

8x8 Work for Mobile

An all-in-one app for phone, video meetings, chat and more.

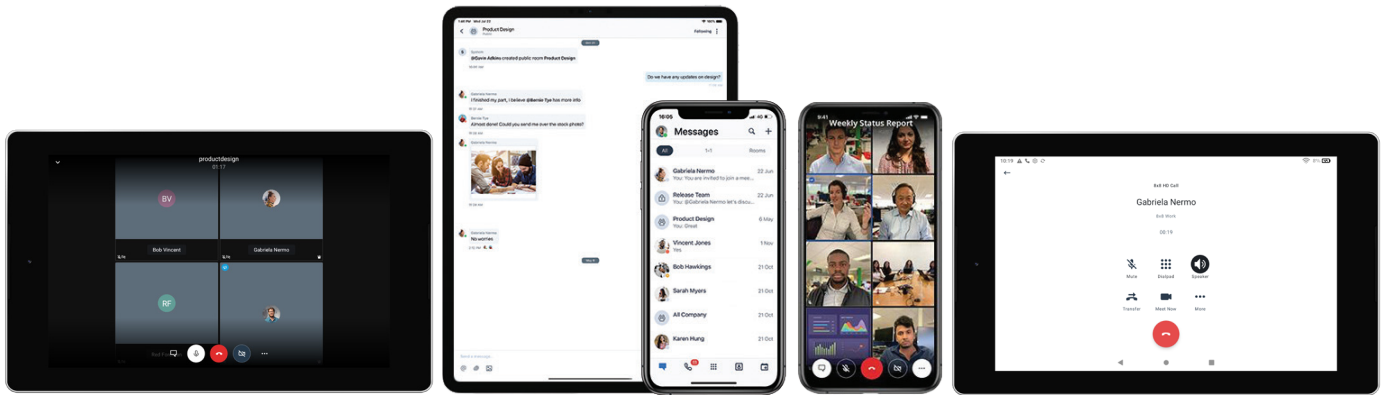
Businesses today are increasingly moving away from traditional phone systems, migrating to the cloud to more effectively manage and scale voice services. And the benefits go far beyond the cost savings of ditching outdated infrastructure. Soft phones can turn any smart device into a work-connected communications hub, and are keeping organizations around the world open for business as employees adapt and operate from anywhere.

8x8 is leading the digital transformation wave from legacy on-premises telephony to a modern, cloud-based Open Communications Platform built to meet the unique needs of small businesses and global enterprises alike. And customers have the flexibility to deploy any combination of physical and softphones, with 8x8 Work desktop and mobile apps offering all-in-one collaboration with voice, video and team chat.

Physical desk phones will not disappear entirely, and newer VoIP phones offer many advantages over their legacy counterparts. But softphones in the form of apps offer a future of unparalleled capability, not least because software updates can instantly push new features to users' devices and constantly improve collaboration, productivity and customer experience.

Feature comparison between a standard desk phone and 8x8 Work for Mobile:

Features	Desk Phone	8x8 Work for Mobile
HD quality voice	■	■
Voicemail with transcription	Voicemail Only	■
Call waiting	■	■
Call transfer	■	■
Call park	■	■
Multi-party calls (3-way calls)	■	■
Record calls	■	■
Calendar-driven presence status	■	■
HD audio conferencing	■	■
Barge/Monitor/Whisper	■	—
Power Keys (BLF)	■	—
Internet fax	—	Read only
Import Outlook/Google/Device personal contacts	—	■
HD video conferencing	—	■
1:1 instant chat	—	■
Team chat	—	■
File sharing	—	■
Business SMS/MMS and texting	—	■
Presence status	—	■
Business hours	—	■
Car bluetooth support	—	■



8x8 Work for Mobile has several other benefits:

- Empower employees to be efficient and productive from any device, anywhere.
- Eliminate the need for multiple applications and foster better collaboration. For businesses that use shared devices, like retail and restaurants, apps provide an all-in-one solution for calls, video, chat and point-of-sale systems. Workers can perform several tasks on a single device, armed with apps to process credit cards or communicate with staff and suppliers.
- No additional training for customers/end users due to general familiarity with tablets and other mobile devices.
- Deploy faster and reduce costs, eliminating the need to set up expensive network and other infrastructure.
- Improve disaster recovery with cellular network connectivity if wifi connections fail.
- Enable Wi-Fi testing that can be used to complete site surveys and identify any potential risks during deployment.
- Even the smart device can be cheaper than a desk phone.

