

A portrait of Bryan Martin, CTO of 8x8, Inc. He is a middle-aged man with glasses, wearing a dark suit jacket over a light-colored button-down shirt. He is smiling slightly and looking directly at the camera. The background behind him is a blue gradient with faint white icons of a person and a gear.

VoIP: Real Deployment Stories from the Field

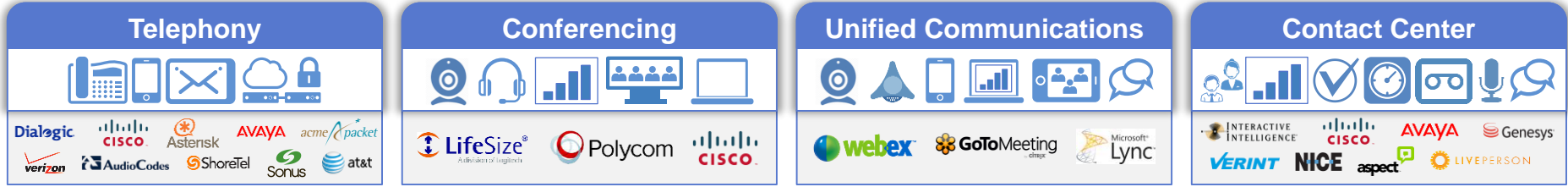
Featuring Bryan Martin,
CTO of 8x8, Inc.

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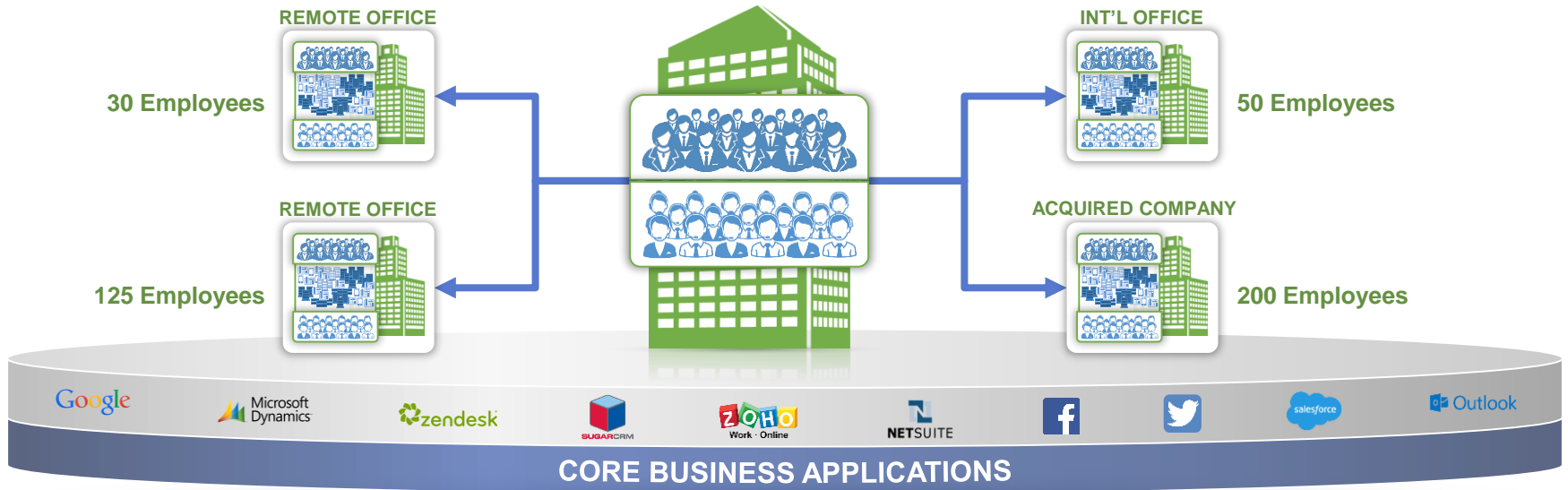
CXO Communications Challenges



The Complexity of Today's IT Environment



HEADQUARTERS—300 Employees



Cost of Maintaining the Status Quo

\$1,300

Total initial cost of on-premises IP telephony per VoIP user in the first year

\$42,000

Hourly cost of downtime (Gartner)

