

8x8

Cloud Communications

**X Series Solution Overview for
G Cloud 14 Buyers**



Contents

Executive Summary	3
8x8 eXperience Communications Platform - Overview	4
XCaaS Platform reliability and uptime	10
XCaaS - Optimise customer experience with a single platform	15
8x8 Services - Future-proof your communications	20
Mutual Understandings when contracting with 8x8 UK Limited	26

Executive Summary

Unify customer engagement with a single, all-in-one platform.

Following the enforced tactical challenge of accelerating remote working during the pandemic period, organisations are now taking the opportunity to think more strategically. Many are looking at how their communications platform can evolve to embrace longer-term change. How do you put 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?

Yet, the twin challenges of inertia and austerity remain. How do you establish the impetus for change and how to build a compelling business case? It's time to consider the full value potential of communications within your organisation, from the inside out, starting from the underlying architecture of the platform upon which sustainable long-term benefits can be derived.

The 8x8 eXperience Communications Platform™ (XCaaS) 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 XCaaS service options that span telephony, chat, messaging, meetings, contact centre, proactive outreach and 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.

8x8 eXperience Communications Platform™

Enabling customer-obsessed organisations to deliver differentiated CX and modern communication experiences that drive business success

We've come a long way

Customer experience (CX) and employee experience (EX) have changed dramatically over the last few years, and they continue to evolve at a rapid pace. Customer and employee needs, tech expectations, and preferences continue to undergo massive transformations. Both are increasingly dependent on digital interactions and communications and are more connected to one another than ever.

Embracing this change and tackling it head-on is critical for business success and resilience. Future-ready organisations understand that the most significant business asset is their customer base, and superior customer experience and satisfaction are what will drive measurable value in the long run. Companies that get CX right consistently outperform their peers on several critical dimensions, including customer loyalty and revenue.

Most digital transformation projects, CXO initiatives, and investments are now focused on delivering a five-star customer experience and tackling issues critical to this success path, including improving employee productivity and enabling cross-organisation collaboration. A pivotal component of this execution strategy is (1) embracing the right combination of internal communication tools, (2) powering external channels (voice, video, web chat, SMS, and virtual assistants) and AI-enabled applications, plus (3) utilising customer insights and analytics to deliver the data needed to perfect technology and business decisions.

Build unique experiences from the front desk to the back office and boost the bottom line

But here's the thing. Employees and customers increasingly communicate across boundaries of geography, device, time, modes, and channels. Hybrid work models have only formalised a trend that was years in the making.

Solving a customer's problem often requires an intelligent backend system and insight from different areas of the company, and nothing is more frustrating to customers than being bounced around and having to repeat information. Contact centre agents can no longer be on an island; they need to be integrated with the rest of the company.

As communication channels continue to evolve, customer and employee experiences must be as efficient and effortless as possible. Personalisation and contextual information are critical to creating such experiences. Building a solid customer success foundation and delivering spectacular, five-star experiences requires a reliable and integrated communications platform.

Many organisations have been successful in solving the employee engagement side of the puzzle over the last few years with the vast proliferation and adoption of cloud phone, video, and instant messaging capabilities.

However, contact centre agents continue to work on different, sometimes legacy, platforms for inbound, digital, and outbound customer communications, with the line of business leaders often playing a critical role in the tech stack decision for the latter.

This creates many challenges. IT departments in this situation must maintain multiple disparate solutions and struggle to make information available across an organisation, creating data and organisational silos with business-wide implications. A multi-vendor system also means separate data residency, security, privacy, and compliance policies, not to mention different service levels and a lack of single point of contact accountability when two systems are so intricately connected. There has to be a better way.

The answer? XCaaS.

Experience Communications as a Service (XCaaS) brings customer and employee experience together with contact centre, voice, video, chat, and APIs on one cloud-native platform.

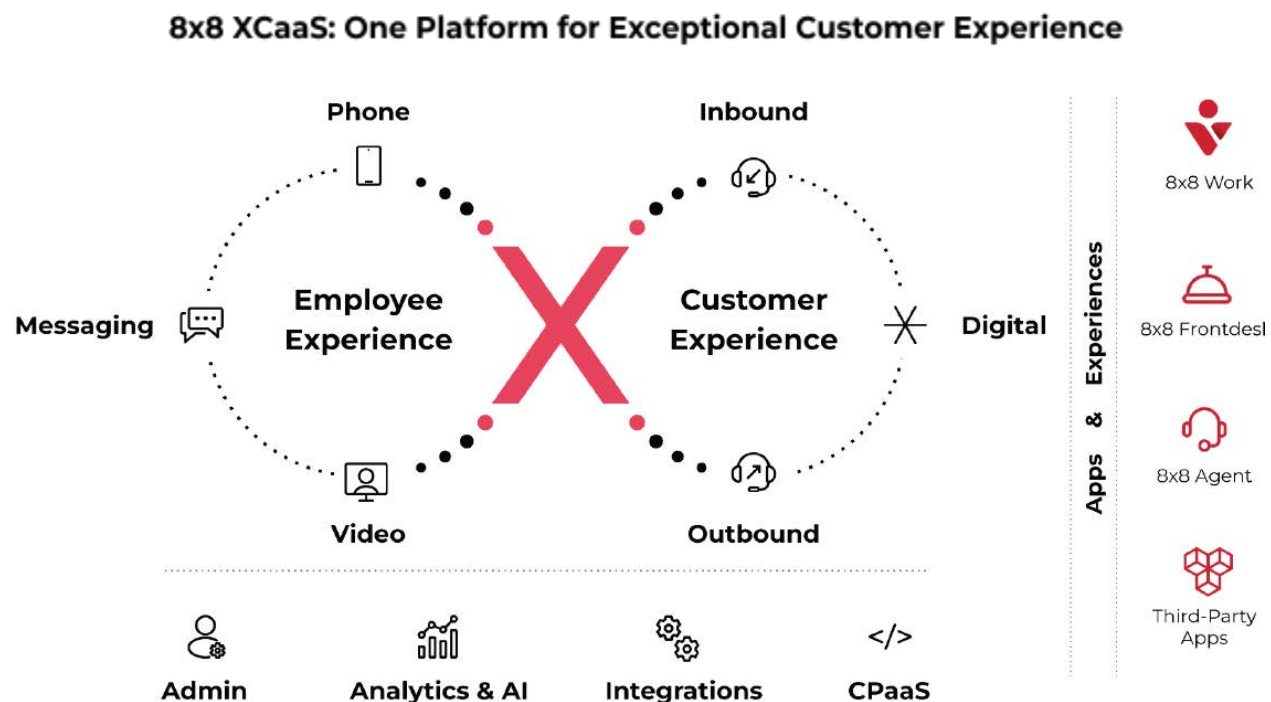
The 8x8 eXperience Communications Platform™ is the first and only true XCaaS platform in the market and optimises omnichannel customer experience with data-driven insights while enabling robust employee engagement in a work-from-anywhere world.

8x8 XCaaS erases the boundary between Unified Communications as a Service (UCaaS) and Contact Centre as a Service (CCaaS) to help organisations deliver modern communications experiences that drive revenue, cut costs, and optimise operations for the new world of work.

With one integrated platform for customer and employee communications, businesses can respond to customer inquiries faster while maintaining the context and content of each engagement as it progresses through the customer journey.

Bonus: It is backed by a platform-wide, financially-backed 99.999% uptime SLA that is unmatched in the industry and ensures peace of mind.

XCaaS solves what businesses need today and offers a clear and easy path to whatever is next. It protects today's investment by guaranteeing the ability to support organisational challenges and strengthens business resilience.



The power of the 8x8 eXperience Communications Platform™

Organisations searching for communications technology that bridges employee and customer experience gaps find that an integrated platform provides the highest reliability, security, and overall value.

