




8x8 Enterprise Communication as a Service



April 2016

A man in a dark sweater and glasses is shown in profile, talking on a mobile phone. He is standing in front of a blurred cityscape with a prominent skyscraper.

8x8, Inc. Business Overview

Increase Customer Engagement



Improve Workgroup Productivity



Free Up IT Resources



Enterprise Grade
100% Cloud. Secure. Reliable. Global.

- HQ: Silicon Valley, California
- Publically listed since 1997 (NASDAQ: EGHT)
- Profitable, no debt, \$180M+ in cash reserves
- Awarded 118 US patents to-date
- Global data centers - Ashburn VA, Santa Clara CA, Canada, United Kingdom, Hong Kong, Australia,
- Over 45,000 businesses entrust their business communications to 8x8
- More than 1,500,000,000 calls handled annually



Strategic Forces

Disrupting IT

Globalization

Businesses that provide products and services from almost any industry are facing new competition from all regions of the world.

Distributed Workforce and Mobility

Work used to be a place, now people expect to be able to work anywhere.

Personalized Customer Experience

The Internet of Me.

Legacy
Systems

Can't Adapt

High
Maintenance
Costs

No Meaningful
Reports

Multiple
Vendors

Limited
Scalability

No Mobility

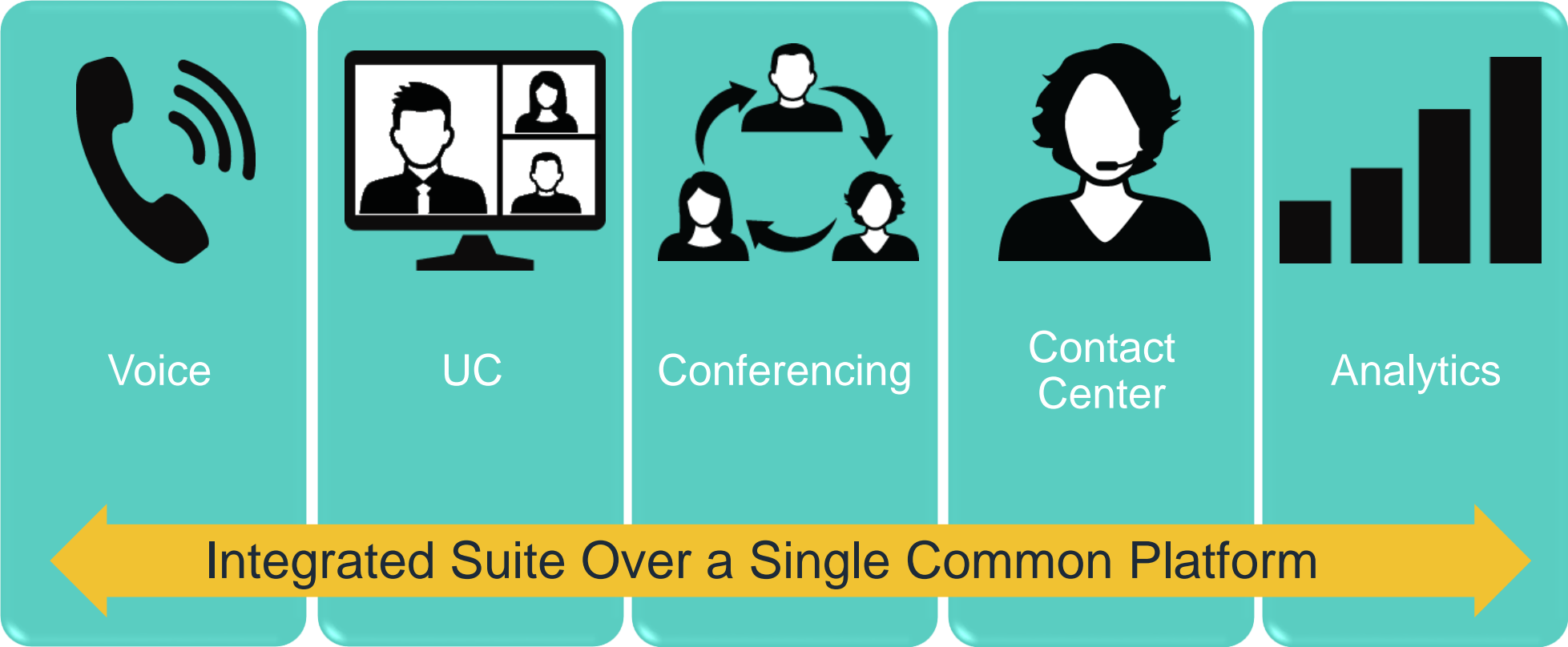
Multiple
Locations /
Problems

Inconsistent Security

No Business Continuity

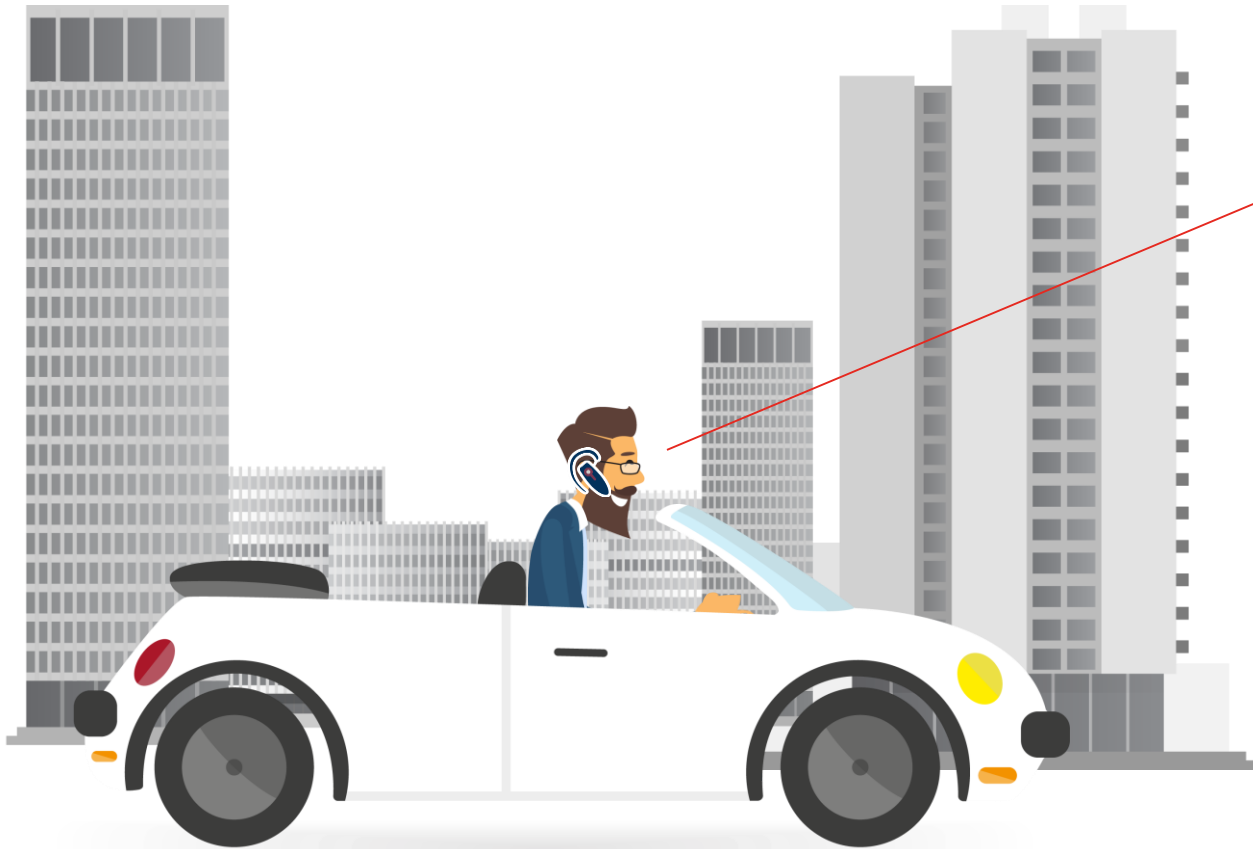
Difficult Management

8x8's Enterprise Communications as a Service Solution



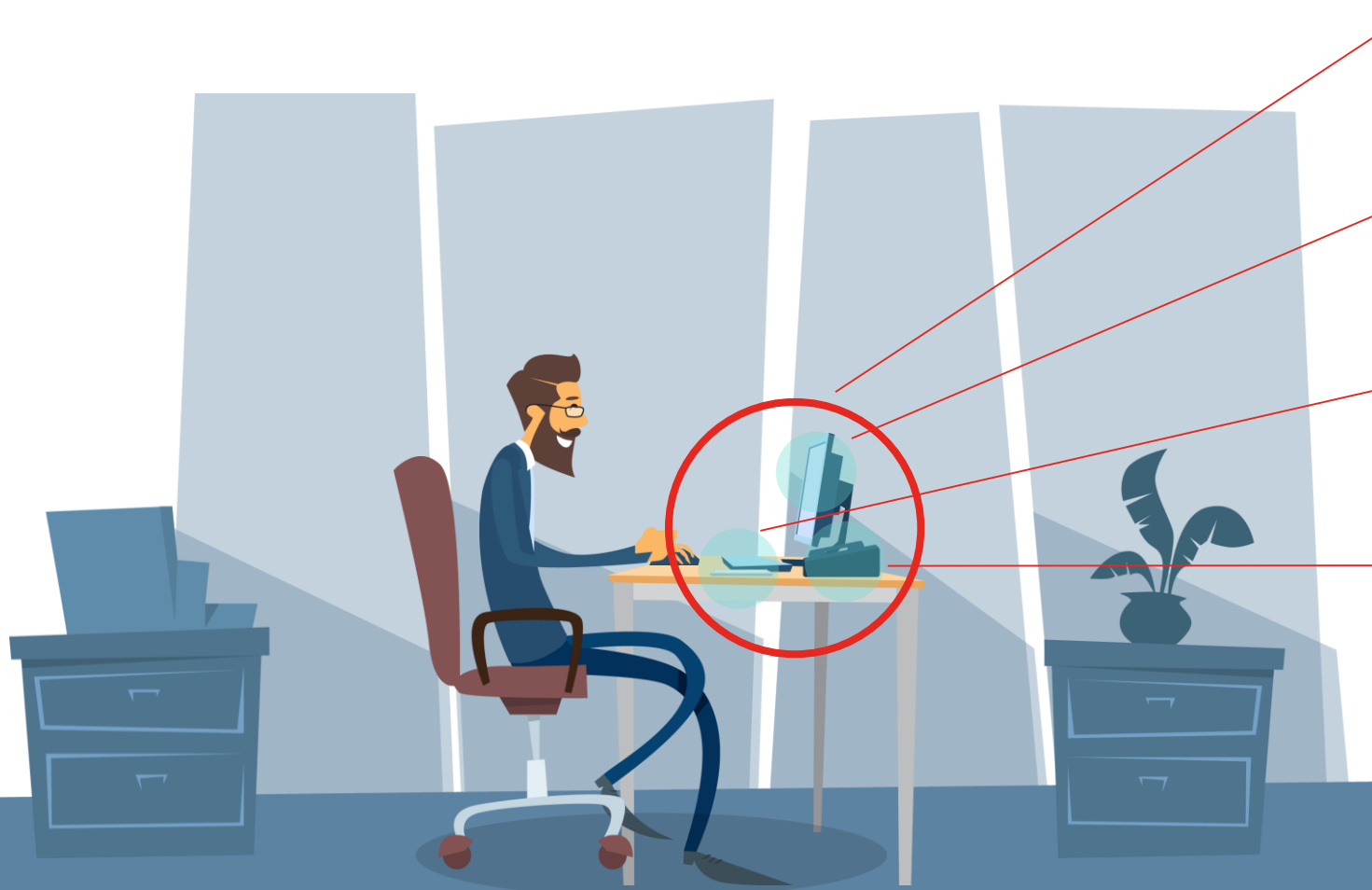
**Secure, Reliable, Global.
100% Cloud**

