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Advertising Industry Automation Leader Rubicon Project Streamlines Communication Between Nine Global Offices with 8x8 Cloud-Based Unified Communications Solutions

Rapid Deployment, Ease of Use, Security, Reliability and International Presence Were Key Criteria in Automation-Driven Company's Selection of 8x8

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based unified communications and collaboration solutions, today announced that it has been selected by Rubicon Project, operator of one of the advertising industry's largest independent real-time trading platforms for digital advertising, to provide 8x8 Virtual Office business VoIP, unified communications and mobile solutions to its nine international locations.

Rubicon Project has engineered one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month. The company's pioneering technology created a new model for the advertising industry—similar to what NASDAQ did for stock trading. Rubicon Project's automated advertising platform is used by more than 500 of the world's premium publishers to transact with over 100,000 ad brands globally.

8x8's cloud-based telephony solutions enabled Rubicon Project to complete its domestic rollout in just five days. Once 8x8 services were deployed in the company's Los Angeles headquarters and San Francisco, Seattle, Chicago and New York offices, the international rollout began. Within 3 weeks, the entire company, including international offices in Paris, Hamburg, Sydney and London, was united on 8x8's VoIP telephony platform.

"We had a very aggressive schedule because we wanted to complete our implementation by the end of 2013," said Tim McQuillen, Chief Knowledge Officer of Rubicon Project. "8x8 made a number of promises to us, and kept every single one of them. Without 8x8's support, we would not have been able to deliver this project on time."

Rubicon Project has implemented over 300 8x8 Virtual Office extensions, including mobile apps for iOS and Android devices. Users can take or make calls using their desk phones, PC-based soft phones, or smartphones. A unified company directory and 4-digit extension dialing make it easy to reach colleagues at other offices—even those in other countries. Chat and video capabilities give employees multiple ways to communicate and collaborate, depending on the workflow.

"Our previous hardware-based PBX worked, but lacked modern phone features like extension dialing between offices and voicemail-to-email integration," said McQuillen. "8x8's cloud telephony services deliver the rich capabilities and voice quality we need with almost zero IT intervention from us. Instead of maintaining hardware, we can focus on running the business."

"8x8 cloud communications solutions can quickly unify distributed organizations across the country, or around the world, because ease of deployment is built into our solutions," said 8x8 CEO Vik Verma. "Our deep industry experience in providing unified communications for tens of thousands of companies means we can confidently meet even the most ambitious time frames for our customers."

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is a provider of cloud-based unified communications and collaboration (UCC) solutions to small and medium businesses and mid-market and distributed enterprises. The company delivers a broad suite of unified communications services to in-office and mobile devices spanning cloud business VoIP, virtual meeting, call center software and virtual desktop through our proprietary unified software as a service, or SaaS, platform. For additional information, visit www.8x8.com, or connect with 8x8 on Google+, Facebook, LinkedIn and Twitter.

About Rubicon Project

Rubicon Project pioneered advertising automation and is now doing for advertising what companies like NASDAQ did for stock trading. The company's automated advertising platform is used by more than 500 of the world's premium publishers and applications to transact with over 100,000 advertising brands globally. A company driven by innovation, Rubicon Project has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month. According to comScore Dec 2013, Rubicon Project reaches more than 95 percent of U.S. Internet users per month and is ranked #1 in reach. Headquartered in Los Angeles, Rubicon Project has ten

offices across the globe including New York, San Francisco, Hamburg, Sydney and London.

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