The 8x8 Platform offers:

- An omnichannel contact centre solution supporting inbound/outbound interactions for all voice and digital channels
- A powerful conversational AI solution for automated self-service experiences with turnkey integrations to other systems to optimise the level of personalisation during interactions
- A full suite of Workforce Engagement Management applications that include native Quality Management and Speech and Text Analytics
- Best-in-class, enterprise-grade PBX features that include auto-attendant, voicemail, flexible call flow rules, and number coverage in over 100 countries
- Business SMS/MMS and internet fax
- End-to-end encrypted video meetings for up to 500 participants for deeper collaboration, supporting a global workforce
- Support for informal call queues, such as internal help desks for HR or IT
- 1-1 or team chat and private or public chat rooms for faster collaboration between employees
- Access via a wide variety of desk phones, mobile and desktop apps, or any web browser
- In-depth reporting and robust analytics across all communications for IT admins and lines of business
- Unified administration capabilities for license management, number porting, provisioning, and configuration
- Streamlined workflows with a shared integration framework to embed communication features into productivity

- tools like Microsoft Teams or business apps like CRM and service management systems.
- An extensive API library with no-code and low-code technology that makes it easy to customise digital channels to engage with customers
- Composed, personalised experiences for key organisational roles, such as contact centre agents, supervisors, IT administrators, and receptionists, to boost user productivity
- Progressive, multi-modal communications with a financially-backed 99.999% uptime SLA for UCaaS and CCaaS

As the responsibility for customer experience spreads throughout the organisation, it is not surprising that one size doesn't fit all when it comes to communication tools. 8x8 also offers the ability to mix and match plans to give rich features for every role in the organisation.

Our innovation focus is building an ecosystem and tech stack to enable a best-of-breed customer and employee experience. We blend industry-leading AI technology with our platform across the entire customer journey, whether inside or outside the contact centre. The system utilises contextual and historical information to determine the next best steps and actions while constantly updating the models to learn and improve.

With 8x8, companies can deliver a differentiated customer and employee experience no matter where they are in the world or what device they're using.

That's the XCaaS difference.

For the third straight year, customer satisfaction has been ranked the top business priority—more important than product/service quality, revenue generation, information security, employee retention, and investor satisfaction.

Metrigy Customer Experience Transformation Study

The 8x8 eXperience Communications Platform advantage

8x8 is an innovator ahead of its time. Born in the cloud and a pioneer in integrated cloud communications and contact centre solutions, 8x8 helps support digital transformation initiatives that drive competitive and economic advantage. Highly rated by clients and analysts, our platform offers the industry's widest geographic coverage and the highest levels of security and compliance.

In addition, the eXperience Communications Platform delivers the following key advantages:

A single platform for consistent CX from the front desk to the back office

The 8x8 XCaaS platform accelerates company-wide collaboration between back-office workers and frontline workers, contact centre agents, receptionists, and other personas.

8x8 XCaaS makes optimising the customer experience across the entire journey easy. With comprehensive support for voice and digital channels and proactive, AI-powered self-service options, today's digitally connected customers can get the answers they need in the shortest time possible. Full omnichannel routing capabilities and an open, integration-friendly architecture allow organisations to unleash the power of their customer data for more personalised experiences.

In addition to native, fully integrated video meeting and chat capabilities, features like Expert Connect give agents the upper hand in driving first-contact resolution. From a single interface, agents can reach out to fellow agents, supervisors, or other organisational experts anywhere in the world—even if they use collaboration tools like Microsoft Teams. Agents can interact with each other, view the same customer, and use the directory, search, and presence features to find the person with the right expertise. Once they determine availability, they can collaborate in real-time using click to -chat or -call features to resolve customer queries quickly and efficiently.

With every person in the organisation playing a role in customer experience and success, 8x8's proprietary solution also enables feature extensibility by making Quality Management, Speech Analytics,

WEM tools, and Sentiment Analysis, long reserved for contact centre staff, available to UC users. Having complete control over our product roadmap and strategy and the ability to quickly incorporate market trends and the voice of the customer into our roadmap as the sole controllers of our product destiny enables us to extend CC features to UC, and vice versa. This ability to directly influence product roadmap and gain from the best of both worlds greatly benefits customers as cutting-edge technology is rolled out to them quickly, something that's not easy to achieve in a two-vendor partnership or bundled system.

8x8's end-to-end interaction journey analytics, ability to enable contextual hand-offs, and a 360-degree view of employees and customers help organisations maintain overall effectiveness and create a competitive edge.

For users who spend most of their time in productivity and business apps, our single integration framework supports 40+ business app integrations, including Salesforce, ServiceNow, and our popular Microsoft Teams integration for UCaaS and CCaaS.

Industry-leading reliability with a 99.999% financially-backed uptime SLA for UCaaS and CCaaS

Today, there is little room for unstable systems or patchy service. Business software applications are always expected to be available and support user device and connectivity preferences.

The 8x8 proprietary Experience Communications Platform™ is designed from the ground up and delivered from top-tier, redundant, geographically diverse, state-of-the-art cloud locations/regions to ensure the highest possible uptime for contact centre, voice, video, chat, and APIs by providing four levels of redundancy: infrastructure, platform, data, and geographic.

The platform also uses patented Global Reach™ technology and built-in software intelligence to deliver high availability and mitigate common cloud communications challenges such as connectivity issues, audio and video quality problems, and service outages.

A single SLA guarantee and single point of accountability for all your business communications needs are critical for organisations and an excellent distinction for 8x8, unlike standalone solutions or bundled communication options, which cannot credibly promise a single SLA nor operate under one standard policy for governance, security, and data privacy.

A trusted, future-proof partner to accelerate tech adoption and de-risk your deployment

Innovation runs deep in our company's 30-year history. We have been awarded over 300 patents that cover diverse aspects of our service, infrastructure, and UX design and functionality.

We take pride in our ability to migrate even the most complex communications systems and installations to the 8x8 cloud with little to no downtime. Our seasoned presales and professional services team work on moving at your pace and aligning with your long-term strategic plans. We collaborate with our customers to develop a comprehensive go-live approach and a personalised strategy, providing inputs based on our depth and breadth of experience and expertise.

Customers have benefited from faster time to value with our hardened, time-tested migration strategy, which enables simultaneous UC and CC deployment with a wide range of implementation options that best meet your business needs.

With 8x8, organisations enjoy the benefits of a single solution and platform and a single point of accountability, contact, and support, which avoids finger-pointing and jumping from one vendor to another.

8x8 offers 24/7/365 follow-the-sun support via a global network of operations and customer service centres in the United States, United Kingdom, Singapore, Australia, Philippines, and Romania.

An optimised total cost of ownership (TCO)

In light of sustained competitive pressures and demanding customer and employee expectations, CIOs and CFOs are increasingly scrutinising their organisation's infrastructure investments.

Successful companies are documenting impressive success when they integrate UC and contact centre:

- Customer ratings improve by 26.5%
- Operational costs drop by 18%
- Revenue increases by 22.6%
- Employee productivity improves by 23.1%

Source: Metrigy's Customer Experience Transformation study.

XCaaS removes the financial impact and headaches of CAPEX procurement or the administrative overhead of multiple purchase orders spread among different vendors. Business and ROI justification becomes easy, and the cost is further optimised with 8x8's persona-based mix-and-match options.

A single source for license management, managing user types, provisioning, and configuration, and a single pane of glass for system monitoring saves a significant amount of administrator time. Such operational and administrative streamlining is not possible with a two-vendor system.

The benefits of XCaaS go far beyond persona-based mix-and-match options, licensing consolidation, and streamlined tech support. An integrated platform approach creates leaders out of laggards and fast followers with:

- Productivity and time savings that are not achievable through disparate solutions
- Intelligence that informs and improves organisation-wide performance and accelerates the use and benefits of machine learning and AI
- Simplicity for your customers, users, and IT and line of business teams with easier management, maintenance, reporting, and transformational integrations
- Superior customer and employee experiences with a single platform approach globally that streamlines communication and empower teams to work smarter, faster, and more efficiently

The 8x8 XCaaS Highlights

- The industry's only financially-backed, platform-wide 99.999% uptime SLA across an integrated cloud UCaaS and CCaaS solution
- A consistent customer experience and superior treatment from the front office to the backend.
- Feature extensibility between UC and CC, such as recordings, coaching, and speech analytics for all employees
- One data residency policy, security, privacy, and compliance framework
- A single enterprise directory for UC and CC, with shared presence
- Contextual hand-offs between employees and modalities and interaction journey analytics
- AI-powered customer and employee workflows
- Single provisioning and configuration, as well as performance management and support
- Team collaboration across all employees, including contact centre agents
- Common integration framework for UC and contact centre that supports 40+ business apps, including Microsoft Teams and Salesforce
- Deep out-of-the-box Microsoft Teams integration options for UC and CC users, including a Microsoft-certified contact centre solution, enabling user interface preference
- Embedded communications APIs
- Real-time, company-wide analytics across all communications
- AI-driven features and personalised experiences
- Single point of accountability, contact, and support
- Optimised TCO and faster time to value

Also, our global footprint spanning six continents lowers the total cost of ownership and reduces complexity while optimising communications quality, reliability, and security. Say goodbye to multiple vendor and carrier partnerships with 8x8's PSTN replacement services in over 50 countries and enable remote staff and regional offices to make calls as if they were connected via a traditional local landline, but with the added benefits of the 8x8 open communications platform.