Typical Day for Legacy Communications



Commute with cell phone
on personal number

Typical Day for Legacy Communications



Multiple different passwords to remember and manage

Separate app/tools for web conferencing

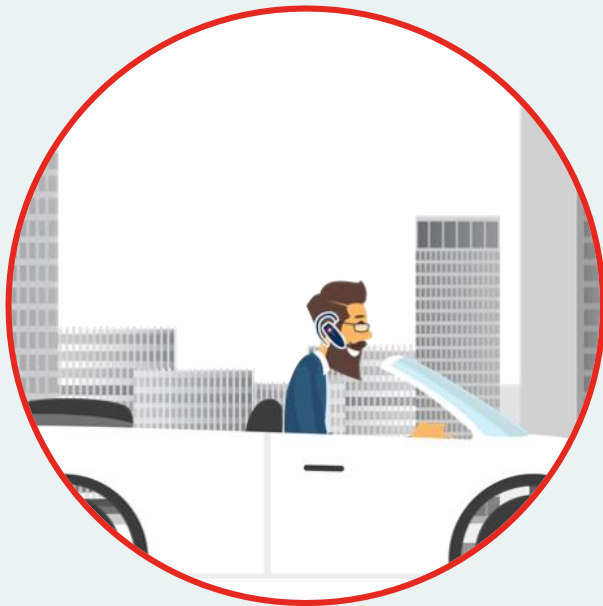
Use a separate app to IM colleagues

Hang up and switch to desk phone once you arrive at office



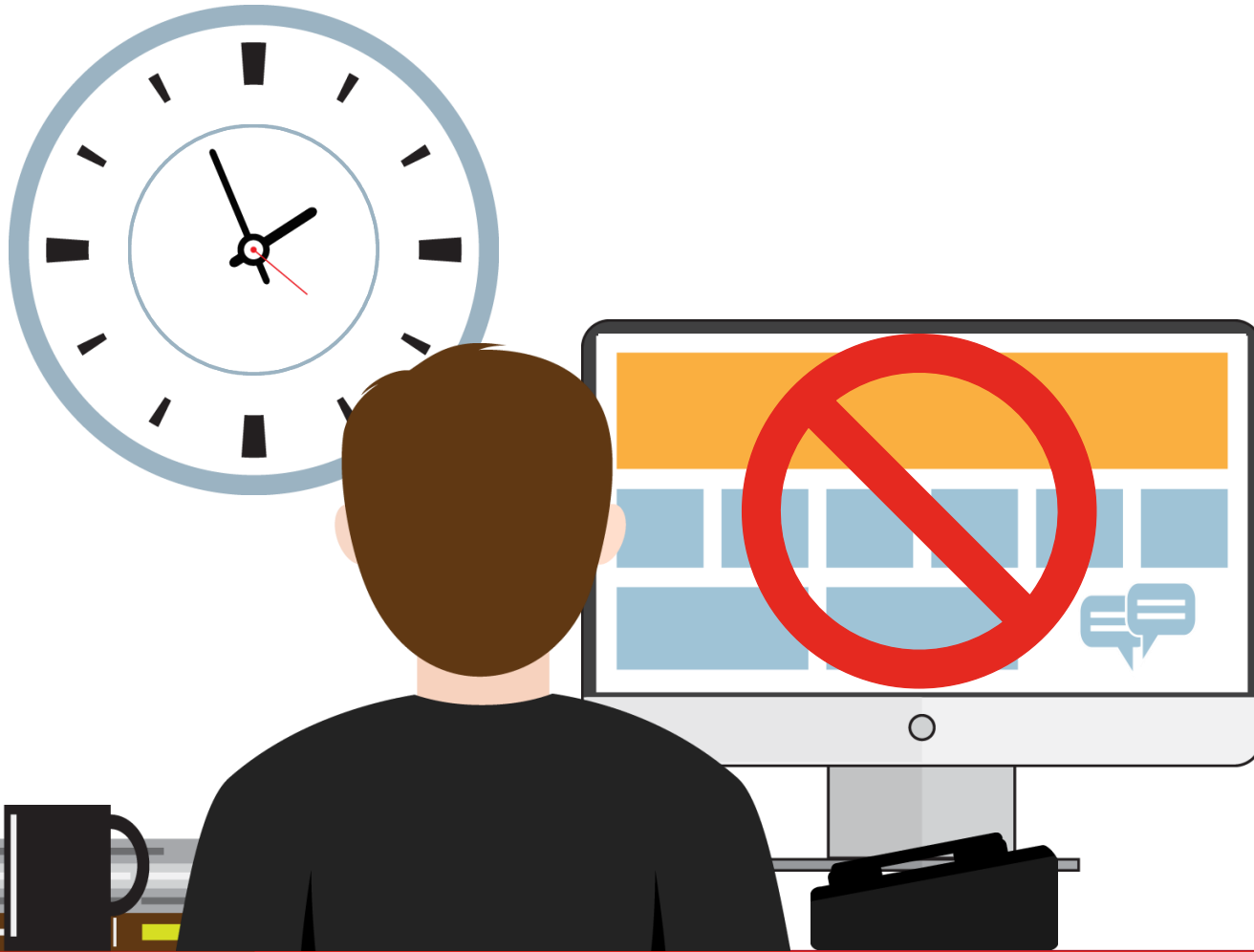
Continuous Communications

One secure, integrated platform



- **One number**, for a much simplified user model
- **Seamless transitions** between HD voice, chat, screen sharing, HD audio and video conferencing
- **Seamless transfer** between mobile, desktop and desk phone
- **Smooth hand-off** between cellular, 3G/4G LTE and WiFi
- **Pre-built integrations** with CRMs, ERPs
- **Integrated corporate directory**, extension dialing or click-to-dial

