



**8x8**

# **Cloud Communications**

## **X Series Solution Overview for G-Cloud 13 Buyers**

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# Executive Summary

## Ensure service delivery resilience and lower costs.

For G-Cloud buyers including UK Public Sector, austerity appears to be one of the universal constants. As Public Sector organisations worked through the challenges of having to immediately enable remote working while continuing service delivery, they were met with resistance from a patchwork of communication technologies that are extremely expensive to administer and maintain with limited functionality, little to no ability to upgrade, and a frustrating lack of analytical insight.

Now, Public Sector organisations are moving on to the next challenge: putting in place capabilities and processes that support new workflows, new ways of working, new ways of engaging with constituents and new ways of delivering services. To make that happen, it's time to start approaching communications from an enterprise architecture/platform perspective.

The 8x8 eXperience Communications Platform™ does exactly that, bringing voice, video, chat, contact centre, APIs, and advanced analytics together to enable new ways of working, increase buyers' ability to adapt to change, and strengthen service delivery resilience.

The 8x8 solution gives you an effective, efficient, and effortless modern cloud communications platform that solves for what you need today, with a clear and easy path to whatever is next. It protects today's investment by guaranteeing the ability to support changes that ultimately strengthen an organisation's ability to ensure safe, efficient service delivery.

8x8's extensive experience with UK Public Sector organisations ensures a risk-free transition that leverages a deployment methodology based on industry specific knowledge and expertise.

The result is a communications capability that empowers your staff to ensure service delivery resilience while lowering operating costs. This solution overview provides detailed information on 8x8 service plans, our deployment methodology, the ability to create an ecosystem through integrations, the possibilities with real time analytics at your fingertips and our approach to partnering for your success.

## Meet the X Series

**X1** Ideal for most staff members. It includes one application for business phone, team messaging, video meetings.

- Unlimited calling in UK
- Mobile app
- Chat and video meetings

**X6** Ideal for the voice-focused contact centre. It combines the same collaboration and telephony capabilities of X4 along with contact centre-centric functionality for voice-based interactions and integration with common CRM systems.

- X4+
- Skills-based routing
- Integrated voice response (IVR)
- Expert Connect

**X2** Ideal for back office power users requiring greater outreach and collaboration capabilities.

- X1 plus
- Unlimited calling 14 countries
- Call queues
- Expanded set of integrations

**X8** Ideal for an agent or a contact centre manager transforming the experience through a multichannel contact centre.

- X6+
- AI-powered analytics
- Co-browse
- Outbound predictive dialing

**X4** Ideal for supervisors and administrators. Advanced features and analytics for comprehensive communications capabilities.

- X2+
- Unlimited calling: 47 countries
- Advanced analytics
- Barge - Monitor - Whisper



## The Solution

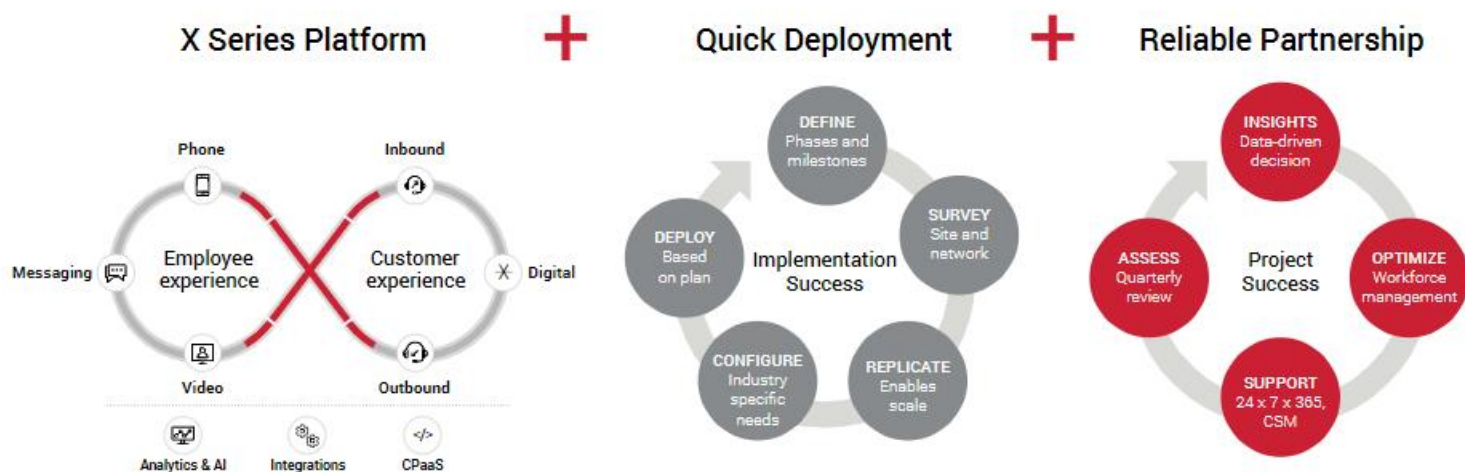
Transformation is only accelerating, fueled by cloud platforms and services, machine learning and artificial intelligence.

As local councils take bold steps to reimagine staff and constituent experiences, these technologies will be key to achieving transformational goals. Cloud-based communications are a foundational technology required for building a modern engagement experience.

Unfortunately, the tech alone doesn't ensure success. A proven deployment methodology and partner with in-depth industry experience are required to ensure an implementation and

transition that addresses the nuance and complexity of your organisation.

8x8 provides that unique combination of leading technology, a proven deployment methodology and partnership that brings industry-specific best practices and expertise to the relationship. Here's how we'll work with you to map out and execute your digital communications transformation journey.





## Business Phone

In distributed organisations, disparate phone systems are difficult to update, cannot easily adapt to change, and often lack effective analytics and reporting. A single cloud communications platform can reduce costs while offering better call quality and the latest end-user capabilities.

That saves money on upfront capital investment and initial handset purchases, eliminates annual maintenance and support contracts, and reduces the burden of expensive telephony carrier tariffs.

Because you don't have existing infrastructure to worry about, adding new communications channels and scaling up or down becomes easy. Add, move, or manage users from a single application, with the power of one cloud solution.

8x8's business phone plans offer enterprise-grade cloud PBX capabilities with core productivity, call handling, call management capabilities and analytics in one collaboration app for desktop and mobile devices.



# Business Phone Features

Features	Description	X1	X2	X4	X6	X8
Unlimited global calling for business phone	Call up to 47 countries without additional long-distance charges. In certain countries, this excludes specific mobile, special and premium number ranges.	UK	14 Countries	47 Countries	47 Countries	47 Countries
Tier 1 phone number & extension	Select a dedicated DID (direct inward dialing) number for each extension user; DIDs or toll-free numbers are available for over 120 countries.	■	■	■	■	■
HD quality voice	Underpinned by 8x8 geo-routing that ensures fast connectivity and our voice SLA that guarantees premium quality communications.	■	■	■	■	■
Unlimited internet fax	Send and receive online faxes		■	■	■	■
Secure voice calls (TLS and SRTP)	Protect calls from eavesdropping with TLS/SRTP secure voice encryption	■	■	■	■	■
Financially backed end to end SLA	SLA for uptime and voice quality over the public internet that is financially backed and end to end	■	■	■	■	■
IP agnostic access	Connect to us over any IP network connection through patented access technology	■	■	■	■	■
PSTN access	8x8 works with 25+ PSTN carriers to provide global coverage and redundancy	■	■	■	■	■
Geo routing	Patented automatic localised signaling and voice to reduce latency and improve end user experience	■	■	■	■	■
Voicemail with transcription	View and listen to recordings on your desk phone, computer, or mobile device; transcribes voicemail to text and sends an email with it included	■	■	■	■	■
UC call recording	Record incoming and outgoing calls, play them back, archive, download or delete them	■	■	■	■	■
Power keys (Busy Lamp Field—BLF)	Handle multiple calls at the same time and monitor other users' availability by taking advantage of spare line keys	■	■	■	■	■
8x8 Work Desktop and Mobile apps	Allow employees to work on any desktop or mobile device, from anywhere, at anytime		■	■	■	■
Highlight to dial phone numbers (Windows Only)	Highlight a phone number outside of the 8x8 Work for Desktop app with your cursor, and enter the key combination Ctrl+Shift+8 to call the number without dialing it manually	■	■	■	■	■
Frontdesk	View of the presence and availability of every user in the organisation or branch and streamlines live call handling			■	■	■
Barge-Monitor-Whisper	Enable managers and supervisors to monitor phone conversations of other employees, privately speak (whisper) to the employee without the customer hearing or join (barge) the call and talk with the customer			■	■	■
Hot desking	Enable any end user to log into a shared desk phone as if it were his or her own	■	■	■	■	■
Caller ID	Identify who's calling before you pick up the phone; customise your external caller ID	■	■	■	■	■
Number porting: self-service or managed	Port existing phone numbers to 8x8 through a self-service process or managed by 8x8	■	■	■	■	■
Call waiting	Allow callers to reach you even when you are on another call	■	■	■	■	■
Call transfers	Transfer calls to others through a warm transfer or a cold (blind) transfer	■	■	■	■	■

## Business Phone Features—Continued

Features	Description	X1	X2	X4	X6	X8
Extension-to-extension calling	Call others in your business by dialing the extension only	■	■	■	■	■
Call park	“Park” a call in the cloud while you use your phone to make another internal or external		■	■	■	■
Blacklist callers at user level	Users can blacklist numbers on 8x8 Work. Go to the Calls tab and click on the ellipsis to block or unblock callers	■	■	■	■	■
Filter call recordings and voicemails	Ability to filter call recordings by number and voicemails by name and number	■	■	■	■	■
Notifications disabled when DND status is on	Desktop notifications disabled temporarily when the ‘Do not disturb’ status is ON	■	■	■	■	■
Phone paging (Polycom devices only)	Send one-way audio announcements to users who are members of a specific paging group or to everyone in an emergency	■	■	■	■	■
Hold music	Play recorded music or marketing messages while your callers are on hold	■	■	■	■	■
Flip Calls	Move an active call to another device instantly without interrupting or dropping the ongoing call	■	■	■	■	■
Country and local time display	Country and local time are displayed in the dial pad when calling international numbers in expanded view mode	■	■	■	■	■
Record Voicemail Greetings	Record voicemail greetings through the desktop app by going to Settings > Voicemail	■	■	■	■	■
Call Quality Indicator	Call quality indicator icon during an ongoing call provides status of the connectivity quality	■	■	■	■	■
911/999 service	User updatable E911/999 location information that verifies address information with the servicing PSAP provider	■	■	■	■	■
16 data centres	Geographically diverse data centres strategically located for optimum global reach and platform resilience.	■	■	■	■	■
Geo-redundancy	Patented highly available, geo-redundant service with <30 second failover between POPs	■	■	■	■	■
Auto attendant	A service that acts as an automated receptionist. Through profiles and rules, select which phone menu options and recordings are used at specific times for callers to route themselves to the appropriate destination.	■	■	■	■	■
Ring groups / Hunt groups	Distribute calls within specific departments by having all the phones in a group ring at once or set up a “round robin” approach where the extensions in the group ring in a specific order until the call is answered	■	■	■	■	■
Call queues	Place callers in a queue in the order received until the next agent becomes available, allowing you to serve your customers promptly, courteously, and efficiently	■	■	■	■	■
UC media storage	Storage capacity included for UC media recordings (audio calls and meetings). Superseded by time-based storage for new customer orders from 25th November 2020. Separate storage options available for CC-specific audio calls.	0 GB	1 GB	10 GB	As per X4	As per X4
UC media ‘hot’ storage (standard)	Instant access retention period for UC audio call & video meeting recordings.	30 days	30 days	130 days	As per X4	As per X4
UC media ‘hot’ storage (Add-on)	Increase instant-access retention period for UC recordings to the maximum available of 130 days.	£	£			
UC media ‘cold’ storage (Add-on)	Optional cold-storage archive and retrieval services for long-term storage up to ten years	£	£	£	£	£



## Integrated Video and Audio Conferencing

8x8 Meetings combines multiple apps for video conferencing, team messaging, and telephony into one.

It takes just one click to move quickly from exchanging chat messages to a phone call to video conferencing while maintaining content and context along the way—with support for up to 500 active participants, with no limits to the number or duration of meetings.

For IT, this means just one application to administer and configure, freeing up valuable time to focus on higher-impact work.

8x8 Meetings allows staff to host and manage audio and video consultations from a desktop or a mobile app. It extends the value you receive from 8x8 services and eliminates the need to purchase expensive third-party conferencing solutions.

The intuitive interface enables users to quickly find the features they need. Scheduling meetings is easy with Microsoft and Google calendar integrations. Staff can share their 8x8 Meeting links with constituents or coworkers to meet at any time. For larger meetings, live streaming to a public or private YouTube channel is available.

8x8 Meetings is powered by WebRTC technology, so staff can connect with community members or coworkers using video meetings via a web browser. No one needs to download plugins or special software.



