



August 18, 2015

8x8 Named Market Challenger in Ovum's Decision Matrix Report for Multichannel Contact Center Solutions

Tight Integration with UC and Telephony, Competitive Pricing, Global Presence, Rapid Deployments Secure Strong Ranking For 8x8 in First Appearance of Prestigious Contact Center Industry Report

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 was named as a Market Challenger in the latest Decision Matrix Report for Multichannel Contact Center Solutions by [Ovum](#), a leading global technology research firm. This is the first time 8x8 has appeared in the Ovum report, signaling a strong market presence, increased customer adoption and growing momentum in the contact center space.

The Ovum Decision Matrix highlighted that "the increased acceptance of cloud among enterprises, as well as the addition of many new vendors in the market, means that the competitive landscape for cloud contact center solutions had become complex. Enterprises need assistance in finding the right platform to meet their needs." The firm identified seven leading providers and evaluated them not only on their technical strength, but on market impact and customer satisfaction. Providers making that list include 8x8, Five9, Genesys, InContact, Interactive Intelligence, LiveOps and NewVoiceMedia. A highlighted notation from the report mentioned that "the differences in capabilities between vendors were relatively slight, so therefore Ovum recommends that enterprise buyers consider all seven vendors in the sample."

"One of the advantages of 8x8's contact center solutions is that they require little or no programming to install. Contact centers can implement the solution quickly, without much integration," said Aphrodite Brinsmead, Ovum Principal Analyst. Brinsmead also noted that 8x8 has strong technical capabilities, has been aggressively trying to move up-market into larger enterprises and offers a valuable combination of cloud telephony and contact center tools. "Customers stated they chose 8x8 for its pricing, ease of implementation, reliability and feature set."

"8x8 has demonstrated impressive market impact in the contact center this year, and we are pleased to see the industry validation continue with Ovum's report," said Vik Verma, 8x8 CEO. "With our recent [VCC Global](#) and [VCC Analytics](#) announcements, 8x8 has been breaking impressive ground in the contact center and continues to push innovation barriers. We are executing on our vision to deliver high-value, high-touch customer capabilities, while providing a truly unified global contact center with worldwide presence."

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](#).

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Source: 8x8

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