The table below compares the cost of an average desk phone to a 7" Fire tablet:

Features	Desk Phone	Amazon Fire Tablet 7"
Device	\$120*	\$50
Headset	—	\$20
Stand	—	\$15
USB adapter	—	\$13
Total	\$120	\$98
Savings		\$22 (18%)

*This represents the average price for a desk phone, but some phones can cost \$300 or more depending on model and features.

Comparing the average costs of these devices and accessories, you can save 18% or more by replacing a desk phone.

For more information, call **1.866.879.8647** or visit **8x8.com**.

To get started with 8x8 Work, download the app today.



8x8 Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center 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, or follow 8x8 on LinkedIn, Twitter and Facebook.



8x8 Phone App for Microsoft Teams

Cost-effective and native PSTN calling Microsoft Teams

PSTN Calling in Microsoft Teams without requiring per user Teams Phone licenses

8x8 Phone App for Microsoft Teams is a cost-effective and native PSTN calling solution that requires no additional software, plugins, or per user Teams Phone licenses.

Cost-effective without added software

Many Unified Communications (UC) providers offer a Teams App that creates a connection from the PSTN into Microsoft Teams without requiring the Teams Phone license per user.

But unlike 8x8, most of these providers also require their UC software, a desktop plugin, or a mobile app to be installed, configured, and running in parallel to Teams. This means that calls placed via the UC Teams App redirect users to a non-Teams-native calling window, which could have an entirely different user interface. Since these calls are happening outside of Teams, they are not Teams calls and lack the connectivity to the rest of the Teams experience.

These Teams Phone free options can reduce licensing costs, but they also come with clear tradeoffs. Most UC providers create bifurcated experiences that separate users into a world for calling and a world for collaboration within Teams. 8x8 Phone App does not separate users into two separate environments. Instead, users simply need to use the dialpad within 8x8 Phone App for Microsoft Teams. When a user enters a number or selects a contact in 8x8 Phone App, the service will call the user to initiate the outgoing call. Incoming calls happen exactly like any other Teams call—ringing the user through a normal notification.

Many UC providers position their integration as “free,” but they often overlook the additional costs of deploying, installing, configuring, and managing the required additional software for the solution. 8x8 Phone App can only be deployed by administrators to authorized users. This removes the friction and frustration for users attempting to install something that their IT doesn’t support or want in their environment, streamlining the process for IT to administer and support.

Key benefits

- **Cost-effective** calling without leaving Teams
- **Native** experience with accurate user status
- **Intuitive** calling across desktop and mobile
- **Simple** for IT to administer and deploy
- **Flexible** to mix with 8x8 Operator Connect for Microsoft Teams and 8x8 Voice for Microsoft Teams by role and calling needs

Why Being Teams Native Matters?

If a “free” integration for Teams requires additional software to deploy and configure, and the experience happens outside of Teams, how can this be considered integrated?