# Integrated Video and Audio Conferencing

Features	Description	X1	X2	X4	X6	X8
HD video and audio conferencing	Share high definition (HD) quality video to see others in a meeting	500 participants	500 participants	500 participants	500 participants	500 participants
Join from online web browser	Join meetings from any online web browser without downloading and app	■	■	■	■	■
Join from mobile devices	Join from iOS, Android, and tablets after installing mobile app	■	■	■	■	■
Raise your hand	Participants can discreetly indicate they have something to say without interrupting the current speaker	■	■	■	■	■
Secure passcodes	Option to set a passcode for extra security	■	■	■	■	■
Calendar integration	Click one button to add 8x8 meeting details into the video meetings user interface. See upcoming & past meeting details.	■	■	■	■	■
Participant controls	Participants can mute/unmute audio and video, share content and check bandwidth and audio/video quality	■	■	■	■	■
Personalised virtual spaces	Individual employees get their own dedicated meeting web link.	■	■	■	■	■
Controller mode	Control what viewers see and what users can share in meetings	■	■	■	■	■
Remote desktop control	Control the mouse and keyboard movements of another user remotely (User being controlled must have the 8x8 Work Desktop or 8x8 Meet Desktop app)	■	■	■	■	■
Screen sharing	Share your computer screen and choose which applications or monitors to display	■	■	■	■	■
Meeting live streaming	Stream a conference to an unlimited number of participants over YouTube	■	■	■	■	■
Tile view	Display meeting participants in a tiled layout to see all participants at once and to see who's talking	■	■	■	■	■
Set availability status	Users can set status to available, busy, do not disturb or custom message. Status is synced across meetings, phone, and team messaging	■	■	■	■	■
Group chat	Send messages to every video meeting participant	■	■	■	■	■
Private chat	Send private messages to individuals in a video meeting	■	■	■	■	■
Push-to-talk mode	Mode where all speakers stay muted unless they press a key to speak	■	■	■	■	■

## Integrated Video and Audio-Conferencing—Continued

Features	Description	X1	X2	X4	X6	X8
Bandwidth controls	Users can adjust their video bandwidth and monitor their connectivity quality		■	■	■	■
Cascaded routing	Bandwidth and networking optimisation to provide the best performance of video & audio quality with minimal lag time	■	■	■	■	■
Spaces	Enable 1-click set-up, scheduling and screen sharing for meetings in conference rooms and other collaborative spaces	■	■	■	■	■
Cloud recordings	Record the audio, video, and desktop from a meeting. Save it in the cloud to reference later or to send to those who could not make it	■	■	■	■	■
Recording storage	Long-term archive of meeting recordings for up to 10 years	£	£	£	£	£
Conference call-in	80+ dial-in number options (11 toll-free) for 58 countries	■	■	■	■	■
End-to-end encryption	End-to-end encryption of a meeting using insertable stream	■	■	■	■	■
Audio sharing	Share audio in a meeting from your device or browser tab	■	■	■	■	■
Meeting analytics	Quality, performance, and usage analytics	■	■	■	■	■
Conference call-out	Call to invite meeting participants from within a meeting	■	■	■	■	■
Closed captions	Speech-to-text transcription and display of what's being said in real time	■	■	■	■	■
Transcriptions	Detailed transcription of meeting dialog with time stamp	■	■	■	■	■
Branding	Customised meeting experience with configurable background, logo and URLs	■	■	■	■	■
Moderation controls	Meeting host controls, including universal mute, exclude, participant lobby and role delegation	■	■	■	■	■
YouTube video sharing	Share a YouTube video in a meeting that can be viewed by all participants	■	■	■	■	■
Meet now	Elevate a call or chat to a video conference	■	■	■	■	■
Active Directory and single sign-on	Integration with Active Directory, Okta and other oAuth solutions for single sign-on	■	■	■	■	■



## Team Messaging

8x8 Work is a single application that combines team messaging, voice, and meetings. It's available anytime, from any device. With one click you can move from a group chat to a video conference, making work easier and faster. Unlike other team messaging applications, 8x8 provides instant access for all employees, so that collaboration can occur across departments and project teams, not just within small groups or pockets of the organisation.

8x8 Team Messaging supports both public and private rooms so you can collaborate with specific audiences on different topics. One example in a Local Council for instance could mean, Council Tax staff can collaborate on topics in an invite-only private room, while Council Planners may prefer a public room to share department-wide updates. Users can “@mention” people, share files, send emojis, view read receipts, see the presence status, follow specific rooms, and set notifications as needed.

Nine out of ten organisations using team collaboration apps have 2 or more apps. That's why 8x8 provides real-time interoperability with third-party chat applications through our Sameroom feature. Enable all messaging apps to work as one within and across organisations—bridging the gap between Slack, Chatter, and other popular messaging apps.

8x8 Team Messaging connects everyone while allowing them to continue using the application of their choice. This “bring-your-own messaging” philosophy is unique to 8x8 as we see value in connecting you with your external partners and teams. Collaboration doesn't have to be limited to just within your organisation.



# Universal Team Messaging Features

Features	Description	X1	X2	X4	X6	X8
1-on-1 instant messaging	Ability to message any individual user within a company's global directory	■	■	■	■	■
Team messaging	Provide group chat functionality to send messages to public or private group chat rooms	■	■	■	■	■
Threaded Messages	Ability to reply to specific messages in a conversation	■	■	■	■	■
Ability to open multiple chat windows	Open multiple chat panels in the desktop app when you switch to Expanded Mode or enlarge the app window (you can open up to 9 chat windows)	■	■	■	■	■
8x8 Universal Messaging (cross-platform team messaging with Chatter, Slack, etc.)	Real-time interoperability with 3rd party chat applications such as Slack, Chatter and other popular messaging apps to enable them to work as one within and across companies	■	■	■	■	■
Business SMS/MMS and texting	Send/receive text messages and multimedia attachments from your 8x8 phone number to any other phone number	■	■	■	■	■
Presence detection	See who is available, busy, away, in do-not-disturb mode, on a call or in a meeting. You can also set your status to show as offline using invisible mode.	■	■	■	■	■
Snooze conversations	Mute notifications for a specific time	■	■	■	■	■
Share multiple messages using third-party apps (mobile app)	Select, copy, and send multiple messages using third-party apps	■	■	■	■	■
Room avatars (mobile app only for now)	Customise private and public rooms by adding a picture or choosing one of the predefined colors	■	■	■	■	■
End calls with predefined text messages (mobile app)	Respond easily by selecting one of the predefined text messages when you are unable to take a call	■	■	■	■	■
Animated GIF support	Animated GIF rendering support	■	■	■	■	■
Search past conversations with disabled users	Ability to search for disabled users (ex-colleagues) and view chat history	■	■	■	■	■
Escalate Interactions	Ability to easily move from chat, to voice, to video interaction	■	■	■	■	■



# Collaborative Contact Centre

As communication proliferates across more channels, the challenge of aggregating, analysing, and quickly acting on information grows. The next generation of contact centres cannot operate as standalone silos and need to be retooled for success in order to meet community expectations. By combining collaboration and telephony capabilities with contact centre-centric functionality, organisations can give agents the resources and processes they need to effectively manage and serve as the community facing teams in your organisation.

The 8x8 approach to the collaborative contact centre is unique, combining voice and digital channels with workforce engagement management. Public Sector organisations can now quickly react to inquiries and maintain the context and content of each interaction as it progresses through the engagement journey.

A single platform for communications, collaboration, and contact centre empowers your staff to be more productive. By bringing the contact centre and the rest of the organisation closer together, people are more connected, collaborative, and productive no matter where they are located.

Never has the ability to communicate and collaborate across an organisation been so important. When agents are not physically working side-by-side, rapid knowledge-sharing and collaboration become more challenging. According to Aberdeen Research, more than one in three research respondents cite the lack of collaboration between the contact centre and other parts of the organisation as a roadblock to achieving their customer experience goals.

Ultimately the collaborative contact centre helps ensure:

- Consistent, frictionless, and more personalised experiences
- Tools to help boost productivity and bring open collaboration to the entire dispersed workforce—without adding complexity and confusion
- Staff engagement and empowerment

The intuitive, web-based user interface enables agents across the organisation to work either in the office or from home. Centralised management and reporting empower supervisors to manage teams and focus on improving agent productivity and the constituent experience. Features such as Expert Connect ensure greater agent engagement as well as helps agents to drive first contact resolution via embedded access to experts, anywhere in the organisation.

With the powerful capabilities of 8x8 Speech Analytics, Public Sector buyers can analyse the full spectrum of interactions and identify trends that quickly enable you to take action. 8x8 includes call recording and, along with automated speech-to-text transcription, can extract timely, valuable insights from recorded voice that helps your organisation drive change and enable differentiation quickly and efficiently.

CRM integrations and open APIs multiply the power of your contact centre with ready-made services that are pre-integrated, quick to deploy and ready to use. With screen pop, 8x8 X Series amplifies your staff experience of NetSuite, Salesforce, Zendesk or Microsoft Dynamics. 8x8 integration enhances service team effectiveness through a single integrated platform from communications to contact centre to CRM.

# Collaborative Contact Centre Features

Features	Description	X6	X7	X8
Skills-based inbound voice	Match customers to the best available agent—without programming or IT help, boosting first-call resolution rates and customer satisfaction	■	■	■
Interactive voice response (IVR)	Quickly connect callers with agents and streamline customer flow, allowing customers to get quick answers to simple questions and helping companies identify the right resource to help a customer with a given issue	■	■	■
Inbound chat, email, and social channels	Meet your customers on the channels they choose with a 360-degree view of all of a customer's communications across all available channels		■	■
Outbound predictive AI dialer	Using AI technology, dial multiple numbers simultaneously and connect answered calls to agents. Unanswered calls are automatically marked incomplete and can be dialed again later.	£	£	■
Outbound preview campaign dialer	In preview mode, a customer's information will be presented at the time the system begins the call. This allows the agent to read the customer's information while waiting for the call to be connected. The agent must manually answer and terminate the call when completed.	£	£	■
Graphical call-flow reports	View the caller's journey from the moment they reach the call centre through to call termination. Reveals step-by-step experience in the IVR, queuing to agents, agent connection and post-call survey. Use this to expose an 'outside-in' view of your contact centre to enable continual process improvement and agent training.	■	■	■
Queued callback	Give callers the option to stop waiting on hold, provide their phone number and receive an automatic callback as soon as it's their turn, eliminating long hold times and boosting caller satisfaction	■	■	■
Web callback	Allow customers to request a call from an agent from an online form, saving time for customers and better managing your agents' time	■	■	■
Contact centre calling zone	Includes 4,000 minutes per concurrent contact centre seat (local and international, inbound, and outbound, within 47 country calling zone). The total minutes included are the pooled total of all agents. If a customer exceeds the total usage pool allowed in any given month, extra minutes will incur standard usage rates. Toll calls and special numbers are not included in the allowed usage.	4,000 minutes within 47 countries	4,000 minutes within 47 countries	4,000 minutes within 47 countries
Post-call survey	Capture the voice of the customer with 8x8's native post-call survey application. Surveys help you take appropriate action to ensure your customer engagement management strategy is optimised to meet customer needs.	■	■	■
Native CRM	Leverage a built-in customer contact and case management tool to provide agents with critical customer information and make every agent interaction more efficient	■	■	■
Knowledgebase	Provide your customers with faster, smarter, and more consistent answers using a collection of frequently asked questions (FAQ) to provide the right answer quickly, reliably, and consistently	■	■	■
Co-browse	Allow your agents to see exactly what is on the customer's page, quickly helping customers find the information they are looking for or clarifying any questions they may have while filling out a form online		■	■



## Collaborative Contact Centre Features—Continued

Features	Description	X6	X7	X8
Quality Management	Provides agent interface for training, expert support, and coaching	£	£	■
Speech Analytics	Searches customer interactions for compliance, customer insights, and agent performance purposes.	£	£	■
Auto attendant	A service that acts as an automated receptionist. Through profiles and rules, select which phone menu options and recordings are used at specific times for callers to route themselves to the appropriate destination.	■	■	■
Call queues	Place callers in a queue in the order received until the next agent becomes available, allowing you to serve your customers promptly, courteously, and efficiently	■	■	■
Expert Connect	Chat and bridge available experts onto a call with a single click, all without leaving the single user interface	■	■	■
CC voice and screen recording and archiving	Add configurable recording and archiving options for call centre compliance, record keeping, agent training and process improvement.	£	£	£





# 8x8 Frontdesk

Recent increases in call volumes have put a strain on outdated technology. Some Public Sector organisations have quickly adjusted by adopting Microsoft Teams for collaboration. That was a great start, but Teams doesn't provide switchboard capabilities. 8x8 Frontdesk provides switchboard capabilities that work as part of the 8x8 platform and also complement Microsoft Teams with switchboard functionality.

Imagine an environment where a call comes into the main switchboard from a frantic caller trying to acquire the latest parking information. The operator is presented with the caller information and answers the call. After a brief description, the operator can quickly search for contacts in the parking department and find those who show they are available. The operator quickly connects with an available contact to ensure he or she is physically present and then transfers the call—all in seconds.

