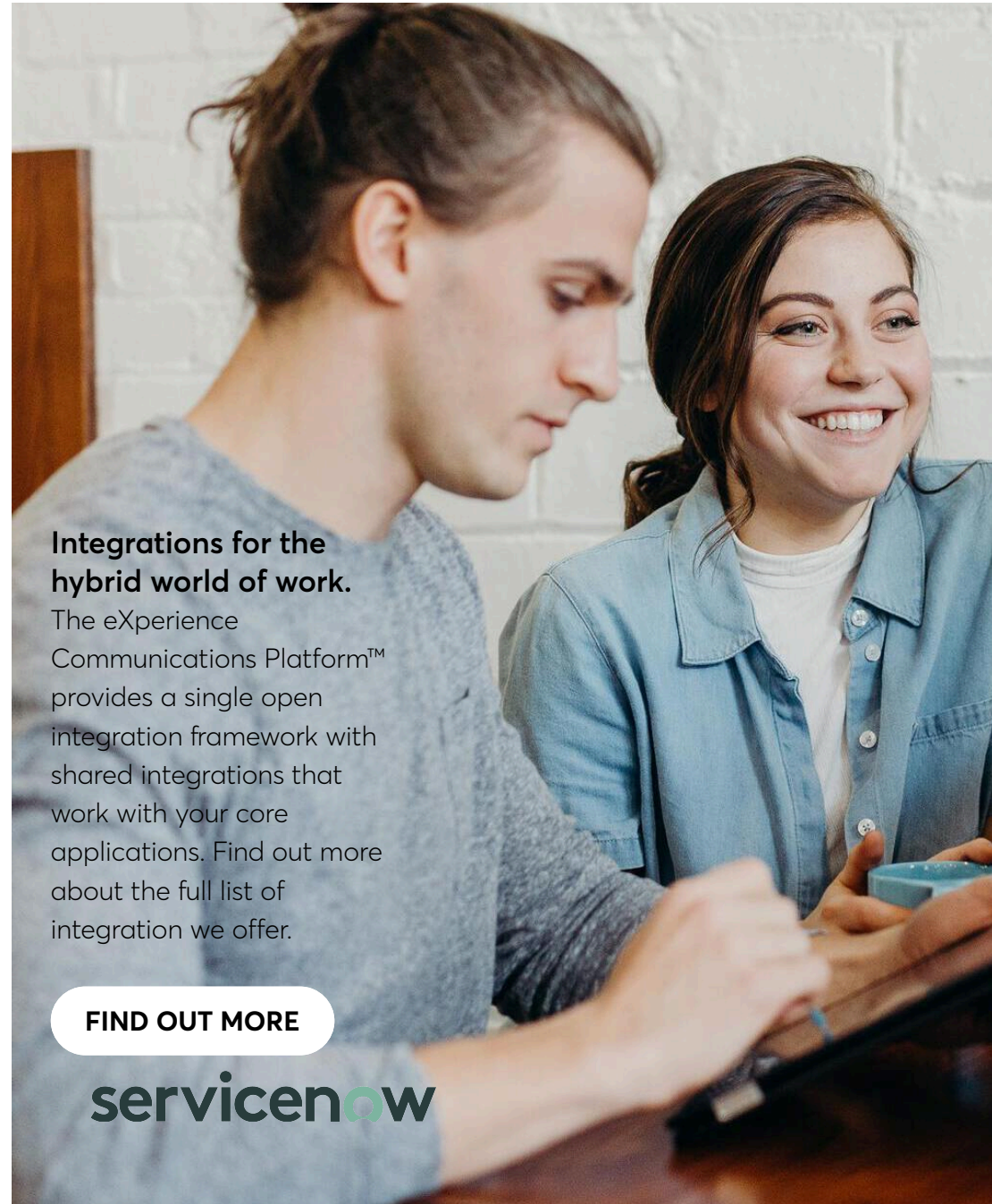
- **Click to dial** directly by clicking on the contact on a ServiceNow record, eliminating time spent manually dialing numbers
- **Instant caller identification** as the call arrives identifying the caller before taking the call.
- **Auto call and chat logging** after every interaction for easy follow up.
- **Auto logging** logging after every interaction for easy follow up.
- **Integrated search** across name, contact number and email id.
- **Easy call management** with features such as transfer, merge and record calls.

## Integrations for the hybrid world of work.

The eXperience Communications Platform™ provides a single open integration framework with shared integrations that work with your core applications. Find out more about the full list of integration we offer.

[FIND OUT MORE](#)

**servicenow**





# 8x8 Work for Google Workspace

How about integrating your most used business application and communications into a single seamless experience? 8x8's out-of-the-box integration with G Suite instantly provides context specific to that caller including email, records from Salesforce for Salesforce users and click-to-call capability to engage subject matter experts. The results? More intelligent and productive interactions between your employees and your customers.

## Features

- **Click to dial** from calendar
- **Auto filtering emails** and work data as the call arrives.
- **Integrated search** across Google corporate directory, current availability, upcoming meetings, Work call history.
- **One system engagement** for both Gmail and phone system.

## Integrations for the hybrid world of work.

The eXperience Communications Platform™ provides a single open integration framework with shared integrations that work with your core applications. Find out more about the full list of integration we offer.

[FIND OUT MORE](#)

Google Workspace

# 8x8 Single Sign-On for Okta

8x8's Okta integration provides your company with a powerful tool to help standardize and configure your communication platform leveraging Active Directory.

As an Okta customer with access to 8x8 products and solutions, your organization can use 8x8 integration with Okta to fully combine the powerful user management of Okta with the calling capabilities offered by 8x8.

## Features

- **Rapid On-boarding:** Easily on-board users automatically from your corporate Active Directory into 8x8 through Okta
- **Service Enablement:** Easily enable 8x8 services for all the imported user.
- **Speed and Control:** Automate user provisioning, profile updates, and de-provisioning through Okta for all your 8x8 desktop and mobile users

## Integrations for the hybrid world of work.

The eXperience Communications Platform™ provides a single open integration framework with shared integrations that work with your core applications. Find out more about the full list of integration we offer.

[FIND OUT MORE](#)

onboard

okta





Contact us to learn how  
8x8 can transform your  
communications

