



Global Cloud Communications

CLOUD COMMUNICATIONS B2B

VoxDID services provide cloud communications provider with phone numbers and number portability services from more than 50 countries.

EXECUTIVE SUMMARY

More and more, ICT professionals are looking at the cloud to replace on-premise infrastructure with hosted telephony solutions, not only in the small and medium-size business sector. The trend toward cloud communications also is attracting larger corporations and contact centers with multi-site telecom infrastructures. As part of its Global Reach initiative, 8x8 is gearing up to target these larger enterprises with offices outside the United States, leveraging strategic acquisitions and new partnerships. Thanks to Voxbone, 8x8 can now geographically expand its cloud services with direct inward dialing numbers (VoxDID) from more than 60 countries. 8x8 selected Voxbone as a key partner for international expansion to take advantage of Voxbone's Web portal that enables real-time number management and the international coverage of its number porting service.

THE CHALLENGE

8x8 is a leading developer and provider of cloud-based voice, video and unified communications solutions. 8x8's "Virtual Office" phone systems include conferencing and collaboration tools, as well as cost-effective inbound and outbound IP trunking. Contact center and virtual call center solutions are another emerging field in which 8x8 has gained prowess, through its acquisition of Contactual. The virtual call center market is growing exponentially as cloud-based solutions are replacing on-premise architectures and offering cost-effective alternatives to SMBs and large businesses.

After establishing a significant footprint in the SMB market, 8x8 now is expanding its reach to accommodate the requirements of large corporations and governmental bodies. Larger entities are moving to the cloud for reasons similar to drivers for the SMB market but have different needs. Multinational corporations and contact centers with a "follow the sun" strategy are used to a multi-site telecom infrastructure, integrated into various national PSTN networks. They need to maintain their local presence when shifting to a UC service in the cloud. Thus, 8x8 was facing increasing demand to provide multinationals UC and contact center services outside of North America.

These services include provisioning of international geographic and tollfree telephone numbers for multiple countries, to connect branch offices or offshore contact centers.

8x8's core business is the development and hosting of enterprise class communications solutions. For interconnection with landline and mobile voice networks, 8x8 relies on partners as it would have been prohibitively time-consuming and costly for the cloud communications provider to establish and administer agreements with multiple telecom operators in different regulatory environments.

THE SOLUTION

8x8 decided to team with Voxbone for integration of VoxDID and Vox800 numbers as part of its "Global Reach" initiative. The partnership provides 8x8 easy access to millions of phone numbers from more than 60 countries and 9,000 cities for direct inward dialing using VoxDID). Vox800 offers tollfree numbers from more than 25 countries. The numbers can be provisioned and configured in real time. Voxbone converts all incoming calls from PSTN to VoIP and delivers them directly to 8x8's IP service platforms.

Voxbone ensures call delivery in the cloud, allowing 8x8 to stay within its area of expertise while benefiting from excellent call quality. Voxbone's fully-meshed global VoIP network, with geo-redundant POPs and 24x7 support, is built to fulfill the high expectations of large corporations and contact centers with service level agreements requiring up to 99.99 percent network uptime.

Voxbone offers a convenient Web-based administration portal (VoxCOMMAND) and an application programming interface (VoxAPI) to change number configuration and call routing in real time. Voxbone also supports local number portability (LNP) in more than 30 countries, allowing 8x8 to port its customers' existing telephone numbers to their own networks seamlessly.

“As larger businesses and contact centers adopt our communications services, we are seeing increased demand to provide 8x8 services and phone numbers outside of North America, particularly where customers require a follow-the-sun contact center support strategy. The addition of Voxbone's portfolio of numbers and related support as we expand into data centers in Europe and Asia will greatly enhance our ability to satisfy these customers.”

Mehdi Salour, 8x8 Vice President of Network Operations

SUCCESS STORY

Voxbone and 8x8 have benefited immensely from the emerging opportunities of cloud-based communication services. The synergies are evident and will be a catalyst for future growth. Large corporations and call centers that move their communications infrastructures from on-premise solutions to the cloud cannot be limited by regional or national boundaries. By working with Voxbone, 8x8 is addressing the requirements of its customer base and has opened the door for growth within and outside of North America.

Access to telephone networks in more than 60 countries and the opportunity to obtain numbers from more than 9,000 cities is a strategic differentiator for 8x8 as it expands its cloud communications presence to encompass multinational corporations, contact centers and government entities.

8X8 - COMPANY PROFILE

Category:	Cloud Communications B2B
Type:	Public (Nasdaq: EGHT)
Founded:	1987
Employees:	350
Key People:	CEO: Bryan R. Martin
Website:	www.8x8.com
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ABOUT VOXBONE

We are Voxbone: the market leader in providing virtual local phone numbers (often referred to as DID numbers). Our services make it simple for cloud communications providers, international carriers and enterprise contact centers to extend the reach of their voice networks quickly, globally, and economically. We deliver high-quality DID numbers from more than 60 countries and over 9,000 cities around the world. Our geographic, mobile and toll-free numbers can be ordered in real-time via our web portal or an API. We are the only operator of our kind, with our own number ranges, telecommunications licenses and a global private VoIP backbone. Our happy customers include: Telefónica, Deutsche Telekom, Orange Business Services, NTT Communications, 8x8 Inc., InContact, Serenova and Skype. Want to know more? Come and check out our website at www.voxbone.com, read [our blog](#) or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

ABOUT 8X8

5CA was founded in 1998 by senior members of one of the world's leading imaging devices companies and has been growing steadily, and profitably, ever since. 5CA was set up in order to cope with the challenges that many companies continually deal with when it comes to providing their customers with effective and efficient customer support. 5CA provides worldwide 24/7 technical support and customer care, offering these services in 20 different languages. Using the latest contact center technologies, 5CA strives to offer uniform customer treatment, regardless of the contact media chosen by the customer.

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