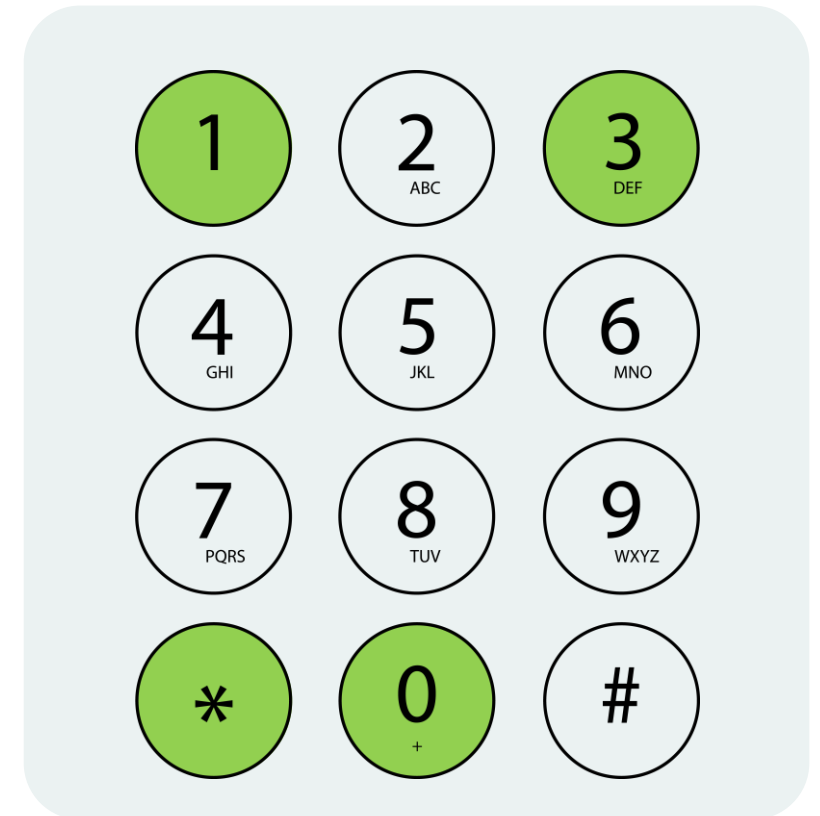
Legacy Contact Centers = Poor Customer Experience



