



8x8, Inc.

August 6, 2014

8x8 Cloud Security, Contact Center and Unified Communications Experts to Speak ITEXPO

Global Business Technology Event Taps 8x8 Expertise for Five Panel Sessions Focused on Content Security, Customer Engagement and Customer Adoption

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a provider of cloud-based unified communications, contact center and collaboration solutions, today announced that three 8x8 executives have been invited by Technology Marketing Corporation (TMC) to speak on five panel presentations at ITEXPO, August 11-14, 2014, at The Rio in Las Vegas.

The panels will focus on topics ranging from security measures that ensure the highest quality user experience to the advantages of multi-channel customer service technologies to how providers and partners can benefit from targeting customers by vertical segments.

Mike McAlpen, 8x8 Executive Director of Security and Compliance, will join Moderator Eric Lebowitz of TMC for the panel session "Why Content Security is Critical to User Experience" on Tuesday, August 12 at 11:30 am.

Darryl Addington, 8x8 Lead Product Marketing Manager, will participate in two panel sessions: "Improving Customer Satisfaction with Automation" on Monday, August 11 at 2:30 pm and "Creating New Business Opportunities with Vertical Marketing Strategies" on Monday, August 11 at 3:30 pm.

Mike Reinhart, 8x8 Sr. Product Marketing Manager, will also participate in two sessions: "You Should Hear How She Talks About You: What's in a Brand Reputation" on Monday, August 11 at 12:30 pm and "Best of All Worlds: New Face of Customer Service" on Monday, August 11 at 1:30 pm.

ITEXPO is the business technology event that brings together service providers, enterprises, government agencies, resellers, vendors and developers to discuss the latest innovations that are changing the marketplace. To register for the conference ITEXPO or obtain additional information on these panels, please visit: <http://itexpo.tmcnet.com/west/conference-program.aspx>.

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 39,000 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](#).

8x8, Inc.
Tim Polakowski, 408-883-8434
PR Manager
tim.polakowski@8x8.com

Source: 8x8

News Provided by Acquire Media