



8x8, Inc.

November 26, 2012

8x8 Named a Market 'Leader' in the Magic Quadrant for Unified Communications as a Service (UCaaS) in North America

Research Firm's Evaluation Based on Completeness of Vision, Ability to Execute

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (Nasdaq: EGHT), provider of innovative cloud-based communications and computing solutions, said today that Gartner Inc., the world's leading information technology research and advisory firm, has placed 8x8 as a market "Leader" in its 2012 Magic Quadrant for Unified Communications as a Service (UCaaS) in North America.

"Gartner analysts evaluate UCaaS service providers based on the breadth, quality and overall maturity of their applications, processes, tools and procedures that enhance individual, group and enterprise communications," Gartner analysts Daniel O'Connell and Bern Elliot wrote in the Magic Quadrant for Unified Communications as a Service, North America report. "Ultimately, UCaaS providers are judged on their ability and success in capitalizing on their vision."

"We consider Gartner's evaluation of 8x8 in the Leaders quadrant for UCaaS to be strong affirmation of our mission to enable customers to unlock the power of innovative cloud-based communications and IT solutions to improve their business performance," said 8x8 Chairman and CEO Bryan Martin.

"With 85 patents granted and additional applications pending, 8x8 continues to innovate while delivering affordable solutions that minimize customers' upfront CapEx and ongoing OpEx and at the same time greatly enhance the functionality, flexibility and reach of their business communications," Martin said. "We are honored to have our technology achievements recognized in this report," concluded Martin.

The expense and complexity of obtaining, managing and maintaining traditional, premises- based PBX systems have left businesses of all sizes with a greater appetite for pre-integrated, cloud-based business communications solutions. 8x8's offerings are attractive to businesses because its technology for office, remote and mobile environments connects any location, any network and any device with no software downloads, plug-ins or supplemental hardware required.

For office and mobile environments, customers can select 8x8 offerings that integrate voice, video conferencing, Web conferencing, Internet fax, chat, desktop sharing, call recording, auto attendant, company directory, music on hold and ring groups with voicemail, email, three-way calling, caller ID, call waiting/call transfer/call forwarding, and mobile apps.

By providing integrated cloud-based communications solutions to McLarens, a leading global claims service provider, 8x8 has given CIO Bob Hughes peace of mind knowing that the company's communications infrastructure will be ready to support the addition of new office locations and an expanding, mobile workforce in a timely, cost effective manner.

"We're not surprised to learn that 8x8 has been recognized by Gartner for leadership in its cloud-based UC services," said McLarens CIO Bob Hughes. "We certainly have benefitted from 8x8's innovation and gained new functionality, especially for our staff in satellite locations and those using mobile technology."

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) empowers business conversations for more than 30,000 small and medium-sized businesses with cloud communications services that include hosted PBX telephony, unified communications, contact center and video conferencing solutions. Named the No. 1 Provider of Hosted IP Telephony by market research firm Frost & Sullivan, 8x8 has been delivering business communications services since 2004 and has garnered a reputation for technical excellence and outstanding reliability. For additional information, visit www.8x8.com, or connect with 8x8 on [Facebook](#) and [Twitter](#).

About the Magic Quadrant

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