8x8's early vision for erasing the boundaries between UCaaS and CCaaS puts it in a unique position as the market's only fully integrated communications platform. 8x8 is delivering today for customers what others are envisioning for tomorrow.

Platform Reliability and Uptime

The only financially-backed, platform-wide, 99.999% uptime SLA for Experience Communications as a Service (XCaaS)

Reliable business communications are vital for every organisation's overall success and growth.

In the Experience Communications as a Service (XCaaS) era, more organisations than ever prefer a single integrated platform for contact centre, voice, video, chat, and APIs.

But selecting a reliable XCaaS (integrated UCaaS, CCaaS, CPaaS) platform provider can be a challenge. How can IT leaders filter out the noise and find a platform with the technology, technique, and guarantees to support their claims?

In the real world, service level agreements (SLAs) are more than the sum of their parts, and organisations need to consider the reliability and resilience of cloud services to realise the full benefits.

The 8x8 eXperience Communications Platform™ for XCaaS ensures secure, global service delivery with four levels of redundancy and complete transparency across all employee and customer communications.

And it's backed by the industry's first and only platform-wide 99.999% uptime SLA across UCaaS and CCaaS.

8x8 is the only cloud communications provider able to offer this uptime guarantee, using fully mirrored top-tier, state-of-the-art data centres across 35 geographically diverse locations, running on global public and private cloud regions, providing seamless connectivity and high availability.

8x8's unique architecture reaffirms our long-term customer commitment to stability and performance.

Key highlights

Reliability

- Platform-wide 99.999% SLA across UCaaS and CCaaS
- 35+ public and private data cloud regions worldwide
- Redundancy at four layers: infrastructure, platform, data, and geographic
- Public Service Status live dashboard and historical uptime performance
- 24/7 NOC with proactive monitoring

Quality

- Patented Global Reach™ routing
- Highest voice quality across the globe; Average 4+ MOS
- Bandwidth estimation and video adaptivity algorithms for the highest video quality
- Advanced quality metrics/analytics across the platform

Security

- Adheres to the highest security standards
- Meets all requirements for HIPAA, FISMA/FIPS, ISO 27001, CPNI, SOX
- Certified PCI, GDPR solution provider for optimum compliance
- End-to-end video encryption

The power of the 8x8 eXperience Communications Platform™

8x8 provides cloud-based voice, video, chat, contact centre, and enterprise-class communications APIs from a single global, secure, reliable cloud communications platform, no matter where users are in the world—with consistent call quality.

Our proprietary 8x8 eXperience Communications Platform™ is designed from the ground up and delivered from top-tier, redundant, geographically diverse, state-of-the-art cloud locations/regions to ensure the highest possible uptime for contact centre, voice, video, chat, and APIs by providing four levels of redundancy:

- **Infrastructure:** Fully redundant infrastructure provides the foundation for high availability
- **Platform:** A highly available platform with elastic scale, self-healing, and multi-region active/active redundancy
- **Data:** Fully mirrored data sources provide high availability and complete consistency of data across redundant platforms
- **Geographic:** Infrastructure, platform, and data layers are fully replicated across geographically diverse locations in each region

Each top-tier (Tier 3+) data centre is serviced by:

- Multiple Tier 1 ISPs with multiple redundant links and direct private connections
- Multiple top-tier PSTN carriers

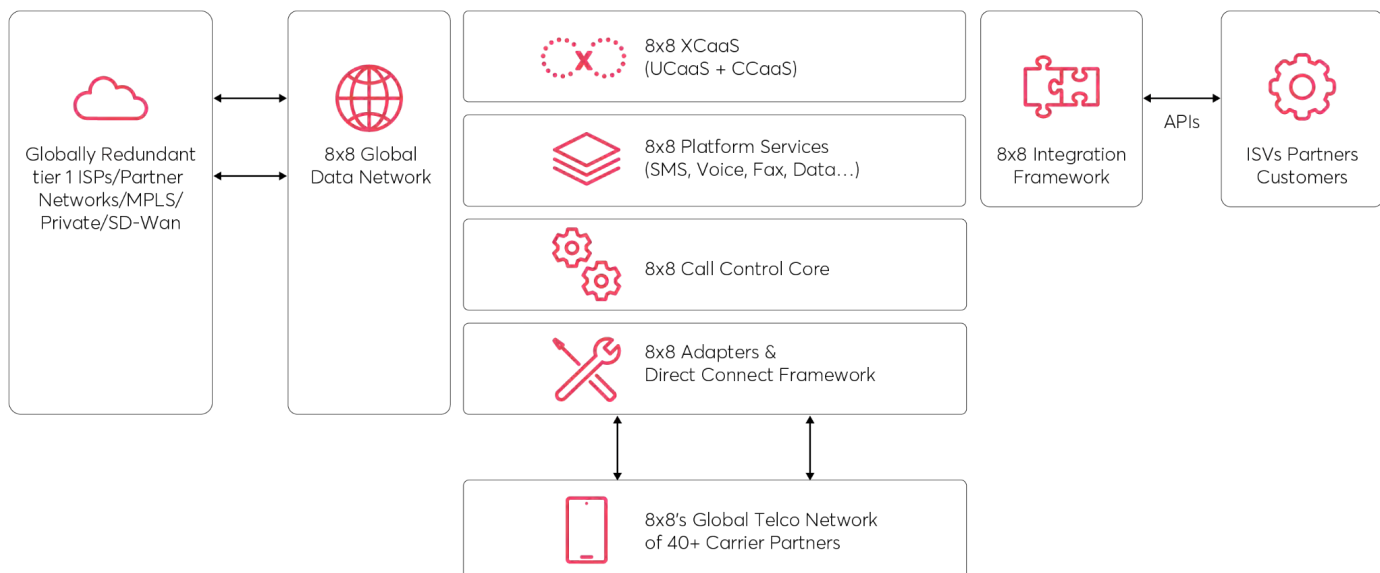
8x8 uses a cluster implementation, from the hardware to the application layer, with core network redundancy for each element, including dual power supplies, UPS, and data replication across data centres.

In the event of a significant disruption, such as a natural disaster, failover between data centres ensures continuity for 8x8 communication services.

Our fault-tolerant architecture means there are no single points of failure. The service is designed to function with the loss of a server, a cluster of servers, or a database. Additionally, our core telephony services are designed to function with the loss of an entire data centre. Any failover of core call flows happens automatically and requires no intervention by 8x8 customers.

Should there be a power failure or internet outage at a location, users can simply plug their laptops into their home/remote networks and continue using the 8x8 system as expected. Or they can use the 8x8 Work for Mobile app and operate anytime, from anywhere. The result is that your business can remain open and accessible to customers no matter what type of disruption may occur.

A single, high-availability platform enables 99.999% SLA



8x8 Global Reach™ and ensuring call quality

The 8x8 eXperience Communications Platform™ uses patented Global Reach™ technology and built-in software intelligence to deliver high availability and mitigate common cloud communications challenges, such as connectivity issues, audio and video quality problems, and service outages.

Media data is susceptible to delays, and 8x8's patented technologies minimise this data latency. All XCaaS traffic routing decisions take place in real time and factor in the current internet and carrier network conditions to determine the best call routes. High-quality employee and customer communications are then delivered globally through an extensive network of peer-to-peer connections.

8x8 employs a comprehensive array of techniques that helps mitigate the effects of any packet loss, latency, or jitter that may be present in an underlying data connection.

8x8 Global Reach™ technology automatically routes XCaaS traffic through multiple Tier 1 ISPs and top-tier PSTN carriers in each service region to deliver crystal-clear connections, superior call quality, and seamless connectivity, backed by an end-to-end 99.999% SLA, all while supporting enhanced local data residency.

We have relationships with 200+ global carriers and peerings with 20+ top-tier ISPs and networks to provide the best possible voice quality by routing phone calls via the best carrier with the shortest path.

Global conversations sound and feel easy and natural without the false starts and stops that often plague other solutions.

“The 8x8 XCaaS platform-wide uptime SLA gives us peace of mind by providing us the quality of service and reliability we require to allow our employees and contact centre agents to stay productive and enhance customer experience.”

- Fred Loya Insurance

8x8 Platform DNA

- Engineering culture reaching beyond 99.999%
- Cloud agnostic
- Scalable, self-healing network resources managed via Kubernetes
- High availability active-active clusters
- Auto-scaling—provisioning scales dynamically
- Real-time, 24x7 observability, alerting, and escalation process to the NOC level
- Four levels of redundancy
- Unified security model

System monitoring and incident management

8x8 has two Network Operations Centres (NOC) in the USA and EU, monitoring 8x8 services 24x7x365 and providing follow-the-sun coverage. All applications, services, and infrastructure are monitored, utilising sophisticated, proprietary, in-house developed tools and plug-ins. All aspects of the service delivery, including the health and performance of the systems, network, application, and underlying carriers, are closely monitored.

