

8x8



Amazon Web Services and 8x8

Operate Together From Anywhere



Foreword

In the years since 8x8 opened for business in 1987, there have been several key inflection points where computing technologies made the impossible possible. Microsoft launched Windows 95 in, well, 1995. That same month, America Online, with its signature “You’ve got mail” alert, registered its 3 millionth user. Three years later, a startup named Google emerged.

Then, in 2005, Hurricane Katrina hit in the United States. This disaster set in motion the next wave of cloud computing with newfound attention on cloud storage, business continuity and disaster recovery services. Out of this wave, a new company was born the following year: Amazon Web Services (AWS). Today, AWS has a leadership role in helping customers protect, use and monetize their data.

Could Covid-19 trigger the next evolution in cloud communications? Time will tell. But if you believe we are at a cloud pivot point, then you could make the case that **humans—and human interactions—are the new data**. Companies view their data as intellectual property, protecting its availability to extract value from it. But employees are a company’s truly most valuable asset, and cloud communications is what makes employees available and accessible etc.

In sum, AWS has created a platform to make your data and apps as productive as possible. 8x8 has created a platform to make your employees as productive as possible. Combine the power of these platforms to make it possible for your organization to operate from anywhere. This concept is explained in chapter one and in **The New Corporate Imperative**. AWS and 8x8 also share a common ethos about obsessing over customers. Chapter two provides examples. The remaining chapters cover optimizing return on investment and additional focus on the benefits of taking a single, unified approach to cloud communications.

Thank you to AWS for making this eBook possible. Together, we hope you’ll come away with some strategies to become more competitive and resilient in uncertain times. And we hope you will give us the opportunity to learn more about your needs and showcase how you can use **8x8** and **AWS** together to exceed your business objectives.

Chapter 1 Operate from Anywhere.

You and your colleagues get it. You have been hearing about work-from-home programs for the past six months or more. This eBook is **not** about the new normal or making a case that you need to enable your employees to work remotely. We're officially past that. Right?

Still, *Billy Joel's Pressure* (or *this song* if you prefer) still rings true for many IT professionals. It is a stressful time. Covid-19 accelerated the digital transformation race, and technology is wiping out barriers to entry. This is leading to more products becoming commodities with little differentiation. It becomes clear that customer services and experiences will determine which companies obtain and sustain leadership positions.

This eBook attempts to answer the question "So now what?" Organizations know they need to reimagine communications and collaboration to make change a competitive advantage, to recruit and retain the best employees, and to quickly respond to evolving customer needs.

"Though we regularly use our own products, we too needed to adapt to an almost 100 percent remote workforce largely overnight. Based on what I learned, my top advice to my peers evaluating cloud communications is to include a variety of user types in the process."

Morgan Watts
8x8 Head of IT

Qualifacts, a Nashville-based electronic health records provider, had a so-now-what moment. They were focused on making sure their customers could deliver great patient care at the start of the pandemic rather than their phone systems. Then big tornadoes hit which impacted their phone service. Adapting quickly, they leveraged the cloud to quickly stand up a contact center and phone services so they could continue customer care without disruptions.

You cannot anticipate everything, but you must be ready for anything. That is what the cloud was built for. The cloud means making administrative changes with an app instead of calling maintenance workers in to rewire a server rack. Once you accept that the cloud is important to your business, you also get a so-now-what moment. How do you rip off rapid-response band-aid solutions and implement long-term, strategic initiatives that put communications first to strengthen agility and resilience?



Learn more at 8x8.com/partners/aws.



We hope this eBook generates as many questions as it does answers so you can engage with your trusted advisors and prospective vendors. The dialogue will help you achieve your desired business results faster and at lower cost.

Eight discussion questions for your trusted advisors & potential providers:

- 1** What ROI can I expect by adopting cloud communications?
- 2** How does adopting cloud communications impact our internal IT team?
- 3** Can investing upfront in professional services save lots of headache and hassle?
- 4** What are my analytics options to document performance and plan properly?
- 5** How does a cloud communications solution transform administrative functions like call workflows?
- 6** How does cloud communications improve IT security?
- 7** How do IT networking capabilities contribute to great customer experiences?
- 8** What are the benefits of having all your communications apps on one cloud platform?

Hungry for more information to make the case for cloud communications?

Read more in [Operate From Anywhere](#), part of our [Essentials for the New Digital Workplace](#) eBook series that covers topics including small business, enhancing phone service within Microsoft Teams, and personalizing customer experiences with CPaaS.

Chapter 2 Obsess over customers.

Amazon's Leadership Principles and many Jeff Bezos interviews start with the critical importance of customer obsession: Figure out what customers want and be maniacal about giving it to them. This formula includes a commitment to innovation and speed.

Obviously, AWS shares the Amazon principles, and at 8x8, we feel like we have some things in common with our friends at AWS too.

AWS has created a platform for data and applications to be protected, measured, available, and agile—keeping your data productive from anywhere and at any time.

The 8x8 Open Communications Platform does the same thing for employees, and we obsess over helping our customers make their employees productive from anywhere, anytime. And with a unified, open technology platform leveraging APIs, we can help them anticipate challenges and invent effective solutions quickly.

The best example of this is **8x8 Voice for Microsoft Teams**. It may not be intuitive to think we would develop a service to improve the Teams experience. But our platform allows us to innovate while also

enabling our customers to integrate a wide range of applications into their communications solution so they can personalize the services they offer to their customers.

Moving out is always harder than moving in.

The hardest part of getting into a brand new cloud relationship is getting out of your old legacy PBX one.

In its Cloud Migration Services and Software report, industry analyst firm Frost & Sullivan found that **75 percent of users think migration represents a top hindrance to cloud**. We believe it