89%

Of consumers will leave for a competitor after a poor customer experience

25%

IT resources dedicated to communications management

\$2B

Healthnet liability from a single customer data exposure event

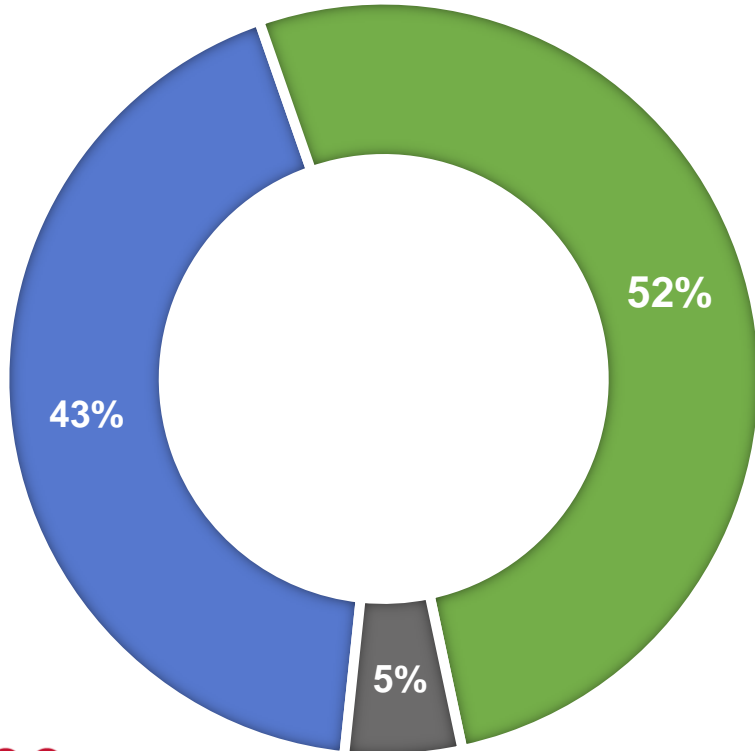
2-3X

Actual time spent on project implementation vs. estimate



Evolution: Cloud Adoption Is on the Rise

Cloud Technology Adoption



95% of respondents in a recent Frost & Sullivan survey are either currently using cloud technology or implementing within three years.

- Current
- Future (within 3 years)
- Non-user

Source: Frost & Sullivan – Hosted IP Telephony 2014

You Are Not Alone

Everyone has concerns

- Voice Quality & Reliability
- Disruption to Business
- Flexibility & Integration
- Security & Compliance
- Selecting the best solution