Additionally, 8x8 utilises industry-leading monitoring solutions that feed alerts to core systems, sending notifications to 8x8's NOC, Operations, and Engineering teams to address system anomalies before they become customer-impacting events.

This enables us to pinpoint geographic areas or specific customers where service appears to be degrading, enabling 8x8 to proactively look at solutions before the problem becomes noticeable to the customer.

Failover to alternate servers or data centres can be triggered automatically or by the 8x8 NOC to ensure maximum availability for our customers.

8x8 has an Incident Management program that reviews incidents, drives root cause analysis (RCA) and tracks the implementation of any necessary actions to prevent future recurrence.

Mitigating downtime risks

The 8x8 platform is optimised for creating modern microservices-based applications in the cloud. The Tier 1 platform infrastructure enables rapid innovation, automated testing, and frequent deployments with minimal risk through management tools geared towards continuous delivery, elastic scale, and high availability.

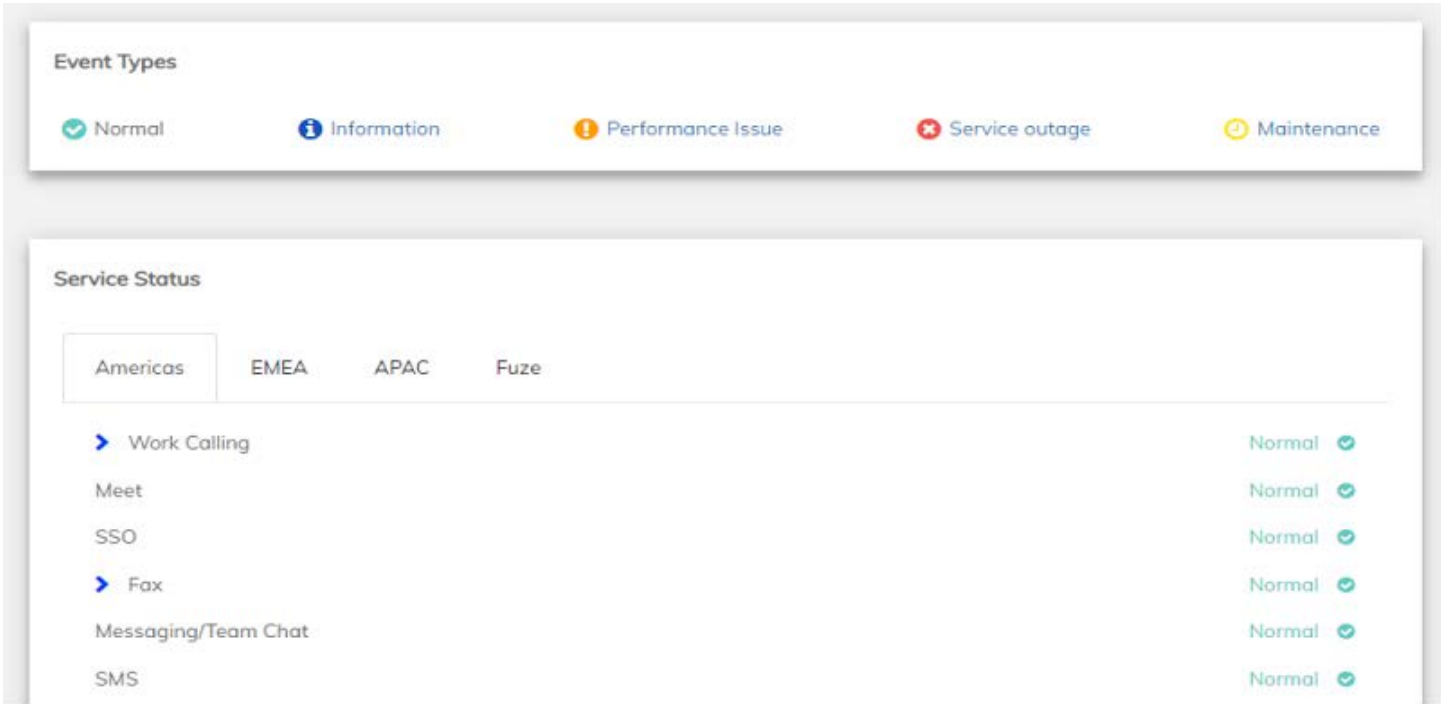
8x8 maintains, monitors, and troubleshoots applications in production environments to ensure system reliability and aim for zero downtime while reinforcing security and governance.

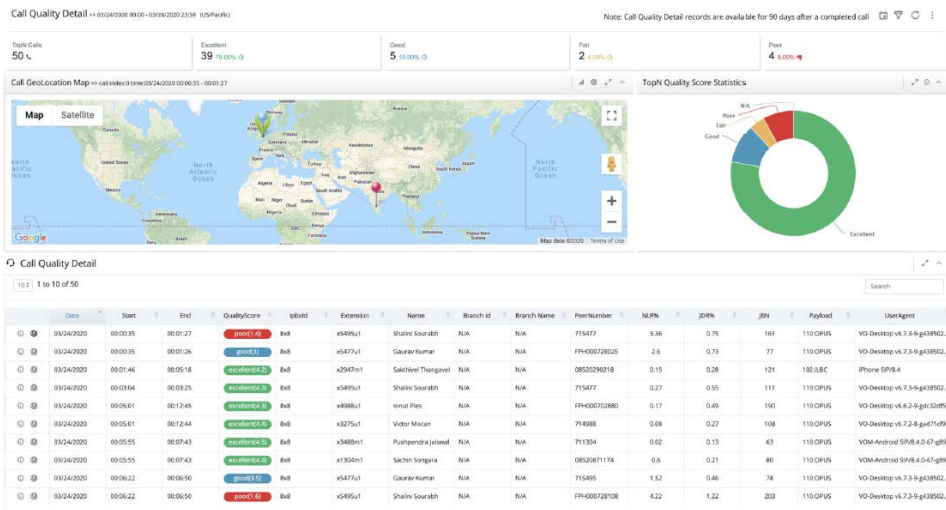
Service transparency

To ensure complete transparency, the status of your communications services is always available on the public Service Status live dashboard.

Customers can also set up push notifications via email and SMS for any system event notifications via a password-protected portal.

This architecture and approach provide the 99.999% reliability your organisation requires for service delivery resilience. A financial commitment to the contract offers additional peace of mind.





“We’re no longer dropping or missing calls, and we have much better internal visibility, regardless of where people are working—in the office, at home, at a client’s site, or elsewhere.”

- Eloquent Technologies Group

Call quality analytics

8x8 offers comprehensive performance and usage dashboards and quality of service reports that leverage industry standard MOS grading on every call to help admins identify potential network connectivity issues before disruptions.

8x8 Analytics offers:

- Quality and usage reporting and dashboards
- Real-time user, queue, and company-level performance
- Call detail drill downs for caller ID, duration, and origin
- APIs for external BI system integration

Security

With the industry’s widest geographic coverage and over 300 patents covering diverse aspects of our services, infrastructure, UX design, and functionality, 8x8 has been a leader in cloud communications for many years.

8x8 maintains various industry-leading security and third-party compliance certifications, and our security program is designed to protect the confidentiality, integrity, and availability of our customers’ data.

We have created a top-down culture of security and compliance, including a commitment to secure architecture and development.

As a result, national and multinational organisations in both the private and public sectors choose 8x8 to help them comply with strict standards, protect their reputations, and secure their customer data.

Summary

8x8’s state-of-the-art architecture, expertise, processes, and patented Global Reach™ routing technology deliver the top-level service reliability and assurance guarantees that organisations and our customers require for operational success.

8x8’s financially-backed 99.999% uptime SLA across UCaaS and CCaaS is a major distinction in the industry. It is only made possible because 8x8 XaaS is built on a proprietary, single-vendor, integrated technology platform, enabling organisations worldwide to focus on driving their business forward by exceeding their employee communications and customer engagement objectives.

Optimise customer experience with a single platform

Deliver differentiated experiences with an integrated solution and robust technology ecosystem for both employee and customer communications

The word integrated is widely used to describe various degrees of combining separate elements in an effort to provide a harmonious, interrelated whole.