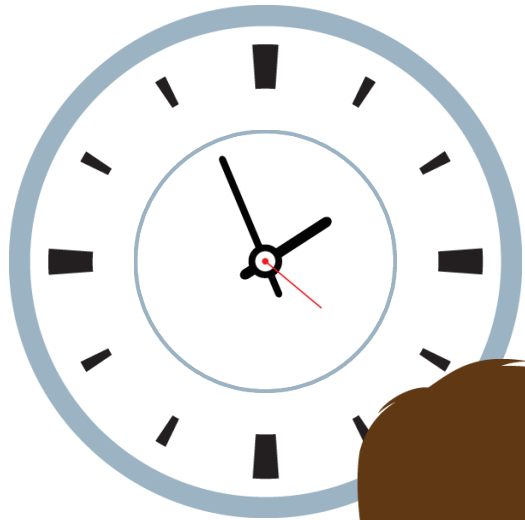
Customer can't resolve issue on website

After multiple tries, decides to call in

Gets stuck in IVR Jail



Legacy Contact Centers = Poor Customer Experience



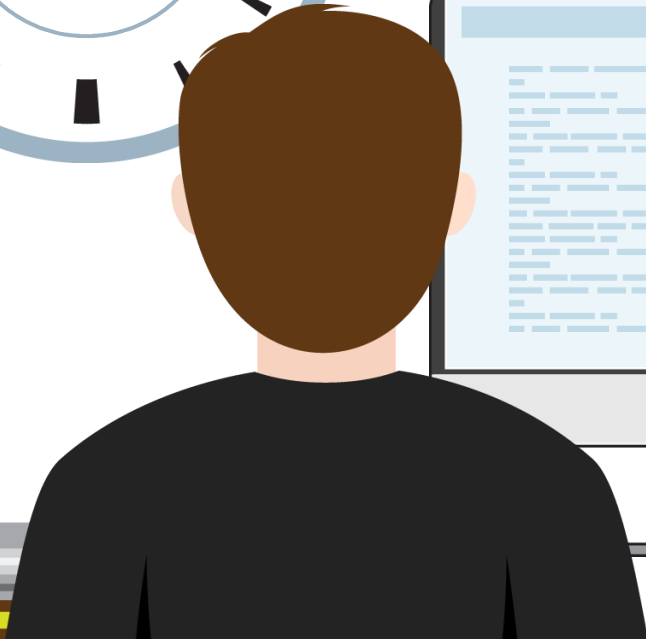
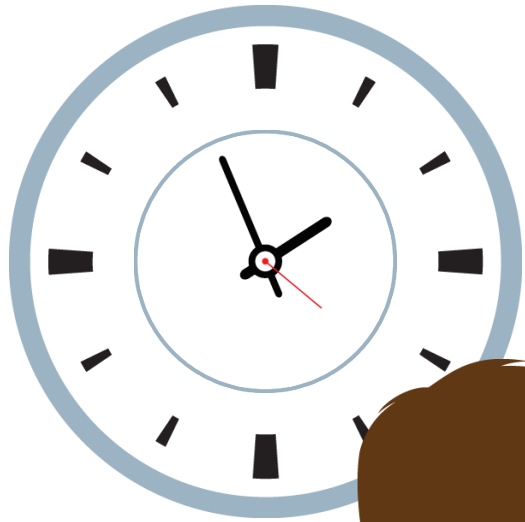
Customer finally gets through
and starts all over again



Customer is frustrated
and feels like his time
was wasted

Unhappy customers are
NOT repeat customers

There is
A Better Way



Customer starts on the website
and easily gets to an agent
on chat or web callback

Agent knows who he is and what
he needs

Agent connects customer
with Subject Matter Expert

Problem resolved!

What Data,
Where
and
What Does
It Mean?



Real-time Queue Status



Missed And Abandoned Calls



Customer "Journey",
Unreturned Calls



Agent / Employee Performance
& Productivity



Call Quality, Uptime

Global Reliability & Scalability



- Local dial-in numbers for hundreds of international locations
- Resilient, reliable video quality in even the most extreme bandwidth conditions
- Nine data centers serving 116 countries deliver global reach
 - Patented geo-routing enables consistent voice quality regardless of location
 - Industry-leading 99.997% uptime in 2015

8x8 Worldwide Users

in 114 Countries and 6 Continents



- 9 Global data centers: 3 x US, 2 x Canada, 2 x UK, Hong Kong, Sydney, (LatAm H1 2016)
- Optimized media routing
- Global SLA for availability and call quality
- Localized branches with global ext-to-ext dialing
- Global platform for 24/7 follow-the-sun contact centers
- Chat language translation in 90 languages
- Localized user apps (FR, SP - H1 2016)
- Global deployment and support teams: US, UK, Europe, Singapore/Asia, Australia

Why NetSuite Chose 8x8

True enterprise
communications partner

Highest levels of uptime and
security

Critical efficiencies to drive
a new level of service

Scaling worldwide presence

“We needed a true enterprise communications partner that offered the highest levels of uptime and security to successfully run our global business. 8x8 offers the critical efficiencies we need to help us drive a new level of service as we scale our worldwide presence.”