To give you a sense of how 8x8 Frontdesk can make that scenario, and others like it, a reality, here's a quick tour of what it can do:

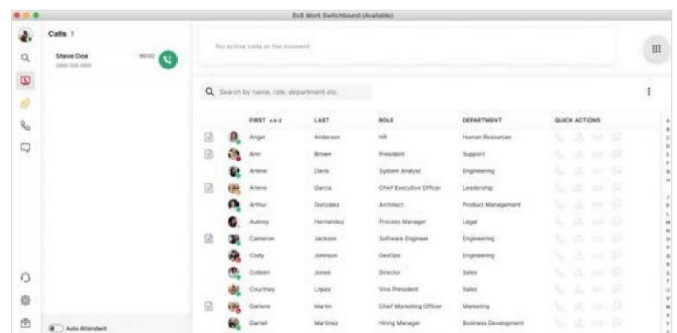
- Handle multiple calls
- Direct calls to extension users
- Transfer calls to voicemail
- Track the status of extension users (presence)
- Park calls
- Warm transfer—chat and consult with extension users before transferring calls
- Manage voicemail

## Call Panel Window

The left side of the interface is the default location for receiving and managing calls.

## Active Window

The top of the interface is where the current call is managed.



## Contact Directory Window

The right side of the interface displays the contact directory, search box, and branch location.

Access 8x8 Frontdesk from anywhere.

As part of 8x8 X Series, Frontdesk is accessible from the 8x8 Work for Desktop application through single sign-on from the 8x8 Work application or through single sign-on from a web browser. Once logged in, the intuitive interface provides the operator with an easy-to-use starting point.

# Presence

Operators can quickly set their presence to constantly communicate their availability. Some of the options available include:

Available: allows you to receive and handle calls.

Away: shows other users that you've been idle for some time.

Auto Attendant: forward calls to Auto Attendant during your break or when you are not able to receive calls.

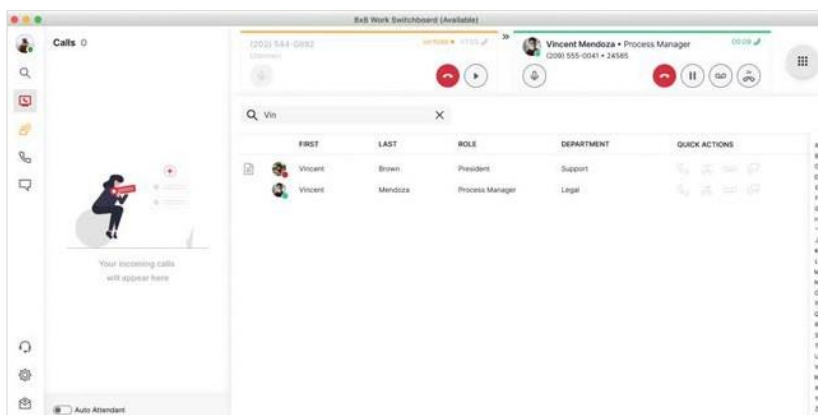
Do Not Disturb: stops presenting calls on your extension and follows DND rules.

Busy: allows you to receive calls but tells other users you are busy.

Invisible: show as invisible when you are logged out or have that option selected.

Log Out: sends calls to your telephone extension; you can manage calls from your Polycom desktop phone.

	FIRST ↕A-Z	LAST
	Angel	Anderson
	Ann	Brown
	Arlene	Davis
	Arlene	Garcia
	Arthur	Gonzalez
	Aubrey	Hernandez
	Cameron	Jackson



## Search for Contacts

Operators can quickly find contacts with a keyword search of first and last name, department, and branch.

The columns can be sorted alphabetically or, for numbers, in ascending order.

Quickly customise the view with select show/hide columns options.

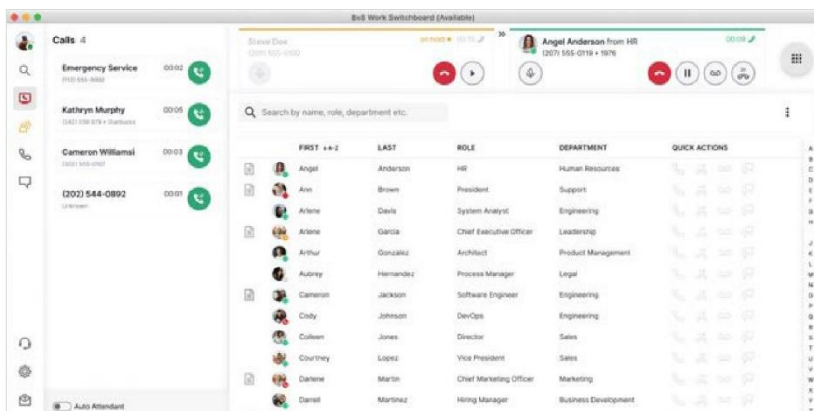
## Easily manage multiple extensions.

The number of calls Frontdesk can manage is determined by your configuration.

Incoming calls display in the call panel window. The intuitive interface makes it easy to answer and quickly route calls to the appropriate person.

Frontdesk can be configured to display a short script based on the number the caller dialed. This allows the operator to deliver a custom greeting, like "Thank you for calling Council Tax," for example.

Frontdesk can also filter contacts based on the number dialed. For example, if the caller dials the lab, when the operator answers the call, Frontdesk filters the directory to display only lab group contacts.



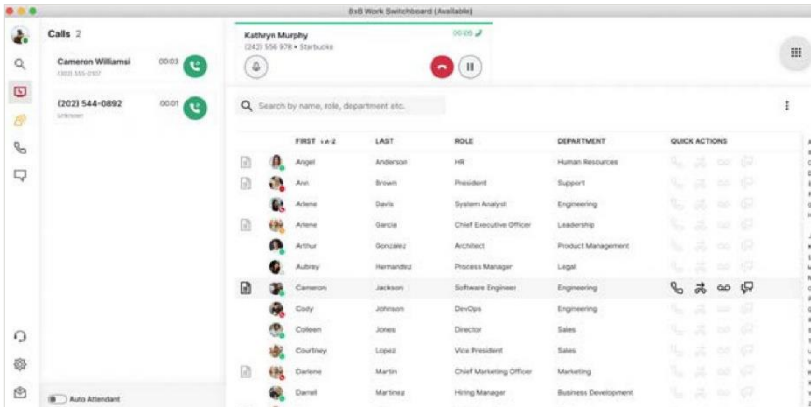


# Transfer calls to extension users.

## Warm Transfer

To prepare the other party before transferring the call, the operator can place the current call on hold, then select the desired user from the extension menu and select “Place Call”.

Once the call is answered by the other user, the operator can inform the user about the call. Then, the operator merely selects the transfer button to transfer the call.



## Blind Transfer

Route a call to another user without announcing the call by selecting the user's name in the contact directory and selecting “Transfer”.

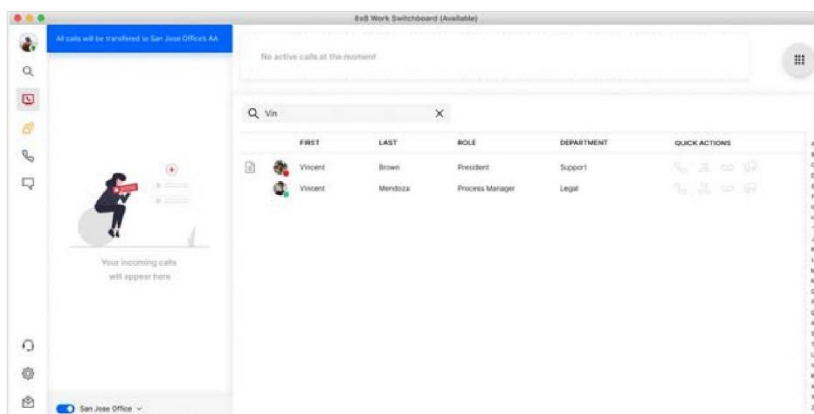
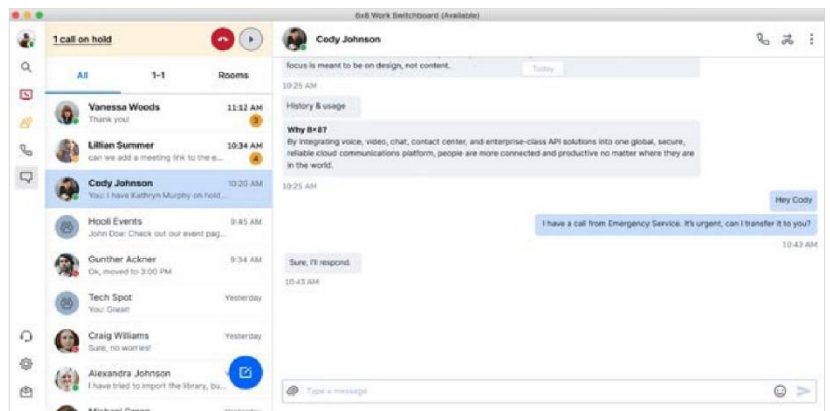
## Transfer Calls to Voicemail

Operators can transfer a call to voicemail when the caller wants to speak with a specific person that is currently unavailable.

## Use chat for quick consultations.

To ensure the person they want to transfer to is available, operators can send a chat before initiating a call transfer.

In the contact directory window, the operator can select an extension user to bring up the extension menu. They can then select the chat icon to initiate a chat session and then type in the message.



## Set the Auto Attendant when stepping away.

Operators can easily manage calls even when they need to step away. Merely forward calls to the auto attendant for the appropriate office when a break is needed. Additionally, at the end of the day, operators can forward calls to the auto attendant, then log out of Frontdesk. Calls will continue to be forwarded to the auto attendant until the operator logs back in.

These examples are just a few of the powerful capabilities 8x8's Frontdesk provides. To learn more about how 8x8's Frontdesk can enable your organisation to easily manage increasing call volumes or complement Microsoft Teams with Frontdesk capabilities, visit us at [8x8.com](https://8x8.com).



# Advanced Analytics for Actionable Insights

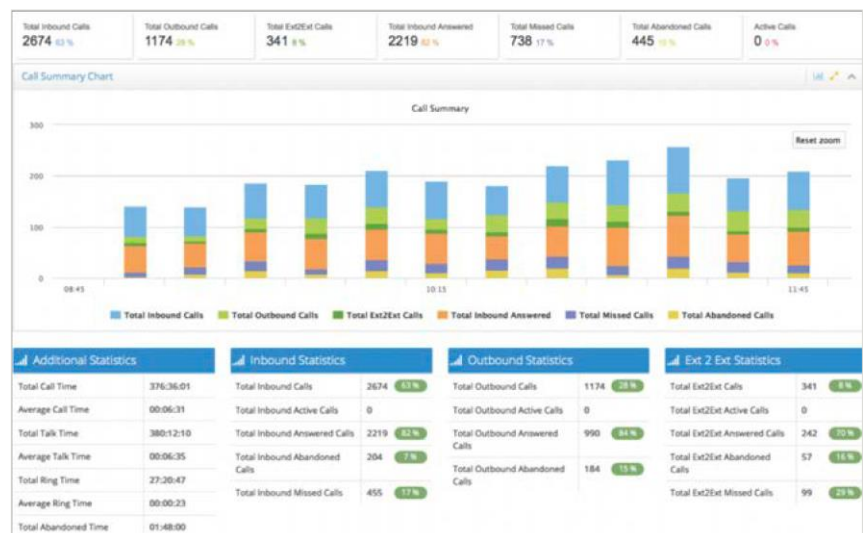
High-performing organisations the way by making more informed decisions with the help of analytics. The ability to understand and identify trends across the organisation and personalise each interaction is no longer just nice to have; it's essential to maintaining the high degree of agility and personalisation required to be successful.

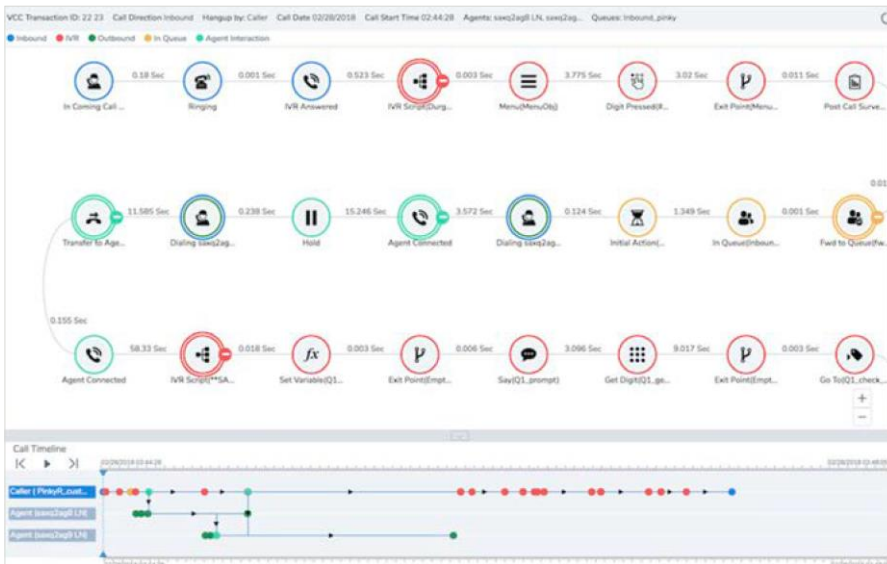
8x8 Analytics tools collect and analyse interactions across various communication points, in a way that enables better decision-making and faster, more relevant responses to inquiries.