In an IT context, integration is the process that combines different systems, so that data contained in each becomes part of a larger, more comprehensive system. This often requires organisations to build a customised architecture to combine new or existing hardware, software, and other components.

Bundled vs. integrated: know the difference

If you dig into "integrated platforms," the two or more solutions that are being positioned as integrated typically have different data architectures and security frameworks, separate management and administration tools, and totally unrelated and unfamiliar user interfaces. This makes for disconnected workflows, which creates challenges for all users when interacting with each other and with customers. The disparate nature of such systems, and the obvious challenges and pain points with such a tech stack, become apparent rather quickly and, in fact, start impacting productivity and business outcomes. More often than not, these "integrations" turn out to be billing and reselling agreements and bundles with blurred accountability and patchy support, nothing more.

There's a better way

Future-ready organisations understand that the most significant business asset is their customer base. They also understand that superior customer experience and satisfaction are what will drive measurable value in the long run. To achieve this, they need an agile communications platform that boosts agent productivity, helps deliver a differentiated omnichannel customer experience (acknowledging ever-changing customer preferences), and is backed by superior company-wide collaboration. It's all about finding the right combination of internal communication tools and powering external channels (voice, video, web chat, SMS, and virtual assistants), AI-enabled applications, customer insights, and analytics.

Businesses can no longer afford to have agents on one platform and the rest of the organisation on another vendor system. What's more, the definition of "contact centre agent" is changing as more business units (sales, marketing, IT, field service, etc.) increasingly interact with customers. Ensuring customer delight is becoming everyone's responsibility. Therefore, all employees from the front desk to the back office require the right set of tools to deliver on this crucial business success metric. Organisations that recognise this consistently outperform their peers in terms of customer loyalty and revenue.

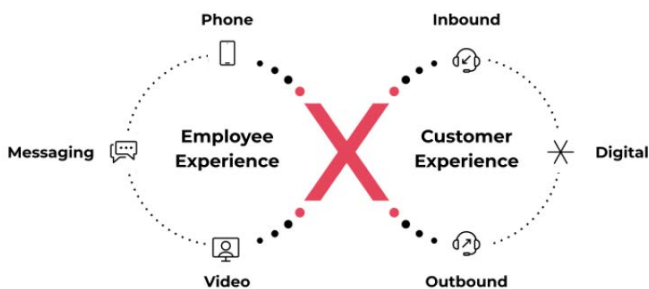
A single-vendor platform for customer and employee communications is often behind the difference between delivering an okay and a five-star experience.

Introducing Experience Communications as a Service (XCaaS)

XCaaS brings customer and employee experience together with contact centre, voice, video, chat, and APIs on one cloud-native platform. The 8x8 eXperience Communications Platform™ is the first and only true XCaaS platform in the market.

8x8 XCaaS erases the boundary between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to help organisations deliver modern communications experiences that drive revenue, cut costs, and optimise operations for the new world of work. With one integrated platform for customer engagement and employee communications, businesses can respond to customer inquiries while maintaining the context and content of each interaction as it progresses through the customer journey.

**One platform.
Every communications experience.**



According to Metrigy research, successful organisations experience a 23% efficiency gain when adopting an integrated UC and CC platform. Agents can more effectively communicate internally and serve customers, reducing frustration and increasing overall job satisfaction.

One platform also enables a single integration framework to connect productivity tools and CRM apps with your communications across all functional areas. Embeddable APIs enable low-code, no-code customised experiences, especially in the contact centre, with more robust omnichannel possibilities.

Bonus: 8x8 XCaaS is backed by a platform-wide, financially-backed 99.999% uptime SLA that is unmatched in the industry and ensures peace of mind.

In addition to uniting CX and EX onto a single platform, 8x8 offers:

A single, platform-wide SLA and security framework

A single SLA guarantee and single point of accountability for all your business communications needs are critical for organisations today. This is an excellent distinction for 8x8, unlike standalone solutions or bundled communication options, which cannot credibly promise a single SLA, nor operate under one standard policy for governance, security, compliance, and data privacy.

Interaction journey analytics with contextual handoffs

Breaking the silos and barriers between front-desk and back-office employees, 8x8 provides contextual handoffs to solve customer issues, provide interaction journey analytics, and deliver a 360-degree view of employees and customers, helping organisations maintain overall effectiveness to gain a competitive advantage.

Our innovation focus is building an ecosystem and tech stack to enable a best-of-breed customer and employee experience. We blend industry-leading AI technology with our platform across the entire customer journey, whether it's inside or outside the contact centre. This utilises contextual and historic information to determine the best next steps and actions while constantly updating the models to learn and improve.

Consistent functionality across UCaaS and CCaaS

Having complete control over our product roadmap and strategy enables 8x8 to leverage and extend appropriate features to the unified communications and contact centre side of the house. We're also able to incorporate the voice of the customer into our roadmap as the sole controllers of our product destiny. Due to this flexibility, we have been able to extend features, such as Quality Management, Speech Analytics, WEM tools, and Sentiment Analysis (which had previously been long reserved for contact centre staff) to all users across the organisation.



Extending QMSA features to UC users

Unified administration

8x8 offers scalable communications with unified administration, which is not available with a combination of best-of-breed solutions. This provides a single source for license management, managing user types, provisioning, and configuration. It also provides a single pane of glass for system monitoring and saves a significant amount of administrator time. With a multi-platform solution, an admin must configure and provision each user in each system, leading to errors like misconfigurations. The eXperience Communications Platform streamlines this process through a single task. Adding new communication channels and scaling up or down becomes easy because admins do not have to consider the impact on their existing infrastructure. With just one cloud platform for contact centre, telephony, video conferencing, and team messaging, and one application to administer and maintain it all, it is incredibly fast and easy for IT to add, move, or delete users.

Single integration framework and deep out-of-the-box integrations, including the Microsoft Teams ecosystem

Our integration-friendly architecture makes it easy to leverage pre-built integrations or use APIs to support additional integration possibilities for users who work and spend most of their time in productivity and business apps. 8x8 integrates with over 40 of the most commonly used and industry-leading CRM, ERP, WFM, helpdesk, and productivity applications.

8x8 Experience Communications as a Service (XCaaS)

Organisations searching for communications technology that bridges employee and customer experience gaps find that an integrated platform provides the highest reliability, security, and the best overall value.

The eXperience Communications Platform delivers the following key advantages:

- Industry's only financially-backed, platform-wide 99.999% uptime SLA across an integrated UCaaS and CCaaS solution
- A consistent customer experience and superior treatment from the front desk to the back office
- Feature extensibility between UC and CC, such as recordings, coaching, and speech analytics for all employees
- One data residency policy, security, privacy, and compliance framework
- A single enterprise directory for UC and CC, with shared real-time presence
- Contextual handoffs between employees, modalities, and interaction journey analytics
- Single provisioning, configuration, performance management, and support
- Team collaboration across all employees, including contact centre agents
- Common integration framework for UC and CC that supports 40+ apps, including Microsoft Teams and Salesforce
- Deep, out-of-the-box Microsoft Teams integration options for users, including a Microsoft-certified contact centre solution, enabling user interface preference
- Embedded communications APIs
- Real-time, company-wide analytics across all communications
- AI-driven features, workflows, and personalised experiences
- Single point of accountability, contact, and support
- Optimised TCO and faster time to value

XCaaS also extends to Microsoft 365 to enable external calling from any Microsoft Teams endpoint. 8x8 Voice for Microsoft Teams gives organisations all the benefits of a global enterprise communication solution and enhances the customer experience through additional functionality, such as supervisor barge/monitor/whisper, business messaging through eFax and SMS/MMS, legacy hardware support, and more. This saves time and money without the hassle of managing multiple communications vendors or complicating the Team's user experience.

In addition, our contact centre is solution certified for Microsoft Teams, which offers the best of both worlds. It enables agents using 8x8 Contact Center for Microsoft Teams to simplify customer engagement workflows in Teams by connecting agents with experts when needed. Both solutions leverage the same streamlined deployment system that enables organisations to quickly improve employee productivity and the customer experience.

Supporting every communication need company-wide

As the responsibility for customer experience spreads throughout the organisation, it is not surprising to find that one size does not fit all when it comes to communication tools. Back-office knowledge workers can typically have general UCaaS capabilities. They need to make and take calls and chat messages and host video meetings to collaborate primarily with internal audiences and suppliers. But there is an exception in the back office: internal IT help desks. These teams benefit from contact centre capabilities, such as advanced call handling and routing, insight into activity levels for managing or scheduling purposes, or even the ability to provide real-time training and coaching.

