



8x8, Inc.

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Radixx's Airline Reservation Service Soars with 8x8's Cloud-Based Unified Communications and Contact Center Services

"It was a no-brainer," Radixx CEO says. "Saving money. Far more robust. Modern technology. Better features. Easier to use."

SAN JOSE, Calif.--(BUSINESS WIRE)-- When airlines get serious about becoming profitable, they turn to [Radixx International](#), whose hosted reservation services pioneered the replacement of expensive, limited mainframes with a cost-effective, cloud-based system. When Radixx decided to maximize customer service, control communications spending and ensure business continuity, it turned to [8x8, Inc.](#) (NASDAQ: EGHT) for its market-leading [business VoIP](#) phone service and integrated unified communications.

Radixx is replacing the on-premise PBX at its Orlando, Fla., headquarters with 8x8's Virtual Office hosted VoIP solution. The initial deployment covered 63 phones, including 10 used by employees who work from home or abroad. Radixx plans to extend Virtual Office to a total of 100 phones.

Radixx immediately achieved three major benefits with Virtual Office:

- **IT staff are now free to focus on revenue-generating tasks instead of managing a PBX.** "Our core business is not maintaining a PBX," said Ron Peri, Radixx Founder, Chairman and CEO. "Our core business is hosting airlines around the world."
- **As a hosted solution, Virtual Office ensures business continuity that previously wasn't possible if a disaster had struck Radixx's on-premise PBX.** "By moving that into the cloud, we now have a far more robust business-continuity plan," Peri said.
- **Virtual Office extends all hosted PBX services to employee smartphones, tablets and PCs, maximizing their responsiveness and productivity.** This feature also virtually eliminates roaming and long-distance charges for staff who travel or are based abroad. "When you look at all of the displaceable costs, it's a very powerful argument to move to 8x8," Peri said.

Radixx also implemented 8x8's hosted [contact center software](#) solution, beginning with 10 seats.

"It's the best automated call distribution (ACD) product I've seen," Peri said. "Before 8x8, it could take anywhere from 45 seconds to a minute and a half before a customer got into the support queue. Now it's 7 to 10 seconds. The customers are definitely happier about it."

"We are honored that an innovative company like Radixx chose 8x8 to transform the way it does business," said 8x8 Chairman and CEO Bryan Martin. "Its success with Virtual Office and Virtual Contact Center is the latest example of how tens of thousands of businesses are enhancing productivity and reducing operating costs with 8x8 cloud communications solutions."

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. The company has been delivering business communications services since 2004 and has garnered a reputation for technical excellence and outstanding reliability. In 2012, 8x8 was [named a market "leader"](#) in Gartner's Magic Quadrant for Unified Communications as a Service (UCaaS) in North America and recognized as the [No. 1 Provider of Hosted IP Telephony](#) by Frost & Sullivan. For additional information, visit www.8x8.com, or connect with 8x8 on [Facebook](#) and [Twitter](#).

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