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8x8, Inc. Ranked #1 on Infonetics Research Sixth Annual 'North American Business VoIP Service Leadership Scorecard'

Multiple Criteria, Including Solid Financial Position, Strong Installed Base Growth, Breadth of UC Services and Midmarket Penetration, Secured 8x8's Top Position

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based [unified communications](#), contact center and collaboration solutions, today announced it has earned the #1 ranking in the Infonetics Research sixth annual "[North America Business VoIP Service Leadership Scorecard](#)" report.

[Infonetics Research](#) is an international market research and consulting firm specializing in emerging communications markets since 1990. The "North American Business VoIP Service Leadership Scorecard" aims to determine which service providers currently lead the market and are best positioned to succeed in the long term based on key criteria, including market strategy, service capabilities, financial stability, and support options.

According to the report, Infonetics Research named 8x8 the leader of this year's VoIP leadership scorecard due to its solid financial position (10 out of 10 ranking) and the continued strong growth of its installed base. The report cited 8x8's publicly traded company status and its ability to post net profits with positive cash flow.

"8x8 has been one of the dominant players in the business VoIP and cloud-based unified communications industry for several years, and emerged as the decisive leader this year due to its solid financial position, continued strong growth of its installed base, extensive service enhancements and geographic expansion," said Diane Myers, principal analyst for VoIP, UC and IMS at Infonetics Research. "In addition, 8x8 has made significant inroads moving upmarket to serve larger, distributed enterprise customers. Many of these larger deals are with organizations that are highly distributed, where the benefits of cloud across many locations is readily apparent. This is an important trend we've seen emerging and one we believe will impact the competitive landscape."

The Infonetics report also stated, "The company's services go beyond standard voice features, with collaboration and enhanced capabilities, including Virtual Room video conferencing, Virtual Meeting web conferencing, and Virtual Office Mobile applications. Its Virtual Contact Center has been a strong differentiator and is starting to be replicated by other hosted providers. It's a complementary service particularly suited to businesses that cannot afford dedicated contact center solutions or do not require large formal contact centers. Over the past year, 8x8 has expanded its security adherences with HIPAA compliance and has broadened service capabilities to include more comprehensive mobile clients, offering customers flexibility in where and how they communicate. Additionally, 8x8 has increased its service footprint internationally to capture businesses with international offices."

"This recognition of the combined attributes that have contributed to 8x8's success over the years and subsequent #1 Infonetics ranking is very gratifying," said 8x8 CEO Vik Verma. "Since we began offering our cloud-based business communications services in 2004, 8x8 has been committed to technological innovation, uncompromised service quality, reliability and security, superior customer service and consistent, profitable growth. We are proud of what we have accomplished under these guiding principles and look forward to helping many more thousands of businesses optimize their business performance and growth with our cloud communications solutions."

To download an excerpt from the Infonetics Research "North America Business VoIP Service Leadership Scorecard" report, click [here](#).

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

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