Today's leaders seek to deliver the right communications capabilities for everyone in the company. For example, while support teams may need more supervisor tools for management and analysis, delivery teams require mobile and ad-hoc communications features. Inside sales teams would probably need capabilities that fall in between the two. The eXperience Communications Platform Service plans include rich features for every role in the organisation, spanning contact centre, calling, video meetings, team messaging, or business app integrations. Organisations can mix and match plans to give employees and customers modern, anywhere, anytime communications experiences.

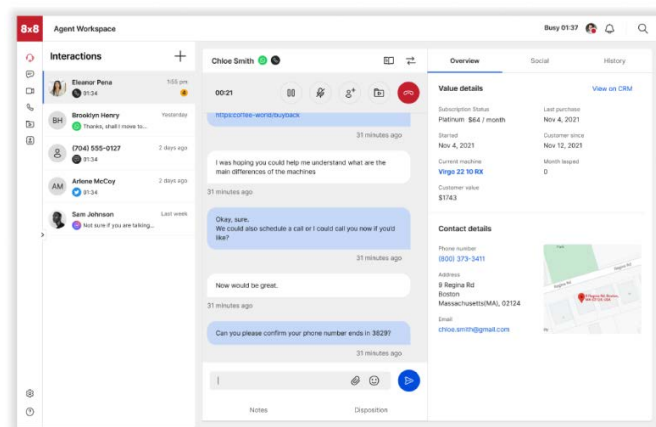
There's more

Other ways that 8x8's integrated platform streamlines workflows, boosts productivity, optimises CX, and drives business value include:

Simplifies workflows and reduce app toggling

In addition to embedding communications workflows in the apps your employees spend the most time in, 8x8 also provides personalised experiences for key organisational roles. Examples include Agent Workspace and Frontdesk.

8x8 Agent Workspace is an intuitive, design-led interface that streamlines customer interactions and offers agents a simpler, more efficient, and engaging way to deliver positive, powerful customer experiences. It also provides quick and easy access to collaboration tools, allowing agents to effectively communicate with other employees across the business to deliver faster resolutions to customers.

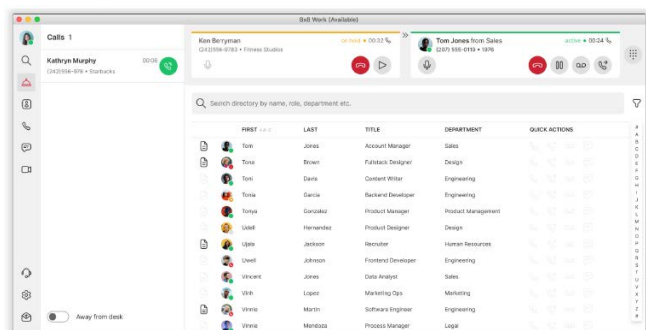


Agent Workspace: An intuitive, easy-to-use, and fun application designed especially for agents to enhance productivity

8x8 Frontdesk offers a full-screen operator panel for front desk operators and receptionists to handle a high volume of calls. It lets them personalise every first contact, so callers can always expect a great experience.

Born in the cloud and a pioneer in integrated cloud communications and contact centre solutions, 8x8 supports organisations as they set out to achieve digital transformation goals that drive competitive and economic advantage.

8x8's early vision for erasing the boundaries between UCaaS and CCaaS puts it in a unique position as the market's only fully integrated communications platform. 8x8 is delivering to customers today what others are envisioning for tomorrow.



Frontdesk: A tailored experience that delivers efficiency and productivity for receptionists and operators handling high call volumes

Speeds resolution

By providing contact centre agents with the same communications platform used by the rest of the company, agents can quickly and easily reach out to subject matter experts outside of the contact centre to help answer customers' questions and solve issues—a huge employee and customer experience win.

Maximises insights

Shared analytics across the organisation not only show how customer service is doing but what customers are talking about. This allows companies to make adjustments to improve or proactively address customer experience in real time or over time. The additional benefit of a platform approach is that the organisation receives analytics and insights from a single source of truth versus having to pull and analyse data from several sources.

Supports remote and hybrid work models

The ability for employees and agents to use the same tool and have the same experience for communications, collaboration, and contact centre, whether they're in the office, at home, or on their mobile device or another device of choice, supports ever-changing user preferences while offering consistent customer engagement.

Future-proof your business communications

De-risk your migration and accelerate tech adoption to deliver differentiated CX and modern communication experiences that drive business success

The evolution of enterprise communications is happening at an accelerated pace. Customers demand reliable, high-quality communication experiences, and employees need the tools to exceed those expectations and remain productive at the office, home, or on the go. Outdated, disparate, and inflexible communications systems have proven unable to keep up with modern business needs or support changing work models.

When it comes to maintaining an outdated tech stack, risks are magnified, upgrades are never simple, and even patches for critical vulnerabilities can take months to be pushed to production.

No matter the footprint of the installation, there are almost always threats and complexities. Scalability is a real challenge, with no easy path to migrate to a larger platform when a business outgrows the current system. Deploying a new site requires specialised skills, hardware, complex system management, and higher risks. With no redundancy built in, the platform and your business are always at risk. And while your business is tangled in this complex web of risky infrastructure and technical restraints, competitors are likely gaining ground.

Be it deciding the future of their communications tech stack or the fate of their legacy or patchwork solution, organisations are looking for a long-term, optimised, in-the-cloud sustainable solution.

And while it can be tempting to adopt an “if it ain’t broke, don’t fix it” attitude, business communication systems are now a mission-critical service—and the cost of doing nothing can prove far more than making a change.

No time like the present

Future-looking organisations understand that the most significant business asset is their customer base, and superior customer experience and satisfaction are what will drive measurable long-term value. Companies that get customer experience (CX) right consistently outperform their peers on several critical dimensions, including customer loyalty and revenue.

Most digital transformation projects, CXO initiatives, and investments are now focused on delivering a five-star customer experience and tackling issues critical to this success path. This includes improving employee productivity and enabling cross-organisation collaboration.

These projects are deemed critical; they are ones with “all eyes on them,” given how communication systems form the backbone of business operations. Rightfully so, for such a system transition, there are bound to be apprehensions about the process and concerns around not only finding the right-fit vendor, but also ensuring a successful rollout and continued long-term success.

The power of the 8x8 platform

8x8's Experience Communications as a Service (XCaaS) deployment model brings customer and employee experience together with contact centre, voice, video, chat, and APIs on one cloud-native platform.

The 8x8 eXperience Communications Platform™ is the first and only true XCaaS platform in the market and optimises omnichannel customer experience with data-driven insights while enabling robust employee engagement in a work-from-anywhere world.

With every person in the organisation playing a role in customer experience and success, 8x8's proprietary solution also enables feature extensibility by making Quality Management, Speech Analytics, WEM tools, and Sentiment Analysis—all long reserved for contact centre staff—available to all unified communications users. Think about the benefit this provides to other departments heavily involved in customer experience, including sales and marketing. Having complete control over product roadmap and strategy, and the ability to quickly incorporate the voice of the customer and market trends into our roadmap, enables 8x8 to extend contact centre (CC) features to unified communications (UC) and vice versa. This ability to gain from the best of both worlds greatly benefits

customers as cutting-edge technology is rolled out to them quickly, something that's not easy to achieve in a two-vendor partnership or bundled offering.

With 8x8, you can transition from your incumbent system to a fully integrated, industry-leading, cloud-native communications platform. In addition, our specialised professional services teams and customisable plans reduce risk and uncertainty while making upgrading your communications and contact centre infrastructure easy.

