



February 3, 2015

## **8x8 Launches Powerful Suite of Analytics and Reporting Tools to Help Enterprises Transform Communications from a Utility to a Business Enabler**

*Comprehensive Big Data Solution Compiles Real-Time and Historical Data Viewable on Any Device to Provide Actionable Business Insights*

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced the availability of a powerful suite of big data analytics and reporting tools designed to provide enterprises with an insightful view of the communications activity and trends within their organization.

The 8x8 Virtual Office Analytics suite of services delivers a detailed and customizable view of real-time and historical information associated with the services, extensions and devices in an organization's Virtual Office telephony deployment, including data associated with internal and external call activity, call queue and ring group status, call quality and individual end-point device status around the globe. The cloud delivery mechanism of 8x8's services enables this analytics suite to collect data from many distributed locations and centralize reporting and analysis of the data at a single point.

"The new 8x8 analytics tools are an invaluable addition to 8x8's services," said Ron Godine, IT Director at TMW Systems, a leading provider of enterprise transportation management software and long time 8x8 customer. TMW has deployed 8x8's telephony, unified communications and contact center solutions to more than 1,000 users across seven locations. "We intend to use these tools not just to give us performance analysis of the 8x8 communications solution, but to also provide TMW's management insight into our business operations. This capability really advances the 8x8 solution to more of a business transformation tool as opposed to a simple replacement phone system."

To develop the 8x8 Virtual Office Analytics solution, 8x8 leveraged its own big data infrastructure and methodology, which was originally designed to help identify problems with customer networks, provide proactive customer service, obtain marketing and service utilization data and manage carrier quality and service optimization. The Virtual Office Analytics suite makes this same big data environment customer facing, with a responsive design that works equally well on mobile and desktop devices.

"8x8's robust communications analytics and reporting solution raises the bar for other cloud-based telephony and unified communications providers targeting larger midmarket and enterprise customers," said Elka Popova, North American Program Director, Unified Communications & Collaboration Information and Communication Technologies at Frost & Sullivan. "As more and more enterprises migrate their communications infrastructure to the cloud, demand for these tools and other adjunct capabilities that support strategic business initiatives and growth will become increasingly important. 8x8 has taken a big step forward in its move upmarket with this latest service offering."

Most cloud-based reporting tools, generally offered as part of basic service packages, only provide primitive historical reports that limit visibility and decision-making data. 8x8's Virtual Office Analytics is tailored to provide deeply layered details and intelligence to enable improvements in areas such as workgroup collaboration performance, sales campaigns effectiveness, customer experience management and staffing requirements, with the added capability to manage and monitor call quality and distributed work groups around the globe. 8x8's Global Reach technology enables worldwide call routing tracking and media optimization.

Calls that enter a distributed enterprise are also tracked by individual connections throughout the business, not just at the call level. For example, a call to an auto-attendant that is distributed to a 50-person ring group where each extension has multiple endpoints is tracked to its ultimate destination, as well as all intermediary routings along the way, allowing for unprecedented opportunities for business reporting and analytics.

"Business communications is no longer being viewed as a simple utility," said 8x8 CEO Vik Verma. "We're hearing a common theme from CIOs these days surrounding the broader business value being derived from 8x8's cloud-based solutions far beyond mobility, productivity and cost savings. 8x8's Virtual Office Analytics & Reporting solution takes enterprise communications to the next level with easily accessible, actionable insights that can have a tremendous impact on decision making and growth."

8x8 Virtual Office Analytics is offered in three configurations: "Analytics Essentials," a comprehensive set of unique dashboards and reporting options for all extensions in an organization's 8x8 cloud PBX; "Analytics Supervisor," a workgroup dashboard and

reporting tool that provides a real-time view of all call activity in any designated call queue or ring group within the 8x8 cloud PBX; and "Analytics Service Quality," a quality management dashboard that provides real-time information about the status of all endpoint devices in addition to Individual call and consolidated MOS score detail for trouble analysis and resolution. For additional information go to: <https://www.8x8.com/voip-business-phone-services/analytics>.

### **About 8x8, Inc.**

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to more than 40,000 businesses operating in over 40 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premises 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 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](#).

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