—Doug Brown, NetSuite
CIO

Serving Businesses of All Sizes

1 TO 250 EMPLOYEES	250 TO 1,000 EMPLOYEES	1,000 TO 5000 EMPLOYEES	5,000+ EMPLOYEES	FRANCHISES
				
				
				
				
				

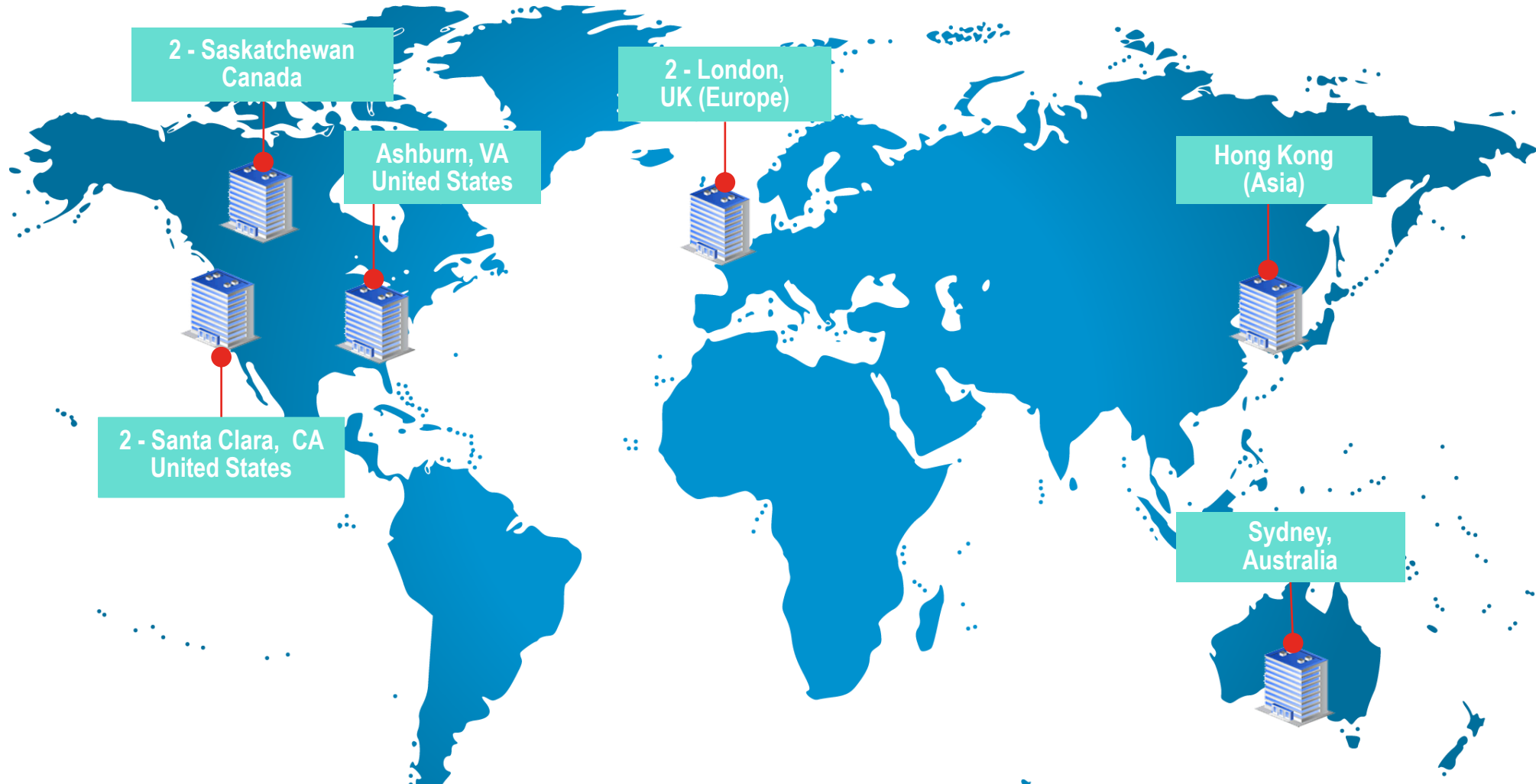
Enterprise-Grade Global Communications



45,000 Customers | 100+ Countries | 100+ Million Calls Monthly

Global Reach[®]

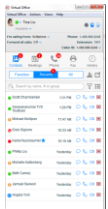
Flexible capacity to support growth throughout the Enterprise and around the World



9 geographically redundant data centers provide seamless connectivity and built-in disaster recovery

Continuous Communications Anywhere, Any Device, Any Way

*One secure, integrated platform
Enterprise Communications as a Service*



Directory
with Presence



Mobility
IM/Chat, SMS



Desk or
SoftPhone



Pre-built
Integrations



Contact Center



Business
Performance
Analytics



Video
Conferencing
Collaboration
Anywhere

Break Down Internal Barriers of Communication and Unify Siloed Experiences

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