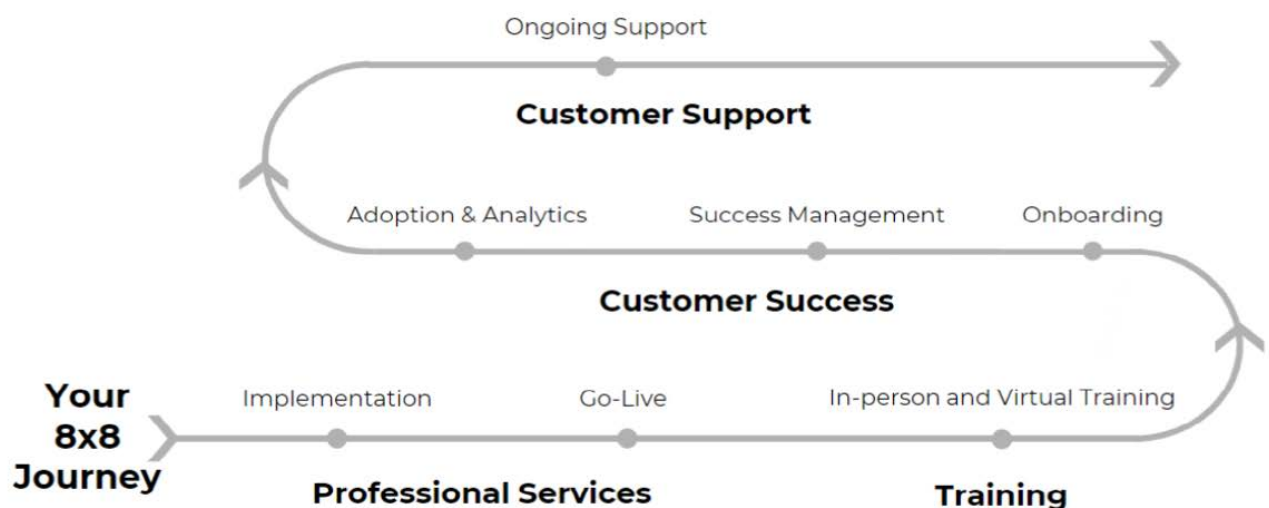
Innovation runs deep in our company's 30-year history. With the industry's widest geographic coverage and more than 300 patents covering diverse aspects of our services, infrastructure, UX design, and functionality, 8x8 has been consistently recognised and rated as an innovation leader by numerous industry analysts.

We take pride in our ability to migrate even the most complex communications systems and installations to the 8x8 cloud with little to no downtime.

The 8x8 advantage

We understand and acknowledge that every business is different, and our seasoned presales and professional services team work on moving at your pace and aligning with your long-term strategic plans. We collaborate with our customers to develop

Our services are focused on your long-term success



a comprehensive go-live approach and the right strategy for your organisation, providing inputs based on our depth and breadth of experience and expertise.

Customers benefit from faster time to value with our hardened, time-tested migration strategy, which enables simultaneous UC and CC deployment with a wide range of implementation options that best meet your business needs.

With 8x8, you enjoy the benefits of a single platform and a single point of accountability, contact, and support.

Flexibility and scalability with foreseeable costs that include software upgrades

By accommodating more than just normal fluctuations in a business's size, 8x8 can quickly scale in response to M&A activity, special events, seasonality, and business reorganisation without trading off features or increasing complexity.

With the eXperience Communications Platform™, there's no need to buy, install, maintain, and upgrade servers. There's a reduced need for separate security systems, firewalls, VPNs, or complex wiring systems.

And, while premises-based systems offer complete control over hardware and configurations, they require specialists to provide system maintenance, making it costlier than cloud-based communications.

8x8 offers a pure multi-tenant cloud environment that ensures that we can support a robust roadmap, build the latest and greatest features, and roll out frequent upgrades, updates, and patches fast and with little or no impact on the customer's uptime. And upgrades are not considered special, "for-a-fee" projects. 8x8 offers upgrades as part of the solution at no additional cost.

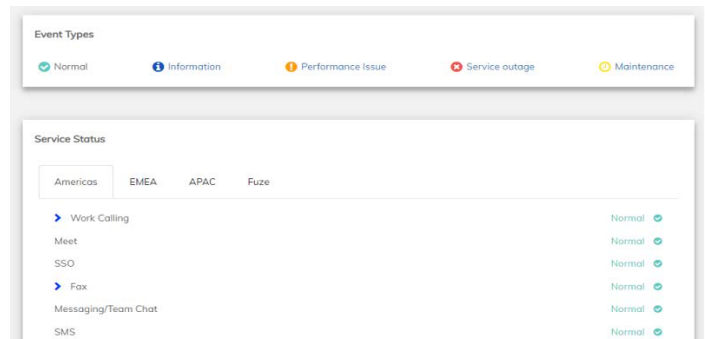
The 8x8 Admin Console is a self-service portal that can manage your system from anywhere. This tool provides full access from setup to configuration, puts complete control of the 8x8 service in the hands of the IT team, and requires no specialised skills or external vendors. It is easy to use and visually interactive, ensuring speed and agility for effective system management.

Service transparency

To ensure complete transparency, the status of your communications services is always available on 8x8's public Service Status live dashboard.

Via a password-protected portal, customers can also set up push notifications via email and SMS for any system event notifications.

This architecture and approach provide the 99.999% reliability your organisation requires for service delivery resilience. A financial commitment to the contract offers additional peace of mind.



Key 8x8 services differentiators

- Deliver simultaneous UC and CC deployment with right-fit implementation options (customer-led to white-glove)
- Single in-house team and hardened, time-tested migration strategy
- Unlimited network assessments
- Move, Add, Change, and Delete (MACD) services
- Adoption Kits
- Custom development and support
- Premium training offering
- Enterprise support
- Single point of accountability, contact, and support

Let's take a deeper look at our services portfolio:

8x8 implementation service and expertise

Over the years, we've developed and hardened the methodology to upgrade even the most complex installations to the 8x8 platform. We understand not every one of your locations may be ready to move to your new 8x8 solution at the same time. We collaborate with our customers to develop a comprehensive phased go-live approach. Whether it's five offices or thousands of retail sites, we will develop the right strategy for your organisation.

We often encounter customer situations where the biggest concern is upgrading multiple locations while ensuring minimal to no impact on business.

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

Managed implementation: Using a world-class methodology, 8x8 provides a standard implementation to deliver communications solutions 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: 8x8 implementation services offer a tailored approach for businesses with more complex requirements. Given the importance of customer experience design and coordination across multiple offices, this option is ideal for global companies and companies who want to include a contact centre as part of the deployment.

A la carte services: One size does not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services, and customisation services on an a la carte basis. These services are managed through a detailed statement of work and agreed-upon timeframes, and customers can be assured of a consistent commitment to excellence.

Proven deployment at scale: No matter which deployment method is suitable for your company, 8x8's proven deployment methodology has been honed over thousands of deployments to ensure quick time-to-value and minimal disruption to your operations.

"8x8's project teams helped us plan out our solution. For each site, they meticulously gathered details from us, built out the solution, and then sent it back to us so we can test and document it."

-nVent

"We'd never set up a contact centre and we didn't know how things would flow. But our reps listened to our needs and helped us through all the setup."

-Struers

Organisational change management

Change management plans capture a wide range of information to understand and successfully move your communications to the cloud.

Reservations and questions about the cloud starting with security, high availability, integrations, and mobility may persist. Migrating communications to the cloud is often a balance between risk tolerance and budget. Equally important is ensuring IT admin and end-user satisfaction. And while there is a comfort to be found in the familiar, focusing on the eventual outcome and how the cloud can help achieve long-term business, and IT goals will guide the next steps.

Typically, change managers and IT project managers conduct planning activities. We recommend early engagement with stakeholders from a wide variety of lines of business. They can provide input on how best to introduce cloud communications tools in their business area. Deeper discussions, including a deep dive into 8x8's tech stack, best practices, and running a pilot or proof of concept based on your business needs, will alleviate most questions and help build confidence in the migration plan. In addition, 8x8 can provide a slew of resources to ease the transition, such as project managers, line number porting specialists, solution delivery consultants, and API specialists.

Training

8x8 University offers multiple training paths to cover varying customer needs.

- Tutorials: website spot learning covering common getting started topics in the formats of video tutorials, demos and job aids.
- Self-paced: guided on demand elearning courses providing deeper dive into tutorial topics.
- Virtual instructor-led: hands on sessions with an 8x8 trainer. Weekly admin courses available in live remote sessions. Private and train-the-trainer sessions available upon request.
- Remote or onsite days: full days dedicated to your organisation for up to eight hours per day for user training, demonstrations, lobby days, q&a sessions and more.
- Live webinars: monthly events covering product updates, industry experts and analysts research.

8x8 support operations

We prioritise customer satisfaction and strive to deliver fast and engaging customer support that enables our customers to utilise their XCaaS solution fully.

8x8 has a robust network of operations and customer service centres in six support locations around the globe (Singapore, Australia, the Philippines, Romania, the United Kingdom, and the United States).

8x8 global technical service centres support the entire product portfolio and operate on a 24x7x365 follow-the-sun model for high business impact issues. Customers can reach the global support teams via our portal, chat, or phone. Our Service Level Agreements guarantee voice quality, system uptime, and response time for support requests.

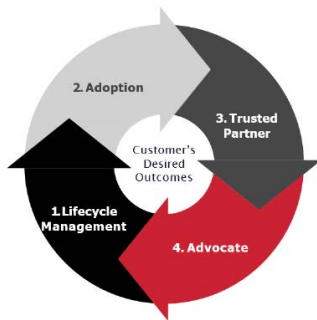
Much like deployment, the ongoing support needs of businesses vary. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual company needs.