Managers have instant access to the information they need to better align resources with activity, deliver timely, fact-based coaching and intelligently automate call routing.

## Instant visibility into actionable insights

Instantly get answers about internal and external call activity, call queues and ring groups and the network health of your communications system through reports and dashboards.





## Graphical view of the customer journey

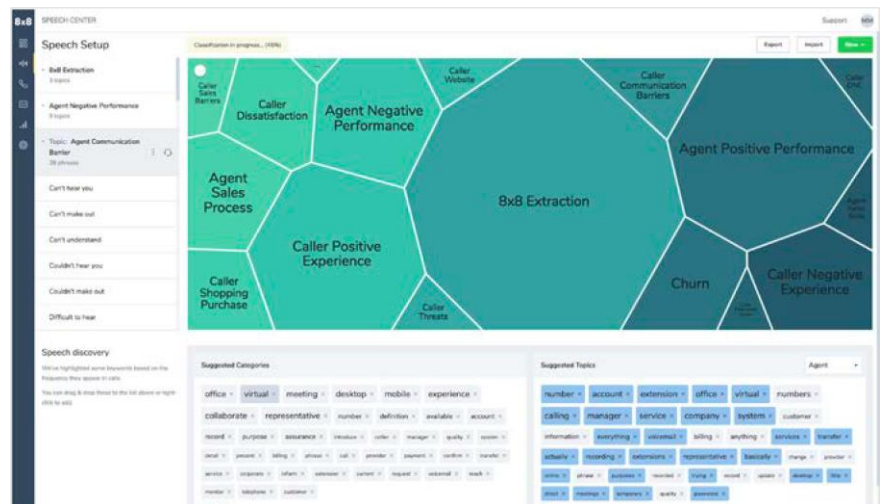
View the caller's journey from the moment they reach the call centre through call termination. Reveal step-by-step experience in interactive voice response (IVR), queuing to agents, agent connection and post-call survey.

This information offers an 'outside-in' view of your contact centre to enable continuous process improvement and agent training.

## Speech Analytics

Recorded interactions contain vast amounts of untapped data that gets to the heart of your community's concerns. With 8x8 Speech Analytics, automated speech-to-text transcription extracts valuable insights from these unstructured voice conversations.

Listen to the voice of ALL your callers and search for keywords and phrases and drill down to the details to learn what makes your constituents happy—or frustrated.

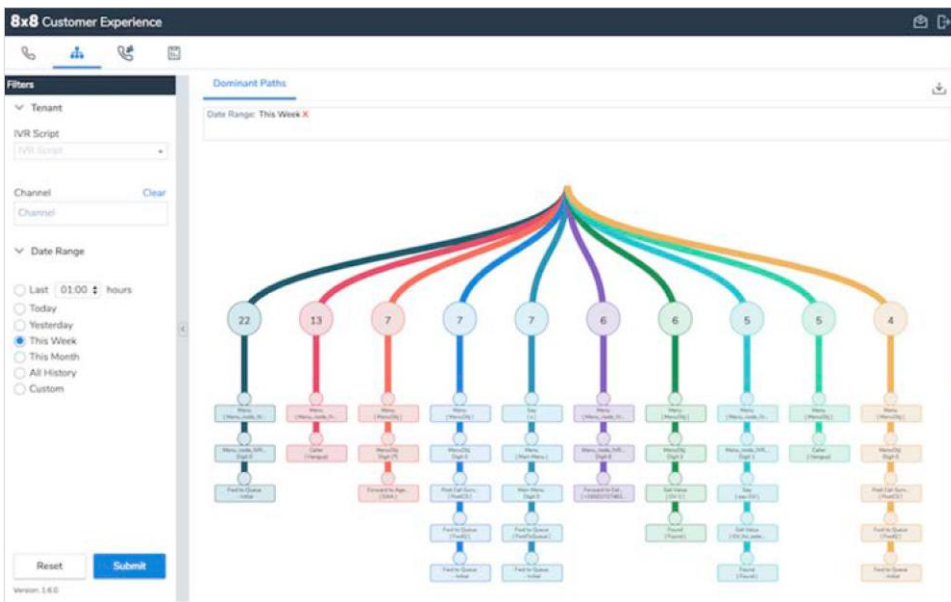


REPORTS / QUALITY SCORING TRENDS REPORT										
This Year										
Month	Oldest Average Call Duration	1	2	3	4	5	6	7	8	9
Agent Alex King										
Jan	00:02:05	100%	75%	0%	75%	75%	85.00%	80%	0%	50%
Feb	00:02:25	50%	0%	50%	25.00%	45.0%	40%	0%	50%	40%
Apr	00:02:08	100%	100%	84.2%	80%	75%	100%	81.7%	89.1%	100%
May	00:03:38	90.00%	95.00%	100%	90%	80%	75%	100%	75%	87.5%
Nov	00:03:13	77%	88.8%	98%	88.2%	73.00%	71.10%	87.2%	90%	77%
Alex King Subtotal	00:03:10	84.62%	71.96%	87.42%	75.07%	72.13%	74.38%	82.81%	86.02%	74%
Agent Althea Hamed	00:03:06	58.0%	79.00%	88.24%	88.00%	82.87%	85.82%	87.2%	78.92%	83.8%
Agent Angelita Wiers	00:04:08	25.0%	-	-	-	-	-	-	-	-
Agent Denise Asmunt	00:03:14	81.81%	87.88%	75.00%	90.0%	87.0%	88.75%	88.00%	83.86%	89.79%
Agent Frank Fuhman										
May	00:03:37	50%	82.70%	78.70%	81.00%	81.0%	81.0%	80%	0%	75%
Grand Total	00:03:11	75.71%	71.81%	77.07%	76.81%	76.76%	74.84%	73.88%	80.00%	85.88%

## Quality Analytics

Efficiently find the right interactions so that you can provide agents with specific and timely feedback and coaching to optimise the handling of each interaction. Identify key areas of success, and opportunity, using quality reporting and dialog with agents about specific, targeted feedback and coaching by identifying specific "coachable moments" within the interaction.





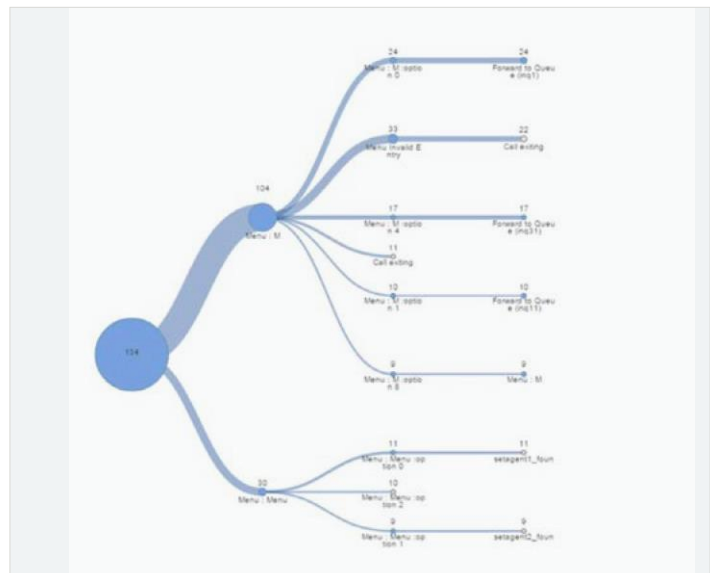
## IVR Analytics

View the top 10 most common IVR paths taken by your callers to better understand their needs and how well current menu options address their experiences.

## IVR Metrics

Choose an IVR script and time frame for analysis. View a graphical depiction of the script and dynamically expand or contract menu options.

Use this insight to determine where IVR callers are dropping, understand the effectiveness of your existing IVR scripts and where you can improve the IVR design.







**8x8 Customer Experience**

Filters: My Saved Searches

Recent Calls

[Unsaved Filter] Date Range: This Week X Call Direction: Inbound X Call Type: Queued X Call Duration: 20+ sec X

Call Direction	Call Type	Call Duration ↑	Call Date	Call Start Time	Caller Name	Time in IVR	Wait Time Queue
Inbound	Queued	00:00:20.6	04/16/2018	00:13:26	PhonerLite_Cust1	00:00:03.2	00:00:01
Inbound	Queued	00:00:28.2	04/18/2018	03:38:58	+16509898003	00:00:05.5	00:00:22
Inbound	Queued	00:00:32.4	04/17/2018	03:03:24	Customer V1	00:00:06.3	00:00:24
Inbound	Queued	00:00:34.4	04/16/2018	00:27:49	PhonerLite_Cust1	00:00:04.9	00:00:04
Inbound	Queued	00:00:39.2	04/17/2018	01:31:30	Customer V1	00:00:07.3	00:00:04
Inbound	Queued	00:00:40.8	04/17/2018	01:36:04	Customer V1	00:00:05.7	00:00:02
Inbound	Queued	00:00:45.7	04/16/2018	00:34:19	PhonerLite_Cust1	00:00:03.4	00:00:02
Inbound	Queued	00:00:46.3	04/17/2018	02:59:50	Customer V1	00:00:07.4	00:00:01
Inbound	Queued	00:00:46.10	04/17/2018	03:04:11	Customer V1	00:00:06.6	00:00:41
Inbound	Queued	00:00:55.4	04/17/2018	03:05:45	Customer V1	00:00:07.4	00:00:14
Inbound	Queued	00:01:01.9	04/17/2018	03:06:51	Customer V1	00:00:41.7	00:00:05
Inbound	Queued	00:01:02.2	04/16/2018	00:29:23	PhonerLite_Cust1	00:00:03.5	00:00:04

Showing 1 - 24 of 24

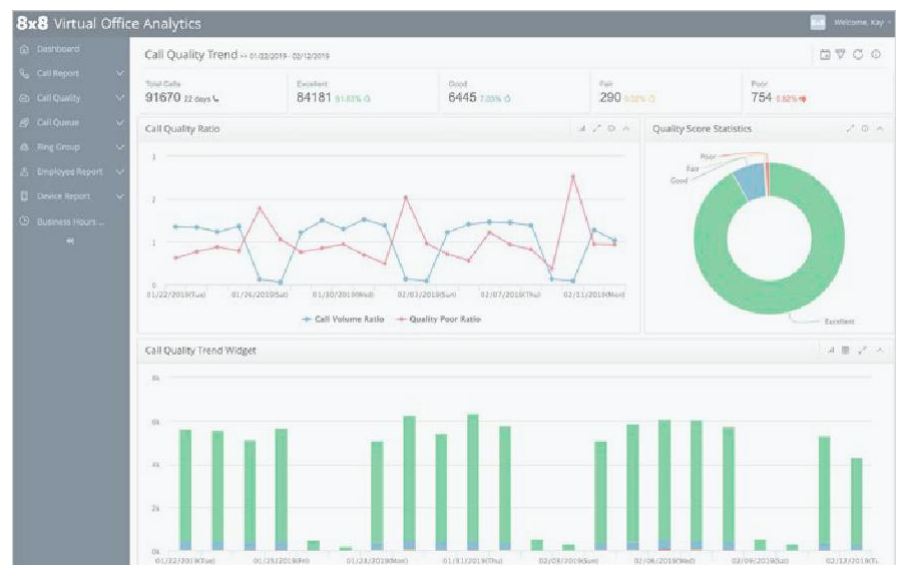
## Advanced Search

Filter and view recent calls with readily available metrics that can be sliced and diced to the outputs you need. Metrics such as channel, queue, agent, time in IVR, and even hold and mute count.

## Call Quality Trends

View real-time information about:

- All 8x8 endpoint devices associated with your organisation's 8x8 cloud phone system so that you can quickly view the health of any device and adjust to any areas of failure.
- Mean Opinion Score (MOS) details in graphical format, both for individual extensions and organisation-wide, for troubleshooting and resolution.
- Extension summary graphing for at-a-glance trend analysis.





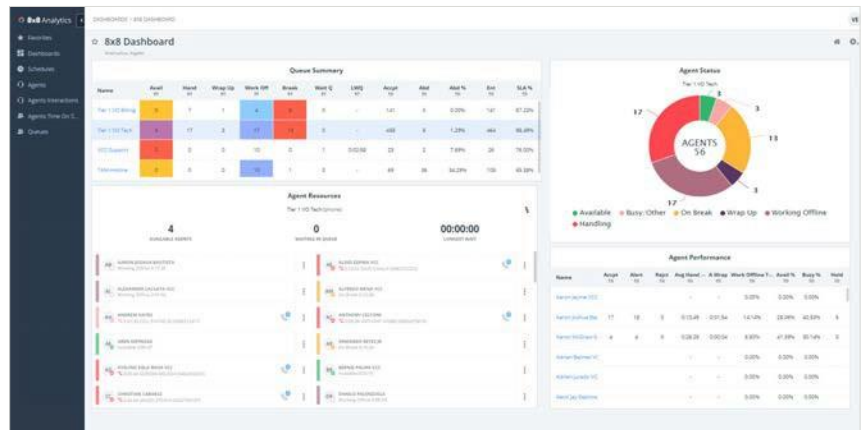
## Workforce Management (WFM)

Workforce management (WFM) with 8x8 provides forecasting and scheduling that simplifies the effort to predict interaction volume so that you can schedule the right skilled employees to various media channels at the right time of day.

