



**8x8, Inc.**

June 12, 2013

## **8x8 Showcases Industry's Only Integrated Cloud-Based Call Center and Hosted PBX Solution at 14th Annual Call Center Week**

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ: EGHT), provider of innovative cloud communications and computing solutions, announced it will be demonstrating its cloud-based call center, hosted PBX and unified communications services today and tomorrow at the [14th Annual Call Center Week Expo](#), Booth #620, at Caesars Palace in Las Vegas.

Attendees at the largest, most comprehensive call center event in the world will have an opportunity to see live demonstrations of 8x8 Virtual Contact Center, a SaaS call center application available as a standalone offering or as an integrated component of the 8x8 Virtual Office [business phone service](#). Customers subscribing to 8x8 Virtual Contact Center can be provisioned using their own standalone telephony from any carrier or they can subscribe to 8x8's [hosted VoIP](#) phone service, eliminating the need to bridge together two PSTN legs. This results in higher call quality, reduced latency and reduced cost due to the fact there is only one PSTN leg per call.

Later this year, 8x8 will introduce a more deeply integrated call center/telephony solution, available to existing customers at no additional charge, which will include a common dialing plan that will enable Virtual Contact Center agents to call Virtual Office users by their extension number (and vice versa). Agents and users will also be able to see presence across both platforms and the entire system will be provisioned automatically from a single interface, reducing time to deployment and virtually eliminating human error.

"[Virtual call centers](#) can help SMBs avoid the often daunting costs associated with on-premises, hardware-based call centers—such as the space required to host a physical presence, phone lines and PBX hardware—which until recently was the way that most call centers were run," said 8x8 Senior Product Manager Rob Townsend. "The new, virtual call centers are run by hosted [VoIP providers](#) that give you the telecommunications capabilities you need to run your own call center. Your sales or support agents can be located on-premises or even work out of their homes, but to your customers, it will seem as if everyone's onsite at the same place—even if the agents are scattered across the country."

Recently, when tasked with the challenge of quickly deploying a call center for the Environmental Protection Agency's (EPA) Office of Ground Water and Drinking Water Safe Drinking Water Hotline, call center expert Heather Donnelly knew immediately that a cloud based solution was the only way to go.

"Premises-based call centers fail to meet delivery dates and budget requirements about 55 percent of the time," said Donnelly. "They're also expensive to customize and maintain."

"8x8 really saved the day for us," continued Donnelly. "Setting up a consumer-oriented national hotline for a federal agency in less than eight weeks is almost unheard of. But everyone at 8x8 was calm, professional and confident that we'd get all the necessary arrangements done in time. I was really impressed."

Ideal for small to mid-sized call center organizations or call center departments within larger enterprises, Virtual Contact Center offers rapid start-up and provisioning (hours or days versus weeks or months), ease of use (set-up and management by call center administration, not IT) and a patented Advanced Virtual Tenant Architecture (AVTA) designed to deliver industry-leading reliability.

For additional information, visit 8x8 at Booth #620 or go to <http://www.8x8.com/CommunicationsSolutions/ByProduct/CompleteContactCenter.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](#).

8x8, Inc.  
Joan Citelli, 408-654-0970  
[joan.citelli@8x8.com](mailto:joan.citelli@8x8.com)

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