



8x8, Inc.

February 13, 2014

Belfast City Airport Upgrades Resiliency and Reliability With Unified Cloud Communications From 8x8 Solutions

Over 200 Extensions in Eight Airport Locations Now Enable Efficient Emergency Response Communications and Flexibility for Seasonal and VIP Needs

SAN JOSE, Calif. & AYLESBURY BUCKS, England--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based unified communications and collaboration solutions, today announced that George Best Belfast City Airport, a regional airport serving a range of destinations throughout the UK and Ireland and Northern Ireland's sole link with London Heathrow, has replaced its traditional phone system with business VoIP and cloud-based [unified communications](#) services from 8x8 Solutions. 8x8 Solutions, formerly Voicenet Solutions, is the UK/European arm of 8x8, Inc.

"The existing infrastructure and on-premise PBX telephone system at Belfast City Airport could no longer handle the needs of the 1,500 employees and eight buildings spread across the airport's 100,000 square foot facility," said Terry Moore, CEO of Outsource Solutions, Belfast City Airport's IT solutions provider. "After a thorough assessment, a decision was made to replace the airport's old PBX system with 8x8's cloud-based communications solutions. The challenge we faced was upgrading the technology during the airport's normal day to day operations, which saw over 2.5 million passengers using the facility in 2013 making it one of the busiest periods in the airport's 30 year history."

The existing premise-based phone system required expensive engineering input for simple administrative changes and did not have the capacity for expansion. In addition, there were very limited disaster recovery options with no straightforward mechanism to activate additional lines to deal with periods of high demand. The system also lacked detailed reporting and analytics capabilities, which were necessary to evaluate the effectiveness of aspects of the airport's customer service.

"With the help of Outsource Solutions and 8x8, we determined that, in order to provide for flexibility, resilience and future growth, we had to move our telephony to the cloud," said Raymond Hooke, Airside Operations Manager at Belfast City Airport. "We were truly impressed with how 8x8 proactively reached out to us, came prepared with an analysis of our needs and delivered what they recommended efficiently and on budget."

Belfast City Airport's new cloud-based communications system is configured to not only handle the airport's present needs but to also scale to handle future requirements, seasonality and VIP communications with full wallboard and call statistics reporting. In addition, the airport can now accurately measure, rate and analyze telephone-based service aspects, along with providing real-time reporting and analytics.

"Belfast City Airport's deployment of cloud communications services could very well be the first for an airport, but I'm certain it won't be the last," said 8x8 Solutions CEO Kevin Scott-Cowell. "Airports all over the world are facing the need for reliable, secure and scalable services that are well beyond the capabilities of traditional on-premise PBX systems. The ability of cloud communications services to provide the resiliency and reliability necessary to keep the communications systems of a mission critical public utility like an airport online and available confirms that IP communications not only meet but exceed traditional telephony capabilities."

Scott-Cowell continued, "Airports like Belfast City are leading the way in the adoption of cloud technologies that will forever change the way public transportation operators handle their communications needs. We are proud to be supporting them in this endeavor and look forward to helping facilitate the airport's future expansion and growth."

8x8 Solutions' cloud-based software platform provides a comprehensive unified communications and collaboration suite of services that, in addition to replacing traditional solutions with more cost effective, flexible alternatives, address critical challenges faced by many businesses today such as managing globally distributed workforces and mobile devices, maintaining business continuity, and integrating with enterprise applications and IT systems.

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is a provider of [unified communications](#) and collaboration (UCC) services in the cloud to small and medium businesses and mid-market and distributed enterprises. The company delivers a broad suite of UCC services to in-office and mobile devices spanning cloud business VoIP phone service, virtual meeting web conferencing, contact center

software and virtual desktop through our proprietary unified software as a service, or SaaS, platform. For additional information, visit www.8x8.com, or www.8x8.com/UK or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

About Belfast City Airport

George Best Belfast City Airport is a regional airport serving a range of destinations, mainly in Great Britain and Ireland. Situated on the south shore of Belfast Lough adjacent to the A2, one of the main arterial routes into the city, the airport has grown significantly in recent years and is a key strategic gateway to the province. Within a few minutes drive of Belfast city centre, GBBCA currently caters for over 2.5 million passengers per year, representing approximately 40% of the scheduled domestic air traffic to and from Northern Ireland.

8x8 Solutions

Sarah Chidgey, +44 (0) 7795 288302

sarah@chidgeypr.co.uk

Source: 8x8

News Provided by Acquire Media