## Contact Centre Performance

Quickly identify significant trends in how you are serving your callers with “at a glance” visualisation’s on topics such as queues and agent performance. Identify high performing agents and those who need coaching or assistance.

Detect performance anomalies to catch issues before they become widespread. Create custom reports that help you see what is important to your organisation.



# Advanced Analytics Features—Business Phone

Features	Description	X1	X2	X4	X6	X8
<b>Essentials</b>						
Company summary*	View more than 20 selectable columns of detailed information on call activity on any and all extensions.	■	■	■	■	■
Extension summary*	Get historical information about all calls processed in the selected time frame, including real-time missed and abandoned call details for quick call-back — to avoid missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organisation, including call transfers — to help increase customer satisfaction.	■	■	■	■	■
Call detail records*	See real-time information about all calls currently being processed within the organisation. Details include the caller's journey throughout the organisation up to that point.	■	■	■	■	■
Active calls	Match inbound calls to outbound calls to find unreturned calls within the selected date range.	■	■	■	■	■
Unreturned calls	Select and view detailed information for all direct inbound numbers (DIDs).	■	■	■	■	■
Calls by DID	See a participant list and exactly how long each speaker spoke.	■	■	■	■	■
Meeting analytics*		■	■	■	■	■
<b>Supervisor</b>						
Business hours report	Customisable report based on company business hours, showing number of calls in and outside of defined business hours.			■	■	■
Call quality	Reporting on call quality across PBX			■	■	■
Call Queue	Reporting on call queues			■	■	■
Device Status Report				■	■	■

\* Report available via Analytics for 8x8 Work API.

# Advanced Analytics Features—Contact Centre

Features	Description	X6	X7	X8
Company summary dashboard	See a consolidated view of numerical and graphical details about call activities and metrics for any dates selected	■	■	■
Extension summary	View more than 20 selectable columns of detailed information on call activity on any and all extensions	■	■	■
Call detail records	Get historical information about all calls processed in the selected time frame, including real-time missed and abandoned call details for quick call-back — to avoid missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organisation, including call transfers — to help increase customer satisfaction.	■	■	■
Active calls	See real-time information about all calls currently being processed within the organisation. Details include the caller's journey throughout the organisation up to that point.	■	■	■
Unreturned calls	Match inbound calls to outbound calls to find unreturned calls within the selected date range	■	■	■
Calls by DID	Select and view detailed information for all direct inbound numbers (DIDs)	■	■	■
Service quality analytics	Status on endpoints, MOS scores and summary graphs	■	■	■
Supervisor analytics	Reporting on call queues, ring groups and agent performance	■	■	■
Wallboards	Provide a real-time view into critical contact centre metrics	■	■	■
Contact centre analytics	Analytics to know what is working and to fix what isn't	■	■	■
Customer experience analytics	Visibility into customer interactions and IVR usage	■	■	■
Quality management	Performance management tool built around collaboration and coaching	£	£	■
Speech transcription and analytics	Provides voice-of-the customer insights for 100% of calls	£	£	■
Workforce management	Improve staffing efficiency	£	£	£

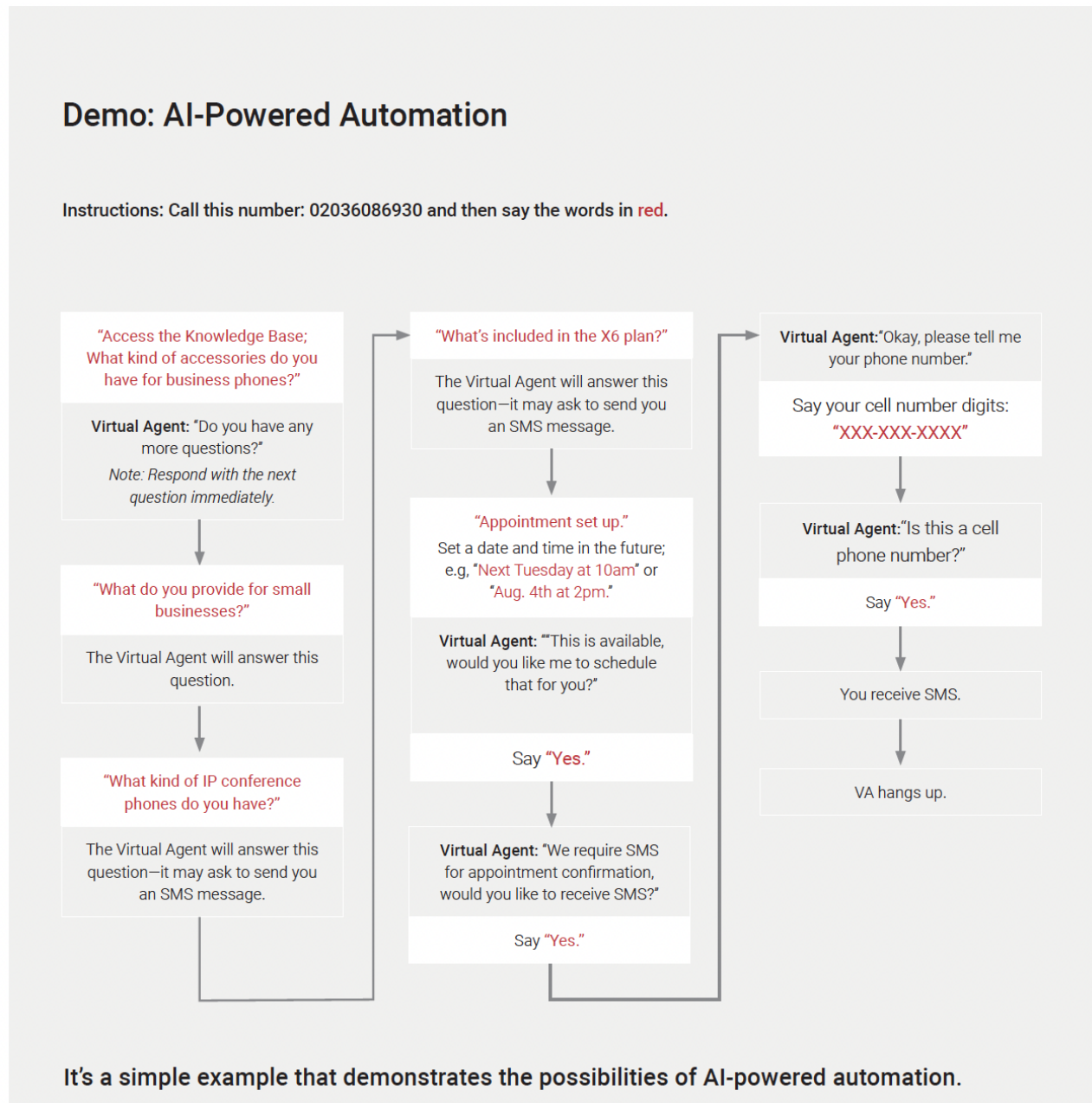


# Example of AI-Powered Automation

## Demo: AI-Powered Automation

There's also another, albeit underappreciated, benefit of 8x8 X Series: the ability to enable AI-powered automation. With all the data from all communication channels, more accurate and effective AI models can be created to support practical uses, such as automating high volume, routine calls so humans can focus on the more important and nuanced interactions.

Would you like to give it a try?





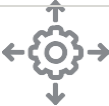



# Integrate 8x8 Communications into Your Application Ecosystem

Connect your applications with X Series to enhance the experience of every conversation and keep your teams working faster. 8x8 integrates with dozens of enterprise CRM tools and productivity apps and you can also build your own integrations with our open communications API.

Combining communications with your business applications enables organisations to improve employee effectiveness and the caller experience.



## 8x8 integrations will help you:

	Simplify workflows.	Simplify critical, low-effort tasks and save your staff the time and cognitive overload of switching between different tools.
	Get more out of existing tools.	Users spend 10 hours on average connected to 8x8 each weekday. Increase usage with your organisation's existing business tools for relationship management, productivity, service and support tools and security and infrastructure
	Reduce IT costs.	Save IT admins, time, and money by enabling quick integrations with your current application environment.
	Improve customer perception.	Use native integrations or build bespoke ones to present and capture relevant information through inbound screen pops to support better engagement with callers.

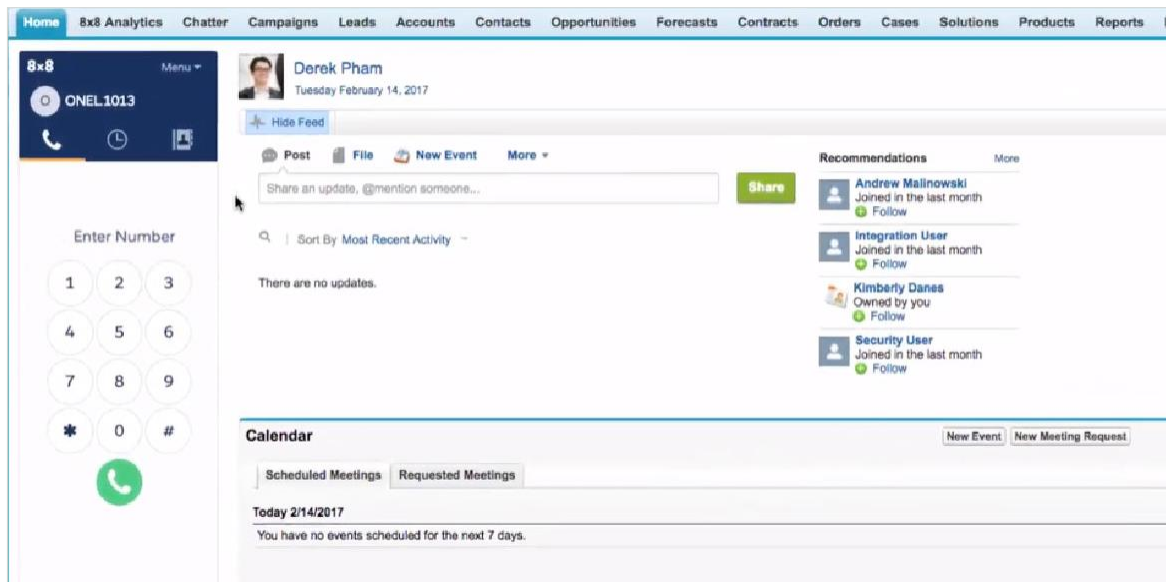


## Integration with CRM Systems

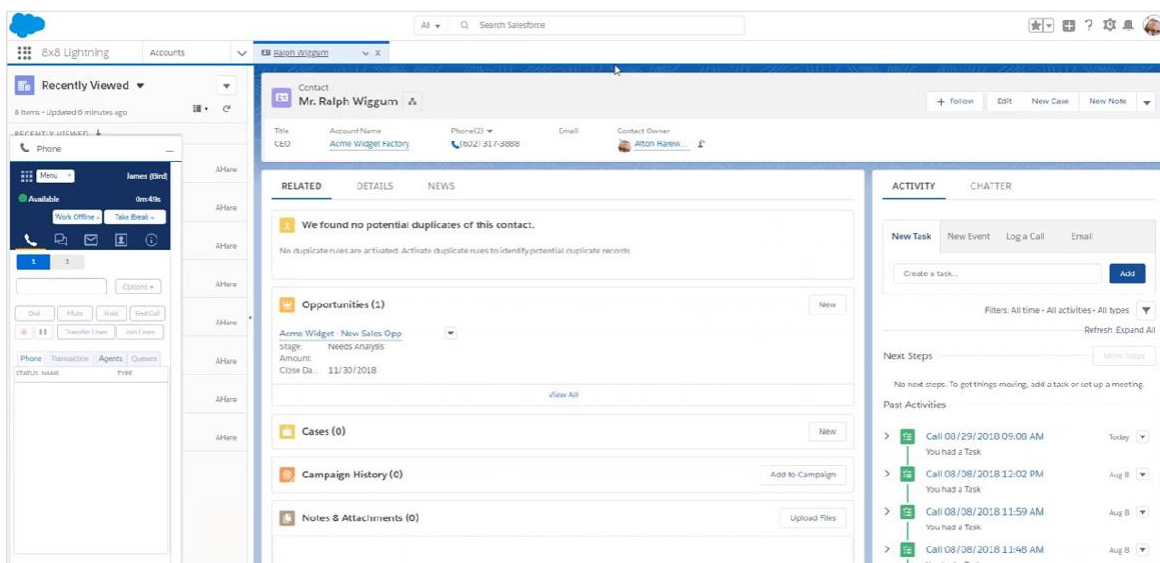
Customer relationship management (CRM) is a key function for any organisation, small or large. No surprise, the market for CRM software is continually growing. According to Gartner, CRM software surpassed the DBMS market with revenue of £28.05 billion in 2017. Gartner predicts that by 2021, CRM will be the single largest area of spending in enterprise software. However, a considerable number of CRM projects fail every year due to low adoption and delayed ROI. Below are examples of how integrating 8x8 into your CRM provides one user experience. 8x8 supports over 25 packaged integrations including Copper, Freshdesk, Pipedrive, Hubspot, SugarCRM, Vtiger, Zoho, 1CRM, AgileCRM, Salesforce and more.

