

How 8x8's VoIP Phone Solutions Can Meet Tomorrow's Small Business Challenges



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Your business phone service is a critical link between you and your customers, prospects and fellow employees, which makes choosing the right system crucial to your success. Customers who contact your business expect their call to be handled professionally and efficiently, and their experience is crucial in establishing a good first impression they'll have of your business.



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Today's small business can take advantage of advancements in hosted IP (Internet Protocol) PBX (Private Branch Exchange) solutions that offer many of the communications capabilities and productivity tools of large enterprise phone systems at a fraction of the cost and without the need to buy premise-based PBX switching equipment.

Additional capabilities such as IP trunking, audio and web conferencing or call center solutions are easy to add as part of a customized, scalable communication solution that offers cost savings, productivity gains and the ability to add features as your business grows.

Hosted PBX - The Basics

VoIP (Voice over Internet Protocol) services convert analog voice signals to digital format (like email and Web traffic) for transmission over the Internet. The technology boosts the capabilities of traditional phone services, and recognizes users connected to the Internet, rather than their physical location.

Employees working in a different office, a hotel or from home can make and receive calls through the company's VoIP phone solution exactly as if they were in the same building. To an outside caller, the experience is identical to calling a company with an in-house PBX hardware system.

A hosted PBX phone solution such as 8x8's Virtual Office uses an existing broadband connection to provide a wide array of sophisticated calling features to small businesses. These include features such as an auto attendant (which provides callers with the ability to dial employees by name or extension, or by accessing a company directory), music on hold, conference bridge, ring groups, call queuing and more.

Mobile or remote workers don't lose their connection to the office when they're not there, allowing them to provide seamless customer contact and service.

Common line and user features include:

- Direct dial telephone number
- Extension dialing, regardless of users' locations
- Personalized voicemail
- Find me/follow me
- Voicemail message delivery to email inbox
- Caller ID with name
- Three-way calling
- Do not disturb (DND)
- Integration with Salesforce.com and Microsoft Outlook

Optional features include dedicated fax service, live-answer switchboards, and toll-free or virtual numbers that provide a local number outside your geographic area.

Unified messaging features allow employees to receive voice mails, email and faxes in the same inbox, and to make and receive calls from an IP phone, a mobile phone or a laptop. Wherever your employees are, they have access to the office phone.

For a small business, choosing a hosted PBX solution offers a number of direct and indirect benefits. The powerful calling features described earlier are available without purchasing or leasing expensive premise-based switching equipment, freeing capital that would otherwise be tied up in a phone system for more productive uses.

In addition, there's no need to deal with the complications of installing or maintaining equipment – a hosted PBX solution is easy to configure, and subsequent upgrades are handled by your provider. Features can be added, dropped or updated without having to change equipment, and the provider takes care of maintenance and security issues.

Small Business, Big Savings

8x8's VoIP solutions help small businesses reduce the total cost of ownership (TCO) of their phone systems without sacrificing quality or sophistication, and without having to change their existing phone numbers.

Instead of buying and installing premise-based equipment that may not meet your needs, or may be difficult to upgrade as your business grows, VoIP users need only purchase IP phones that connect to their broadband network. These customized IP phones offer easy access to a broad array of built-in features and services. If you

already have premise-based PBX equipment and want to realize the cost savings of VoIP calling, 8x8's IP Trunking solutions allow you to leverage your existing telecommunications investment while reducing monthly service charges.

8x8's hosted VoIP solutions are designed to work with any high speed Internet connection to provide all users with access to the same calling features, regardless of their location worldwide.

Small business owners enjoy additional savings on service costs, thanks to free interoffice calls and a range of unlimited local and long distance plans that help you match your services with your incoming and outbound calling patterns.

If, for example, you need to make mobile calls to customers outside the United States, you can do so with the lowest possible rates over high-quality digital lines that don't trade quality for a false economy. Your international calls are placed seamlessly, without the need for monthly service fees, access numbers or PIN codes.

The equipment and services savings together offer a low-cost, high-value communications package that improves productivity and presents a professional image to your customers.

Hosted Call Center Solutions

8x8's communications solutions also offer sophisticated multimedia call-center options that enhance your small-business phone system with a robust customer service and communications platform.

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Hosted Call Center solutions offer a variety of advanced services that will help you provide the value-added services customers expect and deserve:

- Skills-based routing automatically directs callers to the agent best qualified to answer their question, reducing the need to transfer callers. VIP customers can be whisked to the front of the line, and customers aren't sent to someone who can't help them.
- Interactive voice response automates customer interactions and can provide answers outside of business hours.
- Real-time and historical reporting provide a variety of metrics to help you monitor your customer interactions and identify emerging trends that can influence your business results.

8x8's VoIP solutions can also be integrated with CRM offerings from NetSuite and Salesforce.com to provide access to real-time data that helps your business monetize customer interactions and capitalize on emerging opportunities.

Business Continuity

The advanced call-routing functions of hosted PBX solutions can also provide tremendous business continuity benefits. The reasons for a potential business interruption can be as dramatic as a natural disaster or a fire or as mundane as an out-of-town conference. Either way, calls can be directed seamlessly over any broadband network, so you don't lose your ability to communicate with customers during unforeseen events.

In addition, because your phone system is managed by an external provider whose network has been engineered for reliability, your underlying infrastructure is more robust and dependable than premise-based equipment susceptible to the same physical damage as the rest of your office.

Reliability and Support

If concerns about the reliability of a hosted PBX system are preventing your business from reaping the advanced communications, improved customer service and cost savings associated with VoIP phone service, rest assured that 8x8's communication solutions build on more than two decades of experience and over 70 awarded US patents. Over 20,000 businesses rely on 8x8's advanced technology and network management capability to deliver high quality digital phone services that enable greater business success. It just works better.

To Learn More

To learn how 8x8's innovative communication solutions can benefit your business, call an 8x8 Business Service Associate on 1-866-862-2811.



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