8x8

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8x8 Expands International Footprint with Investments in Europe, Asia Pacific, and LATAM to Support Mid-Market and Enterprise Customer Growth

Announces New Global Data Centers, Localization Capabilities, and Customer Support Centers

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (Nasdaq:EGHT), the leading provider of global Enterprise Communications as a Service (ECaaS), today announced that the company is expanding its international footprint with new investments in Europe, Asia Pacific, and Latin America (LATAM) to support growing demand from global and distributed mid-market and enterprise customers. This will include the addition of three new data centers in Singapore, The Netherlands and Brazil; full localization capabilities (end user application and portal localization) for an additional six languages - French (two dialects), German, Dutch, Spanish, Italian and Portuguese; and new support centers in the Philippines and Romania delivering 24 x 7 follow-the-sun support.

With this expansion, 8x8 will have a total of 12 data centers in eight regions of the world and will be one of the first global cloud communications providers with a presence in LATAM. From a localization perspective, 8x8 will support a total of 13 languages in addition to English, for its desktop interactive voice response (IVR) services by the end of this calendar year, including Japanese. The company is also supplementing its global customer success network in the United States and United Kingdom with its new support centers in the Philippines and Romania, bringing the total number of centers to seven. In addition 8x8 continues to make key investments in technology, quality of service, security, and reliability to support customers.

"Our mid-market and enterprise customers demand the highest levels of quality of service with minimal latency across the globe," said Bryan Martin, Chairman and CTO, 8x8. "These new investments we're making will enhance our international footprint and better enable us to support the global and regional efforts of our customers, giving them the proximity to their data, local language capabilities, and follow-the-sun support."

Global Reach Network®

The three new data centers announced today - Singapore, Amsterdam and Rio de Janeiro (targeted availability fall 2016) - build on 8x8's existing global reach in the US, UK, Hong Kong, Australia, and Canada. With customers operating in 114 countries, 8x8 currently has 27 international carriers, emergency calling services in 21 countries, local phone numbers in 83 countries, international toll free numbers in 122 countries and two global and 15 regional end-point distributors. 8x8 delivers an annual core call flow processing uptime of 99.997%. The company is the first cloud communications provider to offer an end-to-end SLA for both uptime and quality of voice over the public internet, guaranteeing a voice-quality mean opinion score (MOS) of 3.5 or above.

8x8 has also invested heavily in security and compliance globally. In the US this includes FISMA (Federal Information Security Management Act) and HIPAA (Health Insurance Portability and Accountability Act); and in the UK, ATO (Authority to Operate), which is amongst the country's highest levels of security and compliance certifications. Other certifications include ISO/IEC 27001:2013, ISO/IEC 9001:2015 and Cyber Essentials plus, PCI-DSS and the FCC's Customer Proprietary Network Information standard (CPNI). 8x8 will also be EU/EEA Privacy Shield compliant when this becomes effective on August 1, 2016.

Localization

In addition to full localization capabilities for the six new languages announced today - French (European and Canadian dialect currently available); German, Dutch and Spanish (targeted for fall 2016); and Italian and Portuguese (targeted for winter 2016) - 8x8 currently supports English (US, UK and AUS versions). The company also offers localized desktop IVR services in 7 languages in addition to English today, with another 6 planned for this calendar year.

Customer and Technical Support

Go live dates for the two new support centers announced today are as follows: Manila, Philippines (targeted for fall 2016) and Cluj, Romania (targeted for winter 2016). 8x8 takes a lifecycle approach to customer success and is involved with

customers all the way from onboarding to deployment to training and support, and even beyond, helping customers drive greater user adoption of 8x8 technologies for increased productivity and maximum ROI. Customers can also access 8x8 services directly from the company website and receive multi-channel technical support (phone, chat, web and email).

To learn more about globalization, read the 8x8 blog: The March to True Globalization.

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to more than 45,000 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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