

## Overview

- Headquartered in Silicon Valley, CA
- Founded in 1987
- 40,000 business customers
- Over 6,000,000 services deployed
- 125+ Patents
- 1000+ employees
- Trade Symbol NASDAQ:EGHT since 1997

## Services Sold

### Virtual Office & Virtual Office Pro

- Unified Communications – Fax, Email, and Voicemail, Hosted IP telephony, video & web conferencing, analytics
- Cloud Business Phone Service VO Mobile - Smartphones and Tablets, Presence, IM/Chat, SMS, Call Recording, Virtual Meeting – Web/Video Conferencing & Collaboration

### Virtual Contact Center

- Hosted multi-channel, inbound & outbound contact center that helps businesses deliver a superior customer experience. Multi-Channel Cloud Contact Center Solution – Voice, Multi-Chat, Email, Fax
- Multimedia Queuing; Skills-based Routing; Real-time Monitoring and Reporting, Direct Agent Routing; Proactive Chat, Support for Remote/Work-at-Home Agents, Workforce and Quality Management
- Single Sign On (SSO) with Netsuite, Salesforce Integration

## Elevator Pitch

8x8 is the Leader of Enterprise Communications and is the #1 provider of Cloud-Based Unified Communications (UC) solutions. Serving over 47,000 customers operating in over 100 countries across six continents, 8x8 has become the industry's leading provider of secure, reliable enterprise cloud communications solutions. 8x8 has the broadest suite of business collaboration services. Enterprise telephony, unified communications, a virtual contact center, business analytics, video and virtual meetings are all united on a flexible, global platform.

## Key Features and Differentiators

### Super Reliability & Security

- Only VoIP Provider to report Actual Uptime: Virtual Office=99.997%; Virtual Contact Center=99.994%
- PCI; FISMA; Safe Harbor; HIPAA Compliance

### Unified Communications & Contact Center Integration

- Own 100% of technology; 107 patents

## Global

- Worldwide data centers reduce latency & provide global presence
- Data centers in the US (2), Canada, UK, APAC (Hong Kong), and Australia
- US-based support
- Profitable 5 yrs; \$185 million in bank
- Growing 29% YoY
- Continuous Investment in R&D and innovation

## Ideal Customer Profile

### Target Customer Profiles

- Multiple locations with branches across the country and/or multiple countries
- Distributed workforce—Look for companies who have or want to implement remote working
- Already using cloud applications—Office 365, Salesforce, etc.

## Compelling Events

- Recent disaster or downtime
- Aging/discontinued PBX
- High growth or office expansion
- Vendor/billing consolidation
- Personnel changes or reorganization

## Qualifying and Technical Questions

- Is your PBX or ACD reliable?
- Are you expanding? Do you have multiple offices / remote teams?
- Do you centralize phone management across multiple locations
- Do you have international offices?
- Do you need to monitor service quality or agent calls?
- Are you happy with your current phone system?
- Which 3 things do you dislike most about your phone system?
- Do you need to meet HIPAA, PCI or FISMA/FIPS compliance?
- Do you own or operate a call center today?
- Do you have support or inside sales teams?
- How important are reporting and analytics?
- Do you want to improve customer service or provide effective first call resolution?
- Do you need multimedia communications?
- How do you measure individual or group performance?

**Objection****Rebuttal****Cloud objection**

From the beginning, 8x8 services have been engineered for the cloud. There's no onsite hardware, and no big up-front capital expenditures—just a reliable, secure solution that works day in, day out, without ongoing intervention from your team.

**Always up to date, always strategic**

With 8x8, you'll always be on the latest version of our software. Our patented approach to upgrading ensures every upgrade happens automatically, seamlessly, and without disruption to your critical communications.

**Moving quickly and efficiently**

With 8x8, your communication solution is up and running fast. Our average deployment times are measured in weeks, not months. With pre-built integrations into leading CRM systems such as Salesforce, NetSuite, and Zendesk, 8x8 makes it simple to manage complex customer interactions without the need for expensive professional services contracts to make integrations and call flows work.