



**8x8, Inc.**

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## **For BPM Software Leader Appian, 8x8 Virtual Office Hosted PBX Delivers Great Value in Reliability and Scalability**

*Flexible, Cloud-Based Telephony Services Accommodate Rapid Growth*

SAN JOSE, Calif.--(BUSINESS WIRE)-- As the market leader in modern business process management (BPM) software, [Appian](#) has enjoyed rapid growth in recent years in customer accounts, global office expansions and employee headcount. To facilitate continued growth, Appian has chosen a cloud-based [hosted PBX](#) business phone system from [8x8 Inc.](#) (NASDAQ: EGHT).

Appian's technology leaders felt the premises-based telephony solution they received from a big telco wasn't sufficiently reliable or flexible to accommodate future growth, nor cost-effective for their needs. Through their own research and a referral from another company, they sought out 8x8 and its Virtual Office [business VoIP](#) solution for their corporate headquarters and employee home offices in the United States.

Now that Appian has finished deploying Virtual Office, officials say the company derives great value, feature functionality and flexibility from the 8x8 platform of services. Appian has dynamic office communications needs, including voice, call queuing, voicemail and more via desk phones and a range of mobile devices.

For example, sales and service professionals are often on the road, sometimes for weeks at a time on projects at Appian customer locations. So, despite being hundreds of miles from their offices, Virtual Office keeps these staffers connected to the company network via softphones and reachable by colleagues who need only dial four-digit extensions. Further, browser-based controls allow Appian IT staff to quickly add new employees to the company system, whether working in the office or remotely, and configure customized calling arrangements in real time.

Top-notch, flexible office communications is a high priority for Appian. The BPM software the company delivers is all about increasing efficiency, collaboration and accessibility for Appian customers. The company was positioned in the "Leaders" quadrant by Gartner, Inc. in its 2012 "Magic Quadrant for Intelligent Business Process Management Suites" report, and is considered a Leader by all other major IT analyst firms as well. A reputation like that keeps customers — both existing and prospective — calling.

For example, more than 3.5 million users rely on Appian to optimize and modernize their mission-critical business processes. Customers in the U.S. include Amazon.com, Major League Baseball, Enterprise Rent-A-Car, Bank of Tennessee, the U.S. Department of Veterans Affairs, Vermont Mutual and hundreds more. Appian is also the leader in BPM for government, with more than 40 U.S. federal agency and international public-sector clients.

Because it intends to significantly increase the number of employees in the U.S., "We were looking for something that could grow with our business and give us more resiliency," said Myles Weber, Appian's Vice President of Cloud and Community Services. "Scaling, as well as reliability, of our phone system is really important to us, and those are two of the trademarks of the 8x8 solution."

"One of the best features of Virtual Office is the availability of software-based phones and mobile device applications," added Weber. "Our previous service allowed that functionality, but it was at an increased per-seat cost, whereas with 8x8 all of our unlimited extension holders have the ability to use both the softphones and mobile applications at no additional charge."

For additional information about 8x8 Virtual Office cloud-based communications solutions, go to <http://www.8x8.com/CommunicationsSolutions.aspx>.

### **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, [call center software](#) 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 was recognized as the No. 1 Provider of Hosted IP Telephony by [Frost & Sullivan](#) and [Synergy Research Group](#). For additional information, visit [www.8x8.com](http://www.8x8.com), or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

### **About Appian**

Appian delivers everything needed to drive better business decisions, actions and results. All the data, all the processes, all the documents and all the collaborations — in one environment, on any device, through a simple social interface. The Appian BPM Suite is available on-premise and in the cloud, with complete portability. More than 3.5 million users, from Fortune 100 companies to the mid-market and small businesses worldwide, trust Appian to power their critical business processes. For more information, visit [www.appian.com](http://www.appian.com).

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