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## 8x8 Gains Significant Momentum in Mid-Market & Enterprise with New Global Customer Deployments

### *Leading Brands Migrate from On-Premises Solutions to 8x8's Enterprise Cloud Communications for Increased Flexibility, Scalability & Cost Savings*

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8](#), Inc. (NASDAQ:EGHT), the leading provider of global Enterprise Communications as a Service (ECaaS), today announced that it's gaining significant momentum with mid-market and enterprise customers and increasing its international footprint, with leading brands including [MOBI](#), [OFX](#) and [Roberts Home Medical](#) selecting 8x8 as their cloud communications solution of choice.

8x8's ECaaS solutions provide the ability to rapidly onboard customers, increasing agility, reducing costs and delivering immediate productivity gains with its enterprise-grade, integrated cloud communications platform.

"We remain in the early stages of a tremendous market opportunity," says Vik Verma, 8x8 CEO. "Just 3% of mid-sized and enterprise companies globally have transitioned so far to the cloud, and many are on the cusp. 8x8 has the strength of our core technology, years of experience operating a secure and reliable network and deep familiarity with the requirements of businesses of all sizes. As such, we are well positioned to continue leading the charge as more and more multinational enterprises transition to our solutions."

According to Gartner, the mid-market and enterprise segments in the US are forecasted to see the highest growth going forward at 25% and 40% - 45%, respectively.

### **The Time for Enterprise Communications as a Service is Now**

8x8 is capitalizing on this trend. Its customer base has evolved to having more than 50 percent of its service revenue today coming from mid-market and enterprise customers. That's up from 42% a year ago. New monthly recurring revenue (MRR) sold to mid-market and enterprise customers and by channel sales teams increased 94% year-over-year and accounted for 58% of total new MRR booked in the company's last fiscal quarter (Q3). In addition, 37 of 8x8's top 50 customers subscribe to both its core solutions - Virtual Office (VO) and Virtual Contact Center (VCC), a key differentiator for the company.

This is a leading indicator of the company's ability to attract, and rapidly onboard the largest, most discerning businesses that have decided to abandon their costly and cumbersome premises-based communications infrastructure in favor of 8x8's cloud-based alternative. With 8x8, businesses experience productivity gains via an integrated, feature-rich solution, and realize operational advantages by working with a single, global provider. This gives them significant cost savings which, in some cases, adds up to millions of dollars per year, as compared to their prior communications systems, and a single predictable bill at the end of each month.

"This is an exciting time in our industry and many customers and service providers alike will benefit from the technological shift to cloud-based communications that is now taking place," 8x8's Verma says.

Read 8x8 CEO's related blog post on- [The Business Communications Revolution](#).

### **New Global Customers**

8x8 is seeing continued strong traction with global mid-market and enterprise customers across retail, manufacturing, technology and services.

- 1 **MOBI**, a cloud-based managed mobility service provider, transitioned from its on-premises communications solution to 8x8 VO and VCC. With 8x8, MOBI now has an integrated platform with advanced features and functionality to help ensure critical business continuity.
- 1 **OFX**, a global foreign exchange company headquartered in Sydney, Australia transitioned from its on-premises solution to 8x8 VO and VCC to deliver enhanced 24/7 customer experiences. The company chose 8x8 for its

integrated platform, single reporting interface and predictable costs.

- 1 **Roberts Home Medical**, a leading regional home medical supplier, transitioned from its on-premises solution to 8x8 VO and VCC across 12 locations. 8x8 was the only vendor that offered an integrated solution with HIPAA compliance.

### **The Leading Solution for Enterprise Communications as a Service**

8x8's innovative ECaaS solution brings all real time communications and contact center services together into one integrated cloud platform, delivering continuous communications experiences from desktop to mobile. These solutions enable companies of all sizes to solve critical business needs and modernize their infrastructure with world-class business communications, contact center solutions, conferencing, collaboration and advanced analytics.

### **Supporting Customer Quotes**

"8x8's business model is similar to ours and thus integrates seamlessly with our cloud-based platform, providing scalability across any geography. We are impressed with the company's integrated contact center and telephony services, and its ability to provide direct support," said Mitch Black, MOBI President. "This made 8x8 a great fit for MOBI as we continue to scale and enable our enterprise customers to unlock the potential of enterprise mobility around the world."

"With offices and customers all over the world, we needed a communications partner that could scale with our rapid growth and 'follow the sun service model' without incurring expensive call charges and maintenance fees," said Ryan Orsmond, Solutions Architect at OFX. "We had two options - either undertake an expensive upgrade to our existing on-premises environment or transition to a cloud-based solution. We decided to go the cloud communications route for its increased flexibility and scalability. Working with CSG, a key 8x8 partner in Australia, we selected the company's industry leading, integrated contact center and unified communications solution that works seamlessly across the Internet as we grow our international client base."

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

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8x8, Inc.  
Neha Mirchandani, 669-256-5095  
[neha.mirchandani@8x8.com](mailto:neha.mirchandani@8x8.com)  
or  
for 8x8, Inc.  
Chad Torbin, 415-548-6536  
[chad@speakeasystrategies.com](mailto:chad@speakeasystrategies.com)

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