## Click-to-dial from within Salesforce

Add an 8x8 softphone directly in Salesforce. This integration provides the ability to take, make and manage calls within Salesforce enabling faster, more personalised engagements.



## Salesforce Integration: Contact centre dialer within the Salesforce UI



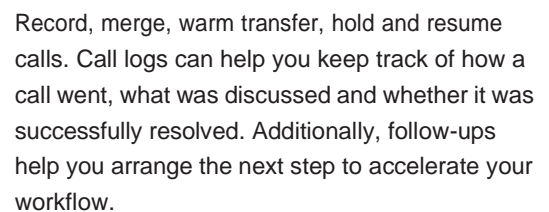
## Salesforce Integration: Contact centre agent interface within the Salesforce UI



One user interface (UI), one experience—integrate all channels of communication within your CRM, making it easy to communicate and access information from a single location without switching between applications.



Auto-filtering of records, as the call comes in, provides context for the call even before answering it. It also makes it easy to search the communication history and related records.



**8x8** For more information, visit [8x8.com/x-series](http://8x8.com/x-series).



# Integration with Productivity Applications

## Microsoft Teams Direct Routing Integration

Microsoft Teams Direct Routing Integration 8x8 Voice for Microsoft Teams is a direct routing service that removes administrative complexities, allowing users to make and receive PSTN calls from Microsoft Teams on their desktop or smartphone. It complements the Teams experience through better call quality, analytics, number management and porting.

Organisations also benefit from quick deployment, and better commercial licensing that includes unlimited local and international calls up to 47 countries, full PSTN replacement services in 43 countries, and DID, plus toll-free and non-geographic numbers (NGN) numbers in more than 120 countries. That makes it especially suitable for organisations with hundreds or even thousands of dispersed users. 8x8 Voice for Microsoft Teams also includes native contact centre support, call recording, comprehensive analytics, and support for third-party apps.

8x8 Voice for Microsoft Teams, gives your organisation all the benefits of a global enterprise communication solution, saving you time and money without the hassle of managing a communications infrastructure, or changing your users' Teams experience.

8x8 Voice for Microsoft Teams provides the following key benefits:

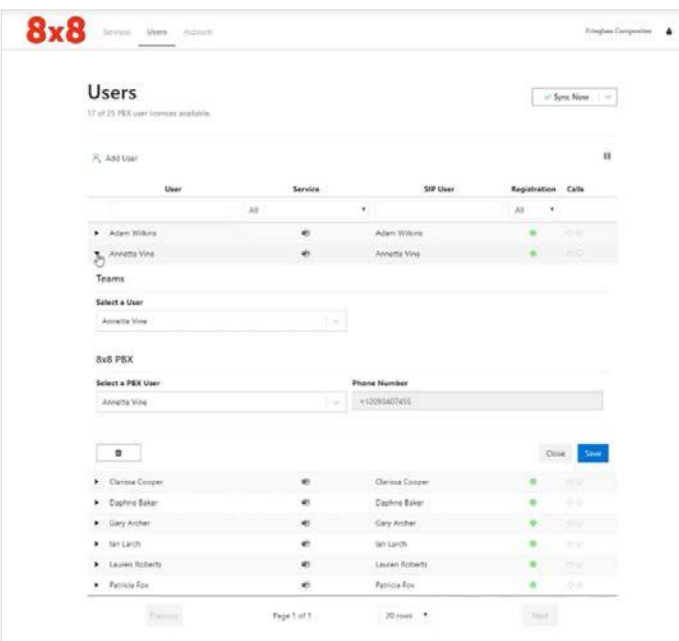
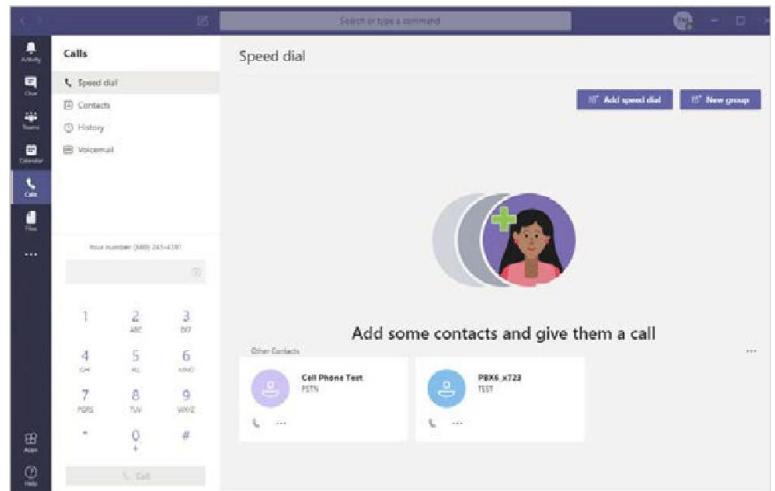
- Global PSTN access for Microsoft Teams users without changing the user experience.
- Access 8x8 Phone settings directly in Microsoft Teams.
- Full PSTN access for Microsoft Teams users in 42 countries, with toll free and DID numbers in 120+ countries.
- Unlimited calling up to 47 countries (based on X Series plan)
- A native contact centre solution that integrates with Microsoft Teams - certified by Microsoft.
- Native integrations with over 35 business applications such as Salesforce, Microsoft Dynamics and Zendesk.
- One platform for all users, regardless of whether they are Microsoft Teams users or not.

The familiar Teams experience,  
with unbeatable global reach

Microsoft Teams is the primary collaboration hub for staff  
in organisations no matter where they are located.

Teams users can make and receive global calls right from  
the native Teams dialer thanks to direct routing with 8x8.

The Microsoft Teams app (Desktop, Mobile or  
Web) remains the core user interface with 8x8  
Voice for Microsoft Teams



Hassle-free setup, no capital investment required.

Keep using your existing phones, apps, and devices.  
Deploying 8x8 Voice for Teams is a simple process  
of connecting to your Microsoft 365 environment and  
selecting users to add.

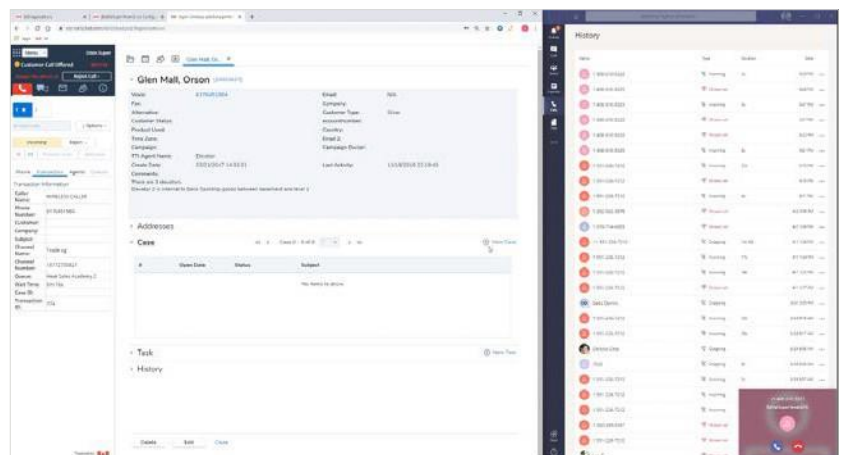
Once you're up and running, it's easy to manage and  
link Teams users to 8x8 voice services from the same  
integrated admin portal.

Microsoft Teams integration: Simple Admin  
interface for adding Teams users to the 8x8 voice  
network

Inject Teams with enterprise-  
ready contact centre features.

Your contact centre agents shouldn't have to learn  
a separate communications tool.

The 8x8 cloud contact centre routes calls directly  
to Teams-powered support staff, improving  
customer service and supporting omnichannel  
interactions, call recording and more.



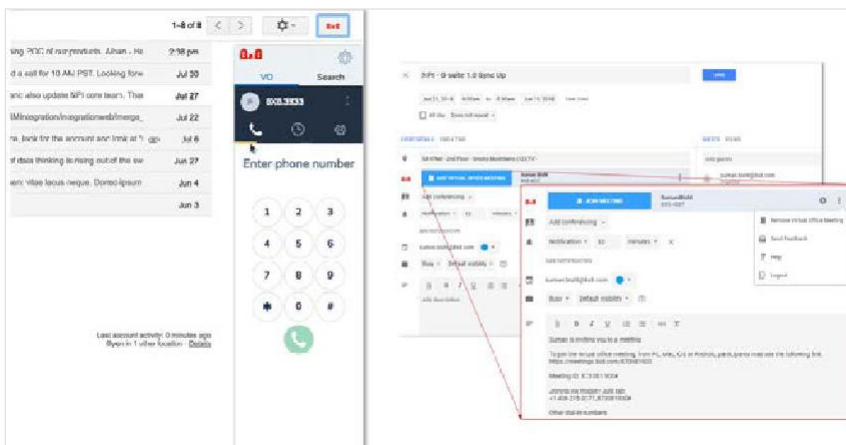
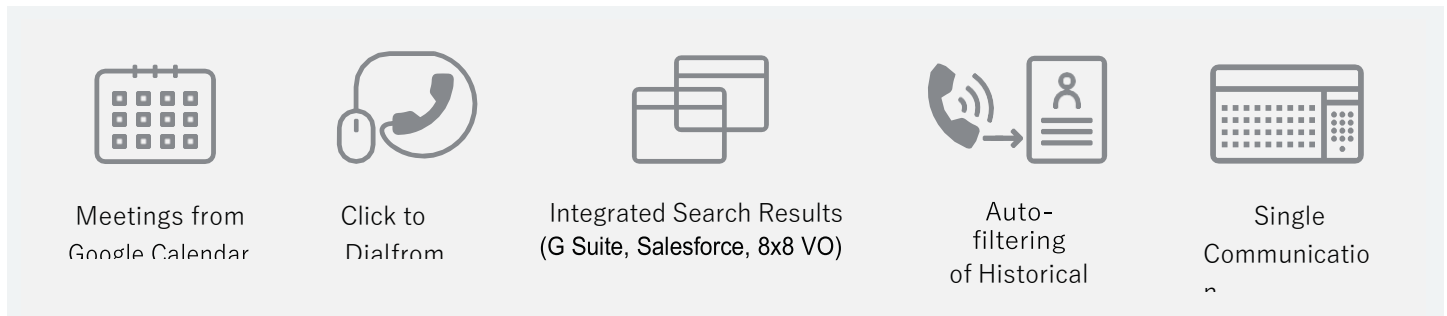
Contact centre agents can process both incoming and outgoing calls  
using Microsoft Teams. A screen pop displays customer information  
during an inbound call, with the call connected in the 8x8 Contact Centre.



# Google G Suite Integration

Email, phone systems, and collaboration are among the most used applications in the workplace. Let's talk numbers: Employees on average spend 28% of their work week reading and replying to emails, 92% of all customer interactions happen on the phone, and 82% of organisations are planning to offer hybrid working plans going forward (sources: McKinsey, Salesforce, London Business School's Global Leadership Summit, 8x8 primary research). Integration of 8x8 communications with G Suite and Office 365 is quick and easy to deploy integration at no additional cost.

The G Suite integration is highlighted below.



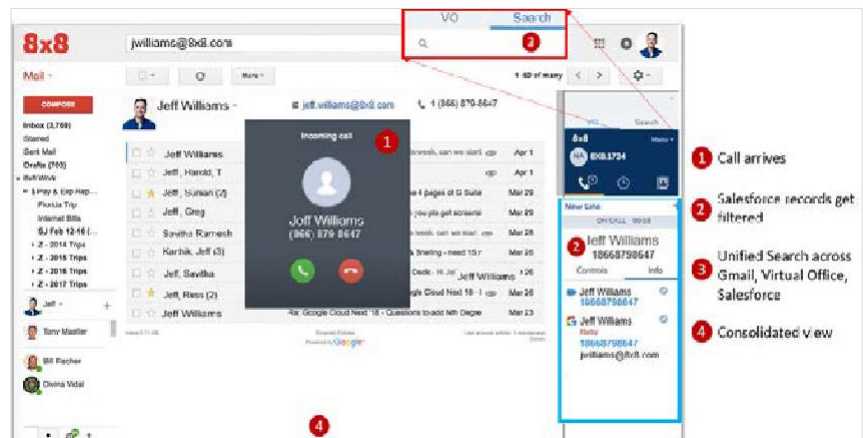
## Integrated softphone

8x8 integrated with G Suite starts with a click-to-dial and click-to-join within your Gmail or Google calendar.

