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8x8 Named a Recipient of the Ventana Research 2014 Business Technology Leadership Award for Cloud Contact Center Innovation

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based contact center, collaboration and unified communications services, today announced it has been named a recipient of the Ventana Research 2014 Business Technology Leadership Award for the deployment of its Virtual Contact Center solution by a multi location human resources outsourcing organization.

The Ventana Research Business Technology Innovation Awards recognize technology vendors and their customers that are most notably improving the effectiveness of people and processes through use of innovative technologies.

"Congratulations 8x8 for your Technology Leadership Award in the category of business and social collaboration," said Mark Smith, CEO and chief research officer at Ventana Research. "The importance of helping organizations collaborate in dialogue with their customers is essential to the success of every organization and your continued investments in interactions is exemplary."

8x8's cloud-based, omnichannel Virtual Contact Center solution enabled its customer to build a consistent telephony and agent environment across the entire enterprise, allowing the company to put standard procedures and processes in place that made efficient onboarding of new customers and rapid training of agents a significant differentiator.

"We are gratified to know that our secure, reliable and scalable cloud-based contact center solution helped our customer make dramatic improvements to their business processes and outcomes," said 8x8 CEO Vik Verma. "Many organizations don't realize what a stifling effect old school approaches to IT and communications can have. The decision to build processes around the 8x8 Virtual Contact Center solution to make flexibility and speed of implementation a significant differentiator is a model other organizations can follow to revolutionize and grow their own businesses."

The Ventana Research Technology Leadership Awards, the largest business and technology leadership awards program in the industry, cover 27 categories spanning from big data to mobile technology to CIO and CFO awards. Submissions were evaluated by Ventana Research based on an established set of awards program criteria; these can be seen at www.ventanaresearch.com/awards.

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable cloud-based unified communications and virtual contact center solutions to more than 40,000 small, midsize and distributed enterprise organizations operating in over 40 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premise PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and web conferencing. For additional information, visit www.8x8.com, or www.8x8.com/UK or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

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