



**8x8, Inc.**

April 9, 2014

## **8x8's Cloud-Based Unified Communications and Contact Center Suite Wins 'Best Midmarket Solution' Award at Midmarket CIO Forum**

*Attending IT Executive Delegates Voted 8x8 as the Company with the Best Solution to Meet the Specific Needs of the Midmarket*

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based [unified communications](#), contact center and collaboration solutions, today announced it was awarded "Best Midmarket Solution" at the [Midmarket CIO Forum](#), an exclusive gathering of CIOs who have an immediate need to evaluate technologies and gain actionable insight to help them in their role as IT leaders of their midmarket organizations. The event was held April 6-8 at Sawgrass Marriott Resort and Spa in Ponte Vedre Beach, FL.

After two days of boardroom presentations and demos, one-to-one meetings and networking events, senior level IT executives selected 8x8 as the company with an established service that best addresses the demands of midmarket customers. 8x8's cloud-based Virtual Office and Virtual Contact Center solutions have become increasingly popular with midmarket and distributed enterprise customers in need of a flexible and scalable communications solution that can be deployed rapidly, is highly secure and enables access from mobile devices.

"This recognition and validation by C-level decision makers who are managing technology deployments for their midsized corporations is a tremendous honor," said 8x8 CEO Vik Verma. "8x8's services are rapidly gaining the attention of these dynamic, fast growing enterprises that have decided they will no longer be held back by an on-premise communications infrastructure that is costly and unwieldy. We are proud to be partnering with these businesses to support their immediate and long term growth initiatives with our differentiated, industry-leading cloud-based solutions."

### **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 36,000 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](http://www.8x8.com), or [www.8x8.com/UK](http://www.8x8.com/UK) or connect with 8x8 on [Google+](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

### **About Midmarket CIO Forum**

Select IT Executives, Industry Luminaries, Technology Analysts and IT Solution Providers gather at the Midmarket CIO Forum to share, discuss, understand and gain insight into IT solutions specific for the midmarket. IT executives get a thorough overview of critical technologies and trends for the midmarket, and solution providers gain access to a qualified audience of IT leaders from the midmarket.

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

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