G Suite integration: Click-to-dial within the Gmail UI

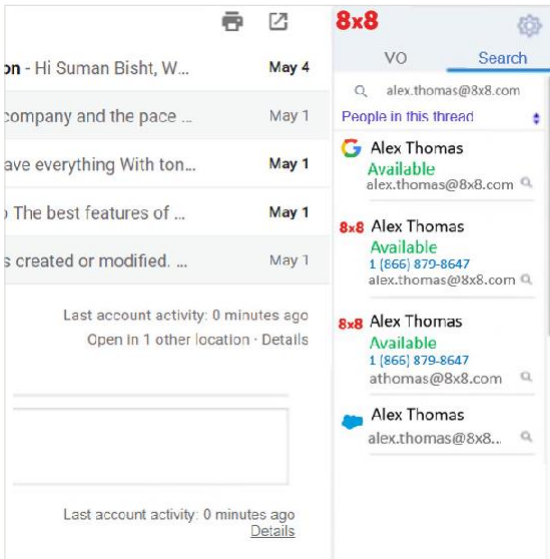
## Auto-filtering of emails related to the caller

As a call comes in, instantly get a screen pop-up showing who it is based on the organisation's directory. All the emails you have exchanged with the caller are instantly presented.



G Suite integration: Auto-filtering of emails related to the caller





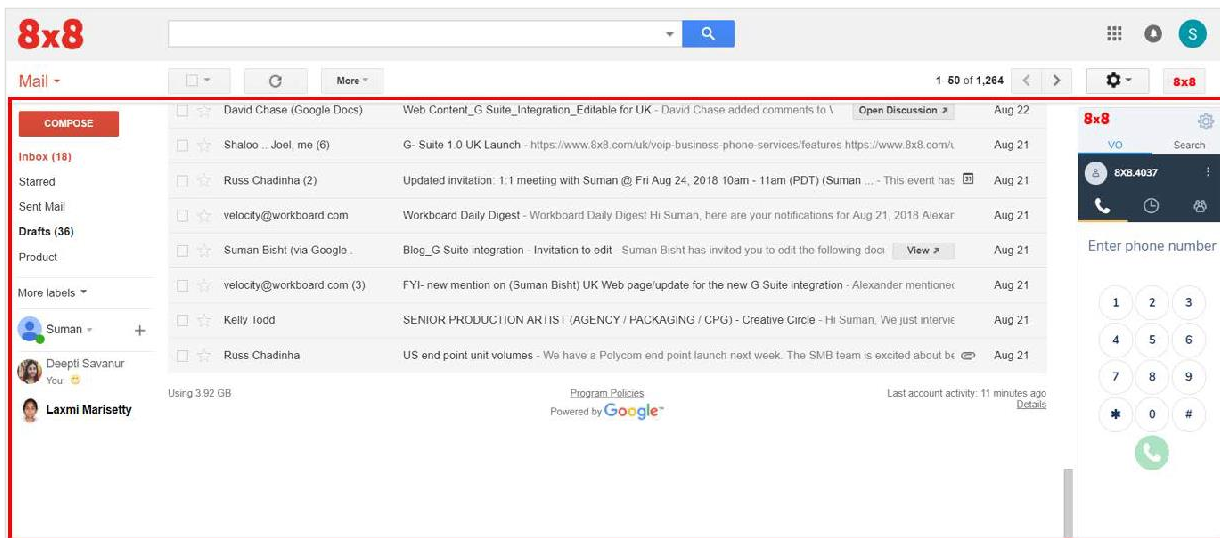
## Integrated search

The integrated search feature pulls information from the corporate directory, upcoming meetings, call history, phone numbers, extension, and even availability based on Google calendar. If they are “available”, just click on their extension/phone number right from the search results and connect.

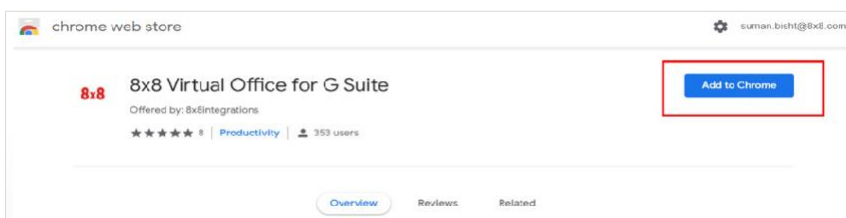
G Suite integration: One click search across all the connected platforms

## A single interface to engage users.

A key goal of the G Suite integration is to provide users with a single user interface. The result is one experience for emails and business communications. Now users can easily navigate through all the emails related to a caller—at the speed of the conversation.



G Suite Integration: Single UI for both emails and communications



Plug and play: One step to integrate

# Integration Features and Supported Apps

Features	Description	X1	X2	X4	X6	X8
Active Directory authentication	Integrate with Active Directory to manage user access to 8x8 services	■	■	■	■	■
Single Sign-on	Use Single Sign-on for easy authentication	■	■	■	■	■
Okta integration	Create, update, deactivate and reactivate users. Automatically synchronise Okta Active Directory users and groups into 8x8 Configuration Manager.	■	■	■	■	■
Web dialer for web browser (Chrome, Internet Explorer)	Click any phone number on a website to instantly initiate a call through 8x8	■	■	■	■	■
Calendar integration (Google and Office 365 plugins)	Calendar integrations to start, join and edit 8x8 Meetings	■	■	■	■	■
Outlook integration	Outlook plugin offers click to call from within the Outlook directory and emails	■	■	■	■	■
8x8 Voice for Microsoft Teams	Direct Routing Integration for Microsoft Teams. Available as an add-on at no cost.	Add-on	Add-on	Add-on	Add-on	Add-on
Integration with Skype for Business	Initiate 8x8 call with one click within Skype for Business	■	■	■	■	■
Office 365 integration	Schedule, start or join meetings with our Office 365 plugin		■	■	■	■
G Suite integration	Plug-n-play integration with G Suite offers 8x8 features right within the G Suite experience. Features include click to call from within Gmail and Google Docs, call pop up, integrated search and extend connectivity to Salesforce.		■	■	■	■
Slack integration	Use '8x8' commands to add voice and video conferencing to Slack	■	■	■	■	■
Salesforce integration	Get context at the speed of conversation. The 8x8 for Salesforce integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search.		■	■	■	■
Microsoft Dynamics 365 integration	Integration features include click-to-call, window pop-up, auto logging of call, chat, voicemail, call recording		■	■	■	■
ServiceNow integration	8x8 Integration for ServiceNow combines IT service management and communications. Integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search.		■	■	■	■
Zendesk integration	Integration offers window pop up with caller information, auto logging for calls, chats, notes, call recording, and integrated search		■	■	■	■
NetSuite integration	Combining communications and ERP to provide one experience. Integration offers window pop up with caller information, auto logging for calls and integrated search.		■	■	■	■

## Integration Features and Supported Apps—Continued

Features	Description	X1	X2	X4	X6	X8
Bullhorn integration	Improve productivity and boost placements with 8x8 and Bullhorn		■	■	■	■
Customisation and new integrations	8x8 Dynamic Integration Framework makes it easier and faster to integrate communication with 3rd party business applications.	£	£	£	£	£
200+ additional integrations	8x8's framework allows quick integration with different user applications to provide a seamless experience	£	£	£	£	£

## SD-WAN Solutions

Features	Description	X1	X2	X4	X6	X8
Aryaka Partnership	Aryaka provides an all-in-one SD-WAN, private backbone, and managed service solution	■	■	■	■	■





# Industry-Leading Security and Compliance Certifications

Products designed for Public Sector organisations must meet wide-ranging, demanding security and compliance requirements. 8x8 is dedicated to achieving security and compliance certifications to meet the needs of organisations across all industries.

8x8 communications solutions have strong data-in-motion encryption and use AES 256 encryption for data at rest to protect personal data. As a result, national and multinational organisations choose 8x8 to help them comply with strict standards, protect their reputations, and secure their customer data.

All 8x8 services undergo rigorous software code security stress testing using Coverity tools. No other cloud communications provider has achieved 8x8's level of advanced, third-party annual audit and verification.

## Trust and Transparency

8x8 launched the 8x8 Trust Centre to share security measures, compliance standards, and reliability and uptime guarantees in support of a buyer's customer engagement, communications and continuity needs across the globe.

For increased transparency, 8x8 customers can view overall service status to get the latest detailed network updates and monitor service uptime.

## Cloud Security Alliance (CSA)—Star Compliant

8x8 has achieved international Cloud Security Star Alliance (CSA) requirements through the CSA Cloud Security Alliance Cloud Controls Matrix (CCM).

This is generally understood to be one of the most complete and detailed Cloud Software as a Service (SaaS) security and regulatory compliance questionnaires used to evidence compliance with major audits frameworks available today, including HIPAA, FISMA/FedRAMP/NIST, various ISO regulations including 27001/27002, COBIT5, CSA Star, Jericho Forum, and NERC CIP.

## FISMA/NIST 800-53 Third Party Verified Compliance

For 8x8 to be accepted and granted an authority to operate with various sensitive strategic entities and defense contractors in the United States and in other countries, we are certified as fully FISMA/NIST 800-53 compliant. FISMA/NIST 800-53 compliance includes 2,500 areas in which compliance must be maintained. This is commonly understood to be a superset of FedRAMP, SOC Types I and II and other major compliance standards and regulations. Our FISMA/NIST 800-53 validations do not expire.

## Secure Data Centres

We contract with highly secure, top-tier data centres that maintain at least SSAE 16/18, SOC Type I and Type II, ISAE 3402, ISO 27001:2013 or equivalent compliances.

## HIPAA/HITECH

8x8 works with a leading advisor on HIPAA data privacy and security practices. After extensive audits of our back-end systems and the software solutions, 8x8 secured a legal attestation of HIPAA compliance. In addition, 8x8 has a Business Associate Agreement (BAA) that it enters with customers that require a BAA.



## Data Residency

8x8 data centres are distributed across five continents, with presence in the US, Canada, UK, Germany, Australia, and Hong Kong for region-specific jurisdiction.

## 8x8 Industry-Leading Security and Compliance

- FCC Consumer Proprietary Network Information (CPNI) compliance
- Health Insurance Portability and Accountability Act (HIPAA) compliance
- National Institute of Standards and Technology – NIST 800-53 R4
- Federal Information Security Management Act (FISMA) compliant
- Standard Contractual Clauses (SCC) for data transfers between EU and non-EU countries.
- ISO 27001:2013 and ISO 9001 certified
- Certified PCI-DSS 3.2.1 SAQ-D Solution Provider
- Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure
- Real-time Transport Protocol (SRTP)
- One of the first cloud computing companies to comply with GDPR
- UK Government Cyber Essentials Plus accreditation

## Global Presence

Features	Description
Connect to anyone, everywhere	8x8 X Series provides a range of service plans that can be mixed-and-matched to the different needs of your users. This includes unlimited calling to specific countries, for no additional cost, with up to 47 unmetered destinations available.
Global service, local experience	8x8's global solution includes local interconnect in over 40 countries. This enables organisations to access local inbound and outbound PSTN services, combined with the global unified communications capabilities of 8x8 X Series.
Operate from anywhere	8x8 delivers the flexibility of inbound number support in over 120 countries. This enables customers to establish virtual presence in all the markets, where they operate, whether they have a local office or not.
Global Reach	Through 8x8's patented technology, communications are automatically routed to the nearest data centre to deliver superior call quality and conversations that sound and feel natural. 8x8 X Series is underpinned by the combination of sixteen geographically redundant data centres and a distributed global public cloud infrastructure. This provides the seamless connectivity, built-in resilience, and security required for organisation-wide communications systems.
International Virtual Presence DID and Toll-Free Numbers	8x8 delivers the flexibility of virtual number support in over 120 countries. This includes the ability to add national toll-free or geography-specific direct inward dial (DID) numbers. In addition, in a subset of over 40 key markets, 8x8 is also able to port existing numbers to its communications services. All numbers are enabled via Tier 1 carriers and provide distributed businesses and multinational organisations with the combination of robust connectivity and efficient call coverage worldwide.
Enhanced Call Services— Local PSTN Replacement	<p>With PSTN replacement services in over 40 countries, 8x8 enables remote staff and regional offices to make calls, just as if they were connected via a traditional local landline, but with the value-added benefits of the 8x8 X Series communications platform.</p> <p>For full PSTN countries, partnerships with in-country carriers ensure the local routing of all inbound and outbound traffic. This ensures optimal call quality, local caller ID, access to emergency numbers and local dialing without the need for additional dial-prefixes.</p>

## Consistent Experience

8x8 service plans provide a localised experience for office-based or roaming users alike. The 8x8 Work app, provides a common user interface for calls, chat, and meetings, for desktop or mobile devices. 8x8 also supports a catalogue of premium-branded 3rd party devices, from cordless to desktop and conference phones to help businesses standardise the office and remote-working environments that they support.

