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## 8x8 Announces Updated Apps Now Available on Salesforce AppExchange

*New Integrations for Sales Cloud and Service Cloud Help Customers Quickly Create Cloud-Based PBX and Contact Center Environments*

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced it has two new product integrations based on the Salesforce1 Platform.

Since its original listing on the AppExchange in 2008, 8x8 has enabled thousands of Salesforce Sales and Service Cloud customers to improve operational efficiencies, build more effective sales organizations and optimize customer engagements with its integrated Virtual Office and Virtual Contact Center solutions.

An ISVforce partner, 8x8's latest Virtual Office and Virtual Contact Center AppExchange integrations are built on the Salesforce1 Platform utilizing Salesforce's OpenCTI toolkit. These integrations fit seamlessly into users' Salesforce environments with screen pops of Salesforce contacts, click-to-dial from within the Salesforce application and new functionality that automatically logs call activity into the Salesforce application, enabling customers to gather call metrics directly from the Salesforce reporting engine.

"With the entire learning platform for our nonprofit college built on the Salesforce1 Platform, we needed a communications partner that offers a seamless integration within our Salesforce.com application," said Alan Laurentano, Chief Operations Officer at College for America. "8x8's ability to provide this with both its Virtual Office and Virtual Contact Center solutions has enabled us to very quickly ensure we maximize the number of student inquiries resolved and offer better support to our students."

"Salesforce remains at the top of the list of the most requested business applications our enterprise customers are looking to integrate their unified communications and contact center capabilities with, and we are pleased to now have the opportunity to work together with Salesforce as an ISVforce partner," said 8x8 CEO Vik Verma. "8x8's industry-leading cloud telephony, conferencing, contact center and analytics solutions give businesses the tools and insights they need to maximize productivity and growth and our seamless, out-of-the box integration with Salesforce is a key component of our value proposition."

"Companies are looking to transform the way they connect with customers, partners and employees to thrive in today's connected world," said Ron Huddleston, senior vice president, ISV & channel, Salesforce. "By leveraging the power of the Salesforce1 Platform, 8x8 provides customers with the proven social, mobile and connected cloud technologies to accelerate business success."

With 8x8's integrated cloud communications offerings, Salesforce customers can:

- Automatically sync inbound customer calls with customer information to instantly display caller's details and previous contact history via screen pops.
- Auto log information from customer interactions, including notes, to the customer record.
- Log received and missed calls into Salesforce.
- Work seamlessly with other 8x8 phone service features inside the Salesforce Console.
- Control calls from the desktop, including transfer, mute, conferencing and more.
- Use analytics to track sales performance against sales behavior.
- Record calls for employee evaluation and training.
- Easily conduct audio and video meetings.
- Pull in expert resources and use screen sharing to close the sale.

For additional information on 8x8 Virtual Office integration with Salesforce.com, visit <https://appexchange.salesforce.com/listingDetail?listingId=a0N3000000B5imgEAB>. For information on 8x8 Virtual Contact Center integration with Salesforce.com, visit <https://appexchange.salesforce.com/listingDetail?listingId=a0N30000001r16eEAA>.

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**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 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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