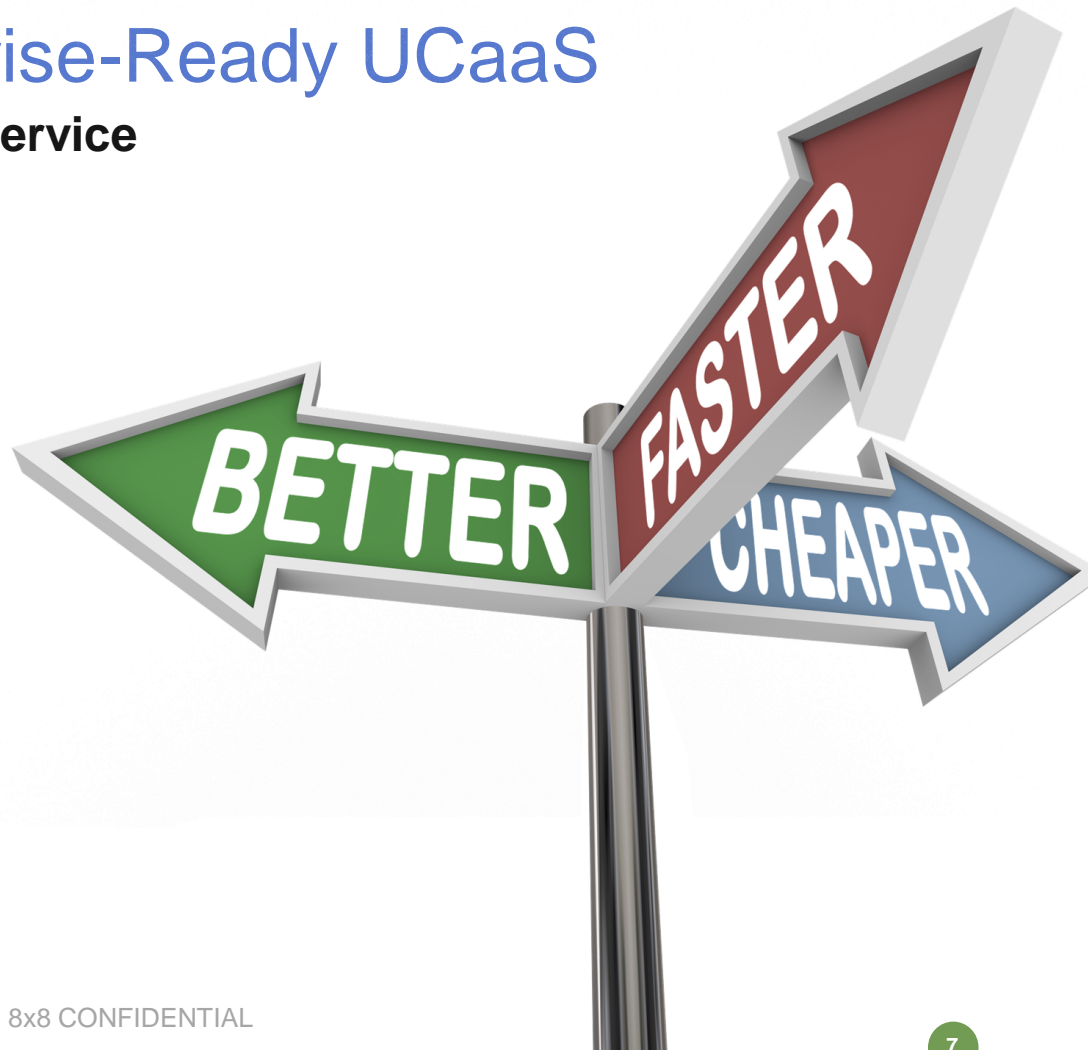
8x8, Inc.



Modern VoIP: Enterprise-Ready UCaaS

Unified Communications as a Service

- High availability services
- Faster broadband networks
- Better network gear
- Simple system integration
- Global system deployment
- Built-in security
- Continuous innovation
- Advanced analytics



Bryan Martin

8x8 CTO & Chairman of the Board

- Awarded 48 United States patents
- Named one of the “Top 100 Voices of IP Communications” by Internet Telephony magazine (2006)
- B.S. and M.S. in Electrical Engineering from Stanford University
- Appointed by Governor Schwarzenegger to the California Broadband Task Force for the Business, Transportation and Housing Agency
- Worked with thousands of companies to deploy UCaaS solutions