# Putting It All Together: X Series Vision Blueprint

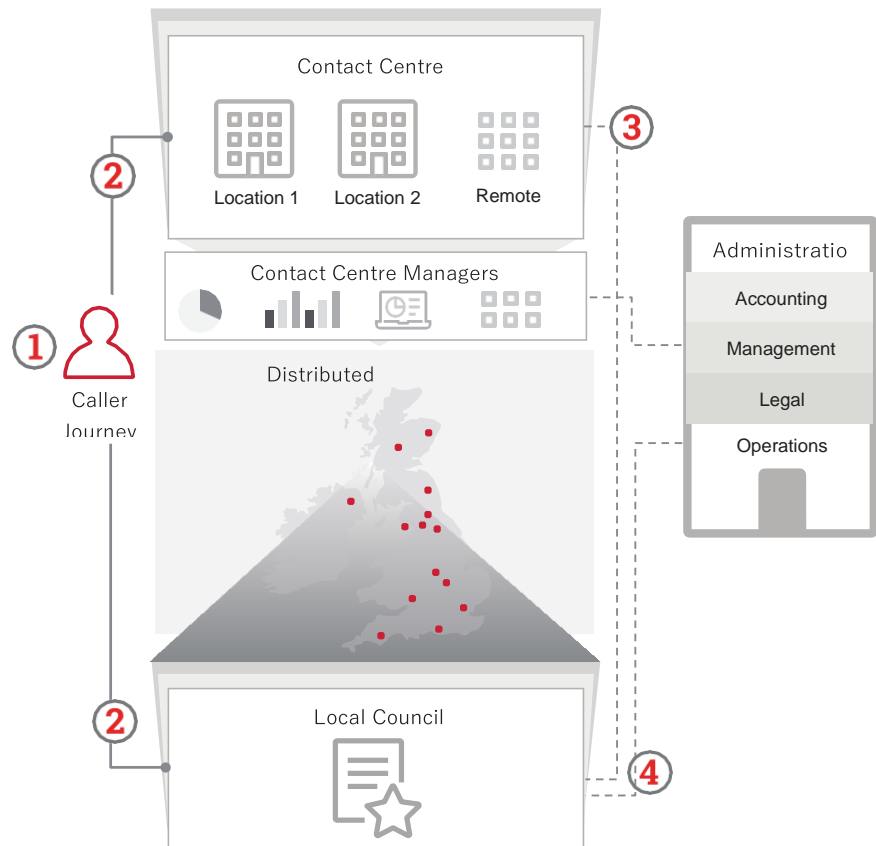
Voice: Cloud-based phone service with plans designed for specific roles

Video

Conferencing Team

Messaging Contact

Centre Analytics



1. Enable a personalised multichannel experience with ability to track the caller journey across communication channels

2. Use call activity to align resources with activity across communication touch points

3. Achieve first contact resolution using intelligent call routing, aligning activity with capacity and purpose

Increase agent productivity using quality management for performance metrics, targeted coaching, and teaming

Accelerate agent responsiveness through CRM integration for a single view of the caller

Instantly respond to unique requests with shared insight/real-time collaboration across the organisation

4. Maximise outreach impact using analytics to align activity with outcomes

Optimise experience with activity

Increase responsiveness with instant communications

Drive multichannel experience with instant contact centre communication

Increase staff productivity

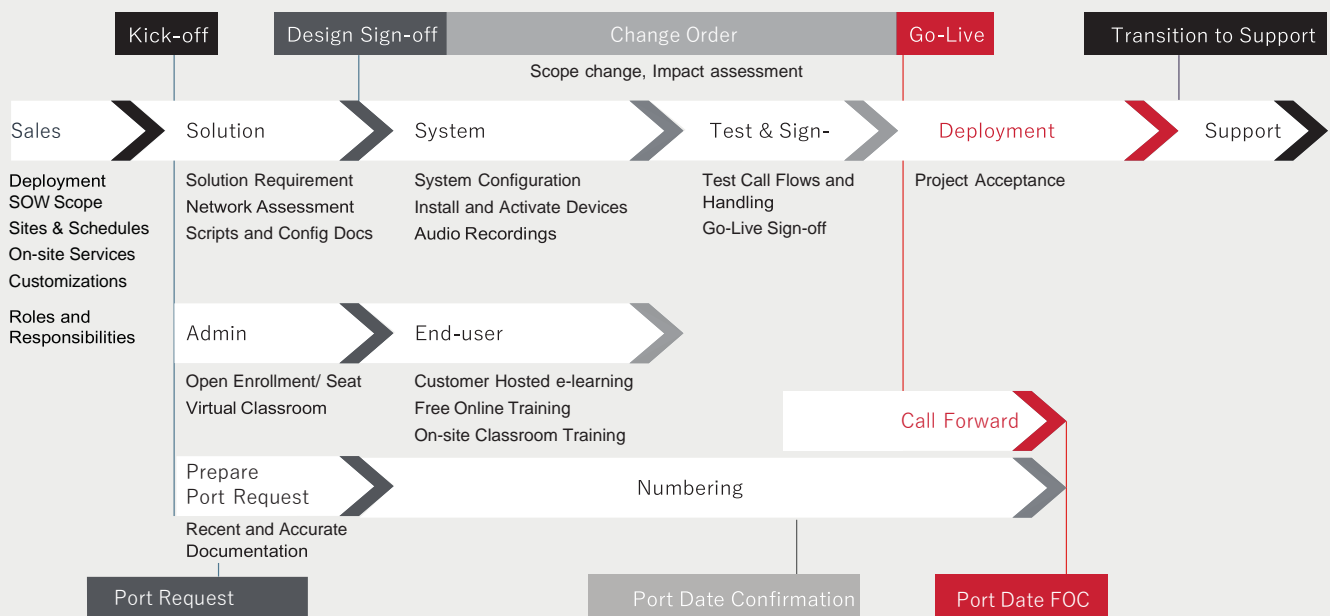
Enable instant collaboration across staff using messaging for instant response to unique requests

# Deployment

One of the greatest challenges for IT is updating multiple locations that may be distributed over a geographic area. Public Sector organisations can't afford to have their offices disrupted for long periods of time or for deployments that take several quarters to roll out.

Understanding this unique need, 8x8 has a variety of deployment packages designed for the unique nature of multi-site Public Sector organisations. The deployment options also consider the availability and aptitude of existing resources, whether internal or from a designated third party. Occasionally, organisations take a blended approach, with some locations deployed by internal resources, by 8x8 or by third parties based on cost, expertise, and location.

## Best Practice Deployment Methodology



**Managed Implementation:** Using a world-class methodology, 8x8 provides a standard implementation to deliver communicationssolutions in a distributed workforce environment. This option uses a standardised, best-practices-based implementation at a lower per-user price point, making it ideal for cost-saving initiatives.

**Tailored Implementation:** For Public Sector organisations with more complex requirements, 8x8 implementation services offer a tailored approach. Given the importance of staff and caller experience design and coordination across multiple offices, this option is ideal for organisations who want to include the contact centre as part of the deployment.

**A la Carte Services:** One or even two sizes do not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services, and customisation services on an a la carte basis.

**Proven Deployment at Scale:** No matter which deployment method is right for your organisation, 8x8's proven deployment methodology has been honed over tens of thousands of deployments including many UK Public Sector organisations to ensure quick time-to-value and minimal disruption to your operations.



# Committed to Your Long-Term Success

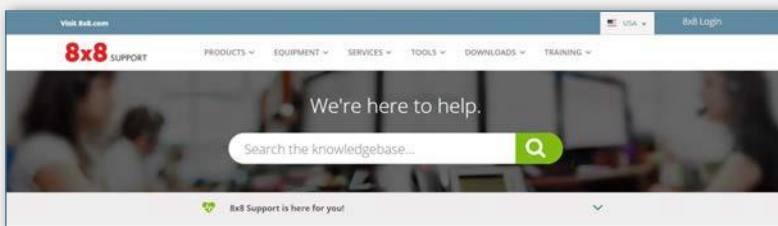
Ensuring service delivery at a lower cost requires high quality of service and reliable communications capabilities. 8x8 has built a global network of operations and customer service centres located the United Kingdom (2-sites) and also Romania, Singapore, Australia, Philippines, and the United States to provide 24/7/365 follow-the-sun support.

Our network operations team is constantly monitoring the 8x8 network and proactively deploying preventative changes to ensure consistent voice quality and service availability. The support teams leverage our global team to provide follow-the-sun support for high impact issues. All of this is backed up by our Service Level Agreements for voice quality, system uptime and response time for support requests.

## The 8x8 Support Process

Much like deployments, the ongoing support and training needs of Public Sector organisations vary greatly. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit each organisation's needs.

### 8x8 Support Portal



#### Support Portal

- Online Knowledge Base with expert knowledge updated by the support team daily
- Access to our Network Diagnostic Tools to aid in troubleshooting issues
- Download early release versions of our desktop client
- Case Access – Create, view, and update your cases with 8x8 support

### Knowledge Base

All 8x8 customers have access to the 8x8 Knowledge Base for 24/7/365 access to the latest product capabilities and best practices.

### Global Support Locations – 24x7x365



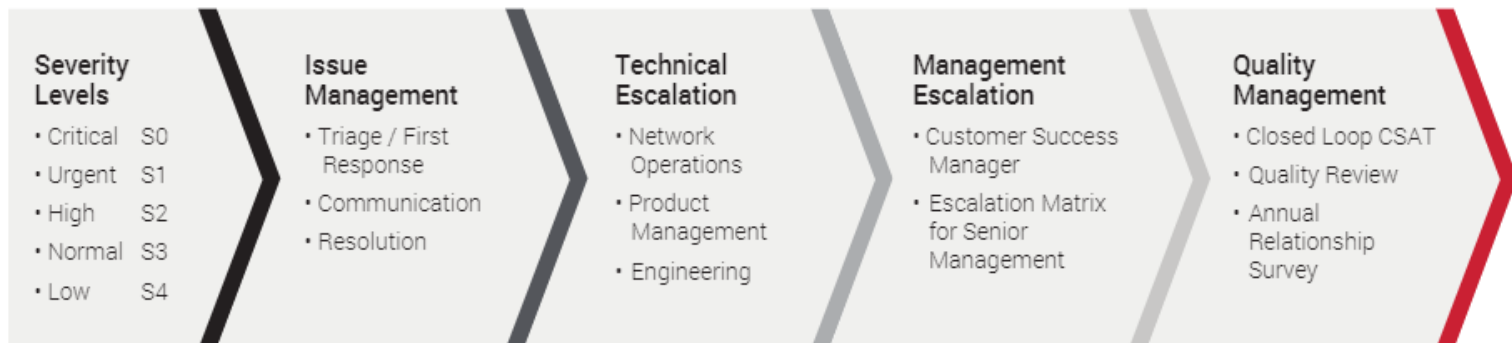
### Support

8x8 provides global, follow-the-sun support with 6 support locations around the globe including 2 support centres based in the UK.

- 24/7 Global follow-the-sun Support
- Co-Location with Network Operations Centre
- Access the global support team via our portal, chat, or phone including 2 UK based support locations

## Discovery to Resolution

To ensure quick resolution to requests and issues, 8x8 uses a support model covering discovery to resolution.



# Peace of Mind

8x8 has been named a Leader 9 times in the Gartner Magic Quadrant for UCaaS and recognised 6 times in the Gartner Magic Quadrant for CCaaS. We believe this is due to our commitment to delivering the best communications experience. With over 270 patents, 16 data centres across the globe and the highest levels of security and compliance, we guarantee your call quality in the contract.

## Enterprise Grade Cloud Model



IP Agnostic Access\*  
99.999% SLA for uptime & voice quality over the public internet



Highly Available Geo-redundancy  
< 30 second failover between POPs \*



PSTN Access  
20+ PSTN carriers to provide world coverage

911

911 Service  
User updatable E911 location information that verifies address information with the servicing PSAP provider



POPs  
Top tier geo diverse data centres strategically positioned for global reach



Service Compliance  
Code scanned by Coverity for code-based security



Geo Routing\*  
Automatic Localised Signaling and Voice



Asterisk (\*) indicates patented services

## Turbocharging the customer experience.

Delivering a differentiated experience often requires the addition of high-octane capabilities. Use these 8x8 X Series features to turbocharge your team's ability to optimise every precious moment of engagement.

**Mix and match seats:** While the plans above represent what most organisations need, the X Series provides Public Sector organisations with the ability to create a solution that best meets their unique requirements.

**Expert Connect:** Having the knowledge workers and contact centre associates on a common communications system is especially relevant to buyers today. This empowers contact centre associates to deliver a highly responsive experience by quickly delivering the exact information necessary to quickly resolve issues, answer questions and guide callers to the appropriate department.

**Centralised and easy administration:** The ability to make changes across 10, 100 or 1,000 locations without having to go through a local vendor accelerates the ability of larger organisations to react to changing dynamics.

**Script8 configuration:** Businesses now can adjust messages and experiences for seasonality or for new services taking what was a passive communication channel and turning into another opportunity for proactive communications with the communities you serve.

**Single vendor, predictable costs:** Instead of managing 20 offices, with 20 local telecom vendors, 20 local ISPs and potentially 20 local telcos and an MPLS vendor as well, 8x8 simplifies vendor relationship and lowers costs by replacing those service agreements and local phone bills with one consolidated, consistent monthly fee.



Ready for the next step? Learn more.

Visit [8x8.com/x-series](https://8x8.com/x-series).

**8x8**

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact centre and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit [www.8x8.com](https://www.8x8.com), or follow 8x8 on LinkedIn, Twitter, and Facebook.

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