The 8x8 Support Portal offers customers the following:

- 24x7x365 access to the latest product capabilities and best practices
- Online knowledge base with expert knowledge updated daily by the support team.
- Help with 8x8 products and services (including training offerings)
- Access to our network diagnostic tools to aid in troubleshooting issues
- Download early-release versions of our clients
- Case management to create, view, and update your cases with 8x8 Support
- Order new lines of service and phones
- View billing statements, manage billing and payment options, and view past orders

Dedicated to your success

Larger businesses have more complex support needs. For those customers, 8x8 assigns a dedicated Customer Success Manager (CSM), a trusted advisor, and a continuous advocate for your organisation throughout the relationship lifecycle.



Lifecycle management

- Provides guidance throughout the entire 8x8 journey
- Bridges the gap when needed
- Acts as a continuous advocate for your organisation

Adoption

- Assistance utilising best practices and industry standards
- Ensures the full adoption of 8x8 service features and functionality
- Empowers users to leverage their XCaaS solution to achieve value in day-to-day activities
- Evaluates user experience trends and workflow efficiencies

Trusted partner / advisor

- Works with everyone from stakeholders to the executive team
- Provides insights on how to use 8x8 products and services
- Establishes SMART goals and success plans
- Tracks measurements of success against our customer's desired outcomes
- Schedules and presents Quarterly Business Reviews (QBRs)

Advocate

- Your voice at 8x8 to overcome roadblocks and create paths to success
- Coordinates with all 8x8 departments to ensure the successful delivery and usage of XCaaS products and services
- Single point of contact for your needs

Our CSMs have extensive experience working with customers of varying complexity, from implementing the 8x8 eXperience Communications Platform™ at a single site to multi-site global deployments. Their key objective is to help customers get the most out of their 8x8 investment. From contract signing to going live, our customers realise increased productivity throughout their organisation faster with a dedicated CSM support expert throughout the service lifecycle.

Voice of the customer program

Our customers are the most important stakeholders and voices in the room as we continue to optimise our processes. We now capture customer sentiment across the entire customer journey and feed this insight into everything we do.

We ask for customer feedback after transactions with support, billing, implementation, and professional services, and we also conduct bi-annual customer relationship and partner satisfaction surveys. These insights are critical to understanding the end-to-end 8x8 customer experience and optimising for it.

8x8's early vision for erasing the boundaries between unified communications and the contact centre puts it in a unique position as the market's only fully integrated communications platform. 8x8 is delivering today for customers what others are envisioning for tomorrow.

Mutual understandings when contracting with 8x8 UK Limited

- Licence Commitment for the duration of the Call-Off Contract Pricing
- Exit Management Provisions
- Data Protection and Data Transfer under the Call-Of Agreement

Licence Commitment for the duration of the Call-off Contract

As a primary obligation under the Call Off Contract, the Buyer commits to subscribe to and make payment of the Services from the Start Date to the Expiry Date as set out within the Call Off Contract.

Pricing

The pricing set out in the applicable rate card is offered based upon the Parties mutually agreeing appropriate liability limits within the Call Off Contract.

Exit Management Provisions

The Services being procured through 8x8 UK Limited ("8x8") permit the Buyer to take ownership of the exit management requirements. The likely exit management requirements are already provided within the Services or are subject to relevant laws. Therefore, no additional exit management plans or provisions would be necessary.

The Buyer is able to download any data through the self-service functionality without any input (or additional charge) from 8x8. If required, 8x8 can provide general support to the Buyer so they can download the data. Should the Buyer disregard the self- service functionality and require 8x8 to download the data, the scope and cost of professional services will need to be agreed.

Number porting shall always be undertaken in accordance with the Ofcom regulations.

Save for the above, 8x8 do not believe any further exit management provisions would be required. Should the Buyer require any additional exit management assistance will be subject to agreement on scope and cost.

The exit management process remains the same irrespective of the Call Off Contract duration as the process remains unaffected by contract duration..

Data Protection and Data Transfer under the Call-Of Agreement

Part A - Buyer Authorisations in relation to SaaS Services provided by 8x8 UK Limited

By entering into a Call Off Contract, the Buyer acknowledges the processing operations described in the Data Processing Table (set out in appropriate Annex of Schedule 7 within the Call Off Contract) in relation to SaaS Services are performed by 8x8 UK Limited or its subprocessors. Further the Buyer authorises the 8x8 UK Limited and/or its subprocessors to carry out the processing of data as described in clauses 1.1 to 1.7 of this Part A

1.1 International transfers: Buyer acknowledges that 8x8 UK Limited may transfer Buyer Personal Data outside of the United Kingdom or the European Economic Area (EEA), but shall only do so where it has taken such measures as are necessary to ensure the transfer is in compliance with Data Protection Legislation. Such measures may include (without limitation) transferring Buyer Personal Data to a recipient in a country that provides adequate protection for Buyer Personal Data, to a recipient that has achieved binding corporate rules authorisation in accordance with Data Protection Legislation, or to a recipient that has executed standard contractual clauses adopted or approved by the United Kingdom or the European Commission.

1.2 By transferring Buyer Personal Data outside of the United Kingdom or the EEA, 8x8 UK Limited shall ensure the Data Subject has enforceable rights and effective remedies and shall comply with the reasonable instructions notified in advance by the Buyer with respect to the processing of the Buyer Personal Data.

1.3 Government Data storage and deletion: Buyer acknowledges that any Government Data stored on 8x8's systems shall be stored in accordance with the relevant storage plan set out in the Call Off Contract and shall be accessible by the Buyer for download in accordance with such storage plan. Upon termination or expiry of the Call Off Contract, 8x8 UK Limited shall (at the Buyer's election) destroy or return to the Buyer directly all Buyer Personal Data in its possession or control. This requirement shall not apply to the extent that 8x8 UK Limited is required by law to retain some or all of the Buyer Personal Data, or to retain Buyer Personal Data it has archived on back-up systems, whereby 8x8 UK Limited shall securely isolate such Buyer Personal Data and protect from any further processing except to the extent required or permitted by such law.

1.4 Internet. Buyer acknowledges that its use of the SaaS Services requires the transmission of electronic data over the Internet and various other networks that are not owned or operated by, or otherwise under the control of, 8x8 UK Limited and that 8x8 UK Limited cannot ensure that such transmissions will not be accessed by unauthorised parties. Neither 8x8 UK Limited shall be responsible or liable for any delay, loss, alteration or interception of Buyer Personal Data in the course of its transmission through and between networks not owned and/or operated by 8x8 UK Limited.

1.5 Data Loss Event: If it becomes aware of a confirmed Data Loss Event, 8x8 UK Limited shall inform the Buyer without undue delay and shall provide reasonable information and cooperation to the Buyer so that it can fulfil any data breach reporting obligations it may have under (and in accordance with the timescales required by) Data Protection Legislation.

1.6 Law Enforcement Data: No Personal Data caught by the Law Enforcement Directive will be processed under the Call-Off Contract, unless the Buyer provides 8x8 UK Limited with prior written notification, as required under the Law Enforcement Directive, and such processing is confirmed by 8x8 UK Limited.

1.7 Audit. 8x8 UK Limited is regularly audited against ISO27001, ISO9001:2015 and Cyber Essentials standards by independent third-party auditors. Upon Buyer's reasonable request, 8x8 can provide Buyer with a summary copy of the audit reports.

1.8 Notwithstanding anything to the contrary in the Call Off Contract (or Framework Agreement) with respect to 8x8's liability, 8x8 shall not be liable for any losses, fines or penalties suffered or levied against the Buyer for the Buyer's failure to comply with its own obligations under the Applicable Data Protection Legislation.

Part B – Security Measures

The following terms shall apply to any Buyer Personal Data that 8x8 UK Limited processes to provide the SaaS Services. Administrative, physical, and technical safeguards implemented in accordance with the 8x8 UK Limited's existing data security program, which includes:

- i. limiting access to information on the 8x8 UK Limited's information system media to authorised users;
- ii. limiting physical access to the 8x8 UK Limited's information systems and related equipment to authorised individuals;
- iii. regular assessments of information security risks to the 8x8 UK Limited's information systems and associated information processing activities and of the effectiveness of information security controls in the processor's information systems;
- iv. training of 8x8 UK Limited's managers and users of 8x8 UK Limited's information systems regarding the information security risks associated with their activities and applicable laws and policies; and;
- v. imposition of formal sanctions for 8x8 UK Limited's personnel failing to comply with the Processor's information security policies and procedure.