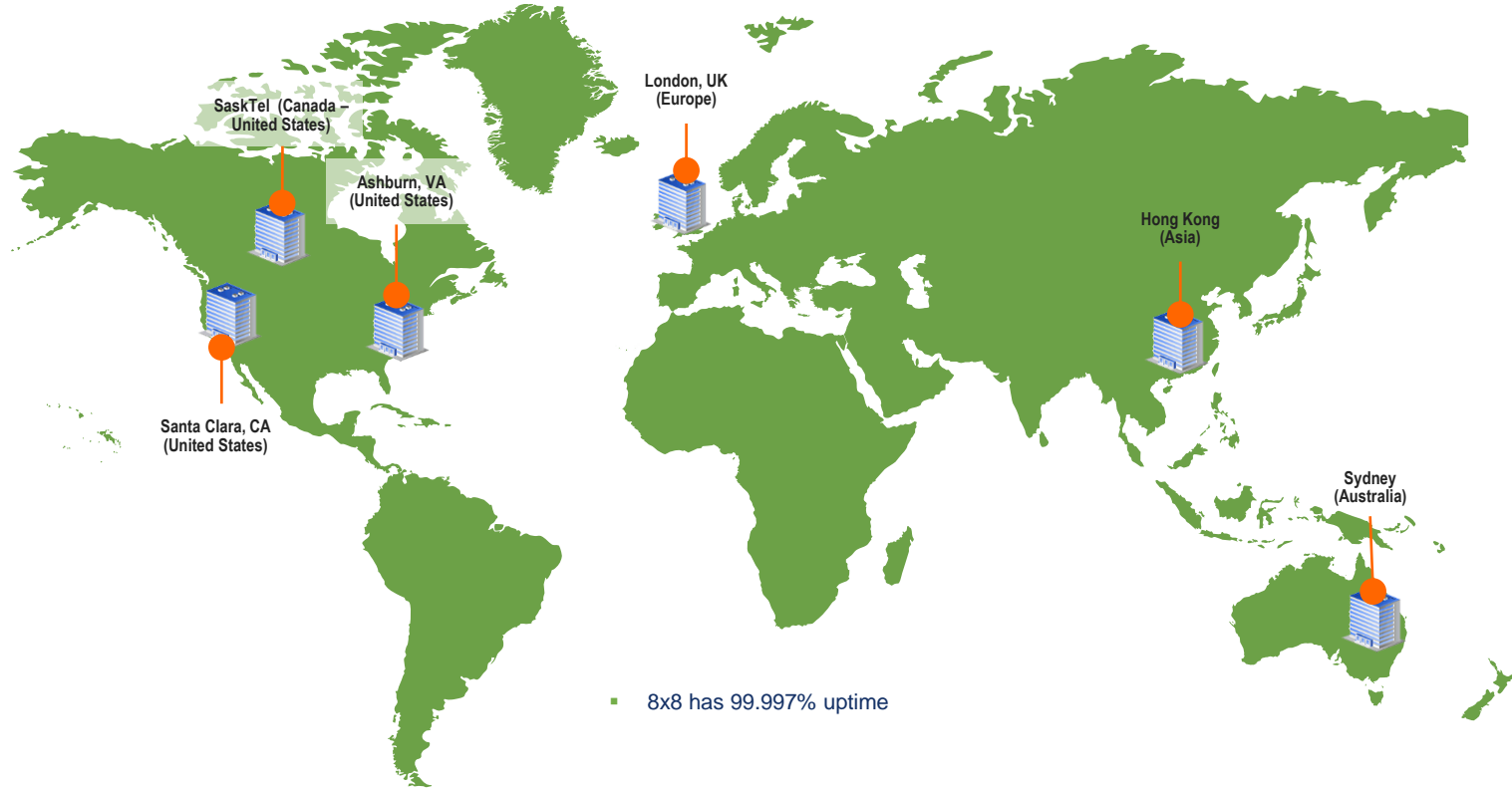


5 Myths & Misconceptions

1. Better to build yourself versus UCaaS
 - Are you adding value by doing it yourself?
 - Are you truly saving money?
2. Stability, reliability and quality not there yet



Data Center Quality & Redundancy Advantage



■ 8x8 has 99.997% uptime

5 Myths & Misconceptions

1. Better to build yourself versus UCaaS
 - Are you adding value by doing it yourself?
 - Are you truly saving money?
2. Stability, reliability and quality not there yet
3. Need to “rip-and-replace”
4. UCaaS is good for very small companies but not mid-size or larger
5. ROI is marginal



What Is Different?

Breadth of applications—Unified Communications



What Is Different?

Security & Compliance



HIPAA



FISMA



FIPS 140-2



PCI-DSS v3.0



Safe Harbor

CPNI
Customer Proprietary
Network Information

CPNI



What Is Different?

Analytics and Monitoring tools



What Is Different?

Stream of innovation, integration and platform



Advice for Evaluating VoIP Providers

- Ask for SLAs (Quality!)
- How does the provider troubleshoot network issues?
- Disaster recovery and business continuity. Test it.
- Vendor's longevity, financials and track record
- Support
- Flexibility and ease of making changes
- Don't do homegrown. Are you adding value?



Avoiding Pitfalls

- Network convergence
- Collection of different systems/complexity
- Train, train, train
- Post-deployment monitoring



Questions?

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