



August 17, 2015

8x8 Expands Asia Pacific Presence and Signs Reseller Agreement with CSG

Increases Enterprise Cloud Communications Footprint in Australia, New Zealand and Extends Company's Global Reach® Initiative

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), a leading provider of cloud-based unified communications and contact center solutions, today announced that the company has expanded its presence in Asia Pacific and has signed a new reseller agreement with ASX listed CSG, a leading business technology and communications solutions specialist. As part of the agreement, CSG will serve as an 8x8 channel partner for Asia Pacific and resell the company's entire portfolio of enterprise cloud communications solutions to the Australian and New Zealand markets - including its award-winning Virtual Office and Virtual Contact Center solutions.

CSG takes an integrated 'cloud-first' approach to help its customers maximize productivity and reduce costs. As part of its 8x8 go-to-market strategy, CSG will launch a new service to onboard employees with a turnkey offering that bundles 8x8 cloud communications solutions with telephony hardware, a laptop, online file storage and back-up in a complete end-user package—all supported by the company's national service team. CSG customers will benefit from the simplicity and ease of this rapidly deployable, pre-configured bundle for a simple and predictable monthly cost. CSG's cloud solutions sold as a service also scale to suit the larger enterprise, and 8x8's Virtual Contact Center will be a critical solution for this market.

CSG's Chief Executive Officer, Julie-Ann Kerin said, "I am extremely pleased that 8x8's world-leading Virtual Office and Virtual Contact Center products are now part of our ever-expanding, innovative cloud solutions portfolio. We work with some of the world's leading technology brands and are delighted to have 8x8 as one of our key partners."

"Our partnership with CSG allows 8x8 to further extend its footprint and better serve our valued customers in Asia Pacific as part of our ongoing global expansion," said Vik Verma, 8x8 CEO. "The growing demand for enterprise cloud communications in key international markets such as Australia and New Zealand has become critical for our customers. CSG has a valued reputation and broad footprint across Australia and New Zealand, enabling us to offer a highly innovative enterprise cloud communications solution to a broader customer segment in one of the fastest growing technology hubs for enterprise communications."

8x8 Product Innovations Solve Critical Business Communications Needs

As the only [integrated communications platform](#), 8x8 combines core business telephony and contact center functionality onto a single, secure cloud-based platform. By integrating the company's Virtual Office and Virtual Contact Center solutions, 8x8 helps businesses eliminate the gap between their contact center agents and other employees to deliver superior customer service. 8x8's Virtual Office is a sophisticated, highly affordable, enterprise-class phone service over the Internet. Virtual Office provides essential enterprise-class telephony and unified communications features including, auto attendants, an online dashboard, soft phones, and mobile apps. Chat, presence management, third party CRM and ERP integrations, and powerful analytics are also a critical part of this business telephony solution. In May, 8x8 was awarded the number one ranking in the IHS Infonetics' Annual ["Cloud UC Service Provider North American Scorecard"](#) report for the second consecutive year.

Additionally, 8x8 introduced [VCC Global](#), the first cloud-based contact center solution that seamlessly connects an organization's international agents over a single platform with integrated presence, multi-lingual chat with automatic translation, call routing, reporting and management. VCC Global is a highly innovative 'Follow-the-Sun' solution that uses local connectivity and natural language translation to provide personalized customer experiences worldwide.

"8x8 has been gaining impressive traction globally for years and is now leading the charge to truly disrupt the market with its innovative, integrated cloud communications platform," continued CSG's Kerin. "The business communications market in Asia Pacific demands the highest levels of quality of service, uptime and security - and together, 8x8 and CSG deliver. 8x8 is a critical component of our go-to-market strategy, and we are now well positioned to offer best-in-class communications solutions to aggressively compete in the region. We are excited to team to provide a highly differentiated cloud communications portfolio for the evolving, burgeoning enterprise APAC market."

About CSG

CSG is a publicly listed (ASX:CSV) technology as a service organization with a complete portfolio of solutions to help customers

maximize productivity and efficiency while reducing costs. CSG provides managed technology, print and innovative cloud solutions for customers who range from the small to medium businesses up to large enterprise and government. CSG has a broad footprint across Australia and New Zealand with offices in every capital city and a national service network supporting more than 15,000 customers across the Tasman. CSG customers can source a full spectrum of technology products and solutions from multiple brands, from one supplier with one simple monthly bill saving time, effort and money.

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

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20150817005308/en/>

8x8, Inc.
Jodi Guilbault, 415-987-4970
jodi.guilbault@8x8.com

Source: 8x8

News Provided by Acquire Media