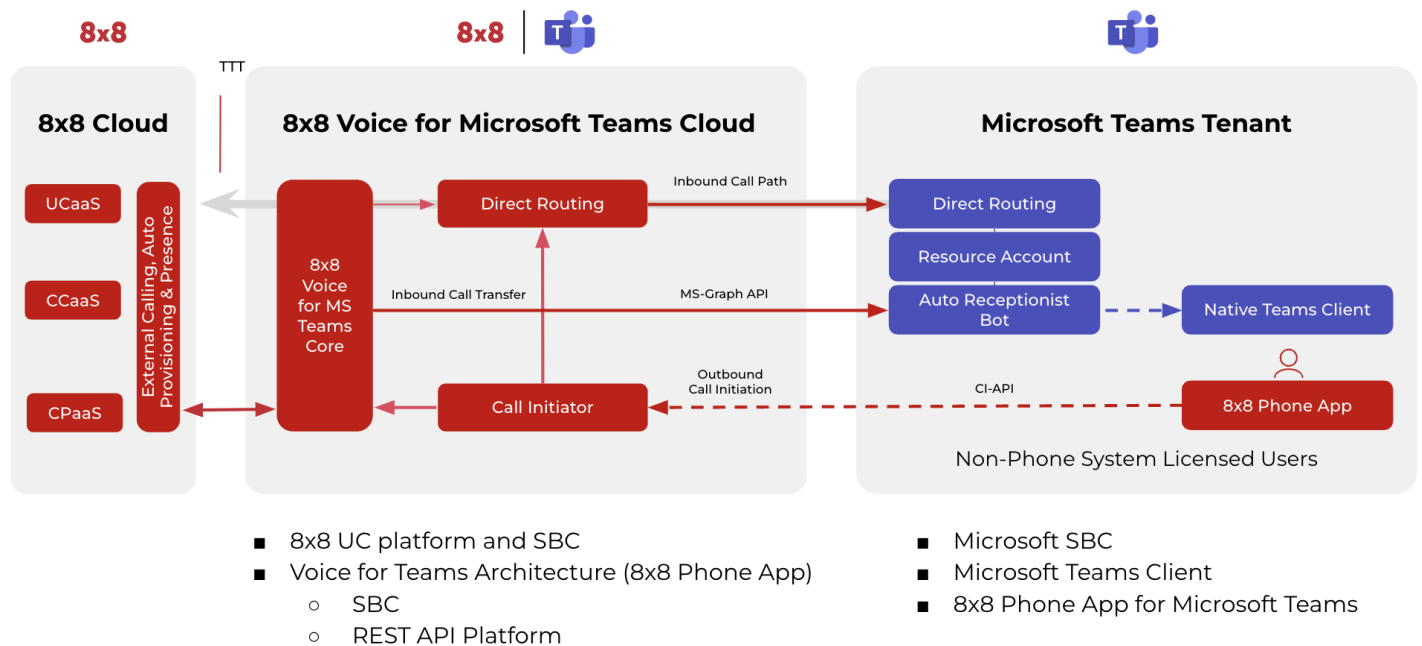
8x8 Phone App is truly integrated into Microsoft Teams. And because it is built on Direct Routing technology, it offers many of the native controls for holding, resuming, and transferring calls that are expected from Teams Phone. This means an 8x8 Phone App user can transfer or conference a PSTN call to a Teams user who is unlicensed for external calling through the native Teams call controls.

Being Teams native matters even more to the organization because each calling activity accurately shows the user's true presence information to others in Teams. Unlike other providers that rely on a presence sync mechanism, this natively shows each user's status without being generically "busy." When a user is "in a call" via 8x8 Phone App, every other user in Teams can see that they are "in a call."

Features

- Dial any outbound number, including extensions
- Search and manage contacts
- View and filter call history
- Manage active calls
- Answer incoming calls in Teams via a desktop, web, or mobile
- User presence accurately reflects call status to other users in Teams
- No per user Teams Phone license required
- Native PSTN calling in Microsoft Teams with no cross-launch to software outside of Teams or desktop plugins

Architectural Overview of 8x8 Phone App for Microsoft Teams



Learn more at 8x8.com/teams

8x8 Mobile Admin

Boosting operational efficiency for the system administrator on the move

Confidently work from anywhere

8x8 Mobile Admin is the perfect solution for system administrators who seek more agile ways to complete everyday operational tasks, maintain oversight of system status and respond fast to service-impacting incidents. Mobile Admin is a composed experience that's available within the 8x8 Work app, which enables admins to manage users and settings easily, whether they're in the office, at home, or on the move.

Extended productivity

System administrators are able to manage users across the organization from their mobile device. From a single dashboard, they can view users, licenses, and phone numbers across all sites giving them immediate access to system information. The on-screen performance analytics dashboard displays important status information and helps flag any urgent system changes that might be required.

Empower your administrators with greater control

This composed experience is fully synchronized with the main 8x8 Admin Console, empowering administrators to make immediate improvements to ring group, call queue, and auto attendant settings in real-time.

Instant alerts of any operational disruption help admins react quickly and ensure any operational impact is minimized. By easily managing members in ring groups and call queues, as well as enabling auto attendants, administrators have control to oversee all system users and performance.

Key benefits

- **Always stay informed** and receive alerts and impactful insights directly on your mobile.
- **Personalized experience** with functions tailored to their specific needs
- **Optimize administrator performance** by simplifying common operational tasks
- **Proactively detect costly issues** with quick access to time-critical alerts and admin settings
- **Improved visibility and resolution** from a single dashboard helping monitor quality and managing configuration organization-wide

