# **IS VOIP TECHNOLOGY GOOD ENOUGH FOR** YOUR BUSINESS?

**Global enterprises are increasingly** turning to cloud-based VoIP and unified communications (UC) for their business telephony needs—and the North American market for VoIP and related services is expected to grow to \$9.35 billion by 2019.<sup>1</sup>





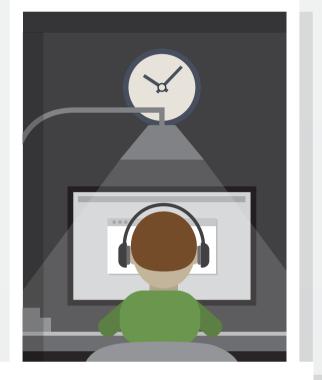
VoIP's reliability and voice quality rivals or surpasses that of on-site systems. VoIP can provide better security, easy communications with other devices, and features hard to get any other way.

It's well known that cloud-based VoIP adoption has really paid off for small business customers—with clear benefits and cost savings over on-site PBXs. What you might not know is that innovations in cloud VoIP technology have made it a clear choice for large businesses as well.



## **SHOULD YOUR BUSINESS UPGRADE TO A CLOUD VOIP SYSTEM?**

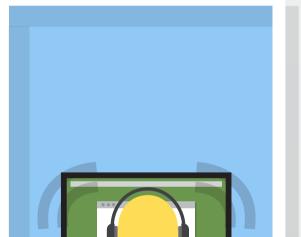
### **CONSIDER THESE IMPORTANT ADVANTAGES:**



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#### RELIABILITY

- Cloud VoIP uptime percentages has reached all-time highs of 99.997%<sup>2</sup>.
- The migration to cloud-based systems provides added reliability and business continuity, thanks to redundant systems with no single point of failure.
- Service Level Agreements (SLAs) guarantee high standards of reliability and quality.



#### **VOICE QUALITY**

- New and improved HD audio codecs enable higher fidelity calls than PSTN calls.
- Recent cloud VoIP technology improvements enable high QoS over both private (MPLS) networks and the



Internet.

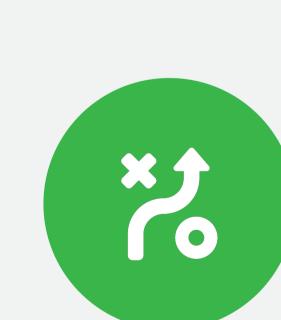
Industry utilization of user experience measurements has resulted in ever-improving Mean Opinion Scores (MOS) for VoIP calls.



#### **SECURITY AND COMPLIANCE**

- Cloud VoIP security continues to incorporate years of research in IP network security.
- VoIP technology is now secure enough to meet many exacting compliance standards such as HIPAA, **FISMA and PCI.**

# **3 MORE REASONS TO CONSIDER CLOUD VOIP**



#### **Mobility**

Cloud-based PBXs and mobile apps make it easy for mobile workers and distributed offices to stay connected and responsive.



#### **Productivity**

Integrated features like presence, chat, video and web conferencing boost productivity and enhance team and inter-office collaboration.



#### Cost

Cloud VoIP costs less and is easier to manage than PBXs. Eliminate expensive maintenance and upgrade costs, plus cut CapEx.

# 8x8 LEADS THE WAY IN **VOIP INNOVATION**

8x8 provides secure and reliable cloud-based unified communications and contact center solutions to businesses operating in over 100 countries across six continents.



8x8's industry-leading "Performance" Assured" SLA guarantees >99.99% uptime and MOS scores of  $\geq$  3.0 for at least 98% of all calls—not just over MPLS, but also over the internet.



8x8 solutions are rated as Enterprise-Ready by the prestigious Skyhigh Networks **CloudTrust program ensuring high** standards for data protection, identity verification, service security, business practices, and legal protection.



Globally distributed, SSAE 16-certified, top-tier data centers ensure high reliability, low latency, and no single point of failure.



8x8 solutions are third-party verified to comply with widely used government security standards such as HIPAA, FISMA, FIPS, PCI, and Safe Harbor.

## **EXPLORE 8x8 ENTERPRISE VOIP SOLUTIONS.**

#### **8x8.COM**

#### Source

<sup>1</sup> "Frost & Sullivan: The Advanced Capabilities of VoIP and SIP Trunking Exceeds Traditional Voice Services," February 26, 2014. http://www.prnewswire.com/newsreleases/frost--sullivan-the-advanced-capabilities-of-voip-and-sip-trunking-exceedstraditional-voice-services-247236161.html <sup>2</sup>As reported by 8x8, calendar year 2015

