



**8x8, Inc.**

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## **Frost & Sullivan Names 8x8 the #1 Provider of Hosted IP Telephony**

*Research firm's market assessment and report on 2011 deployments also includes Unified Communications*

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NASDAQ: EGHT) attained a clear position of leadership in the market for hosted IP telephony and unified communications (UC) services delivered to business customers in North America during 2011, according to a new report by market research firm [Frost & Sullivan](#), led by telecom analyst Elka Popova, global program director, Unified Communications.

In a July 2012 report entitled "Analysis of the Hosted IP Telephony and UC Services Market," Frost & Sullivan declared 8x8—with market share of 7.8 percent—the "clear leader" over several other well-known providers of communications services for businesses.

"The top five hosted IP telephony and UC service providers contributed 32.1 percent of the total installed base in 2011," said Popova. "8x8 led with about 220,000 users, which represented a 67 percent growth rate over 2010. Increased brand recognition, reduced churn and adoption by larger-sized business customers helped 8x8 gain this leadership position."

Additional service providers named to the top five included Comcast and Verizon. An assortment of other providers accounted for the remaining 67.9 percent of the market, the report said.

"We're pleased to see validation of our leadership position in the hosted telephony and unified communications space from such a prestigious market research firm," said 8x8 Chairman and CEO Bryan Martin. "8x8 has been successfully deploying UC services to businesses that want to reduce the complexity of their IT and communications infrastructure, and spend less time and money managing such resources.

"8x8 offers innovative, cloud-based communications solutions from a highly flexible, standards-based platform that's completely owned and developed internally," Martin added. "PCs, Macs, desk phones, iPhones, Androids and tablets are all supported by 8x8's suite of services, which include phone, fax, Web conferencing, chat, desktop sharing, call recording and more. It's easy to see how 8x8 empowers business conversations between people and groups on any device, anywhere, anytime."

### **About 8x8, Inc.**

8x8, Inc. (NASDAQ: EGHT) is a leading provider of cloud communications and computing solutions. With a portfolio of SaaS and IaaS solutions encompassing hosted communications services, contact center, unified communications, video Web conferencing, managed dedicated hosting, virtual private servers and more, 8x8 is uniquely positioned as a business's one-stop shop for everything cloud. 8x8 has been delivering cloud services since 2002 and has garnered a reputation for technological excellence and outstanding reliability, backed by a commitment to exceptional customer support. 8x8 customers include small to medium-sized businesses, distributed enterprise organizations and government agencies. For additional information, visit [www.8x8.com](http://www.8x8.com), or connect with 8x8 on [Facebook](#) and [Twitter](#).

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