



September 19, 2017

8x8 Promotes Dejan Deklich to Executive Vice President and Chief Product Officer

Highlights 8x8 focus on advanced engineering and product development initiatives to lead industry with next generation cloud communications technologies

SAN JOSE, Calif.--(BUSINESS WIRE)-- 8x8, Inc. (NASDAQ:EGHT), the world's first Communications Cloud provider, today announced it has promoted Dejan Deklich to executive vice president and chief product officer, where he will now be responsible for overseeing the company's engineering, product management and DevOps efforts. The alignment of these functions under Deklich enables 8x8 to bring all product innovation and development under one umbrella, globally, from gathering customer requirements and product management all the way through to engineering and service delivery, increasing velocity and efficiency throughout the company to deliver customers the most advanced enterprise cloud communications solutions available.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170919005356/en/>



Dejan Deklich, Executive Vice President and Chief Product Officer for 8x8 (Photo: Business Wire)

"This is a significant transition for 8x8 as we align our product and innovation teams to ensure we're nimble and responsive to quickly meet the business communications, collaboration and customer engagement needs of global midmarket and enterprise companies," said Vikram Verma, CEO, 8x8. "As we streamline the organizational structure, we can better deliver solutions and services that eliminate communications silos, so businesses can run smarter and faster to deliver a game-changing customer experience."

This news comes on the heels of [8x8 building out its engineering team](#), recruiting from some of the most-respected technology companies in the industry. The structural changes and recent new hires are evidence of 8x8's focus on accelerating its strategy to develop a truly unified cloud communications platform across voice, video, messaging, collaboration, and contact center. This company commitment to engineering and product development has resulted in recent industry accolades, including 8x8 named a Leader in the 2017 [Gartner Magic Quadrant for Unified Communications as a Service, Worldwide\[1\]](#) for the sixth year in a row, and ranked by The Tolly Group as [delivering superior cloud communications voice quality across the globe](#), when tested against leading Unified Communications as a Service (UCaaS) providers.

As part of the transition, Senior Vice President of Strategy, Analytics and Corporate Development, Darren Hakeman, who formerly oversaw the product management and product operations teams, will now oversee corporate development. Hakeman's new role will include defining and driving 8x8's long-term corporate strategy as well as leading 8x8's company-wide digital transformation to accelerate the company's next phase of growth and innovation.

"Our engineering team is scaling globally to meet the challenging business requirements of our growing midmarket and enterprise customer base," said Deklich, executive vice president and chief product officer, 8x8. "We're committed to solving fragmentation and breaking down the communications silos that impact our customers' businesses. Our products enable fast-paced companies to engage employees and customers by making it possible to bring the collective power of the enterprise to every connection."

The 8x8 Communications Cloud™ combines unified communications (8x8 Virtual Office®), collaboration (8x8 Virtual Office Meetings®), team messaging (8x8 Sameroom™), contact center (8x8 Virtual Contact Center® and 8x8 ContactNow™) and real-time analytics in a single open platform that integrates across clouds, applications and devices.

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the provider of the world's first Communications Cloud that combines unified communications, team collaboration, contact center, and analytics in a single, open and real-time platform. 8x8 eliminates information silos to expose vital, real-time intelligence across multiple clouds, applications and devices to improve individual and team productivity, business performance and customer experience. For additional information, visit www.8x8.com, or connect with 8x8 on [LinkedIn](#), [Twitter](#), [Google+](#) and [Facebook](#).

[1] Gartner "Magic Quadrant for Unified Communications as a Service, Worldwide" by Daniel O'Connell, Bern Elliot, Rafael A Benitez, September 6, 2017.

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

This press release includes links to content published by third parties. 8x8 was not involved in the preparation of this content and has not independently verified its accuracy.

8x8®, 8x8 Virtual Office®, 8x8 Virtual Contact Center®, 8x8 Sameroom™, 8x8 ContactNow™ and 8x8 Communications Cloud™ are trademarks of 8x8, Inc.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170919005356/en/>

8x8, Inc.

John Sun, 408-692-7054

john.sun@8x8.com

or

InkHouse for 8x8

Brittany Hendrickson, 415-299-6370

8x8@inkhouse.com

Source: 8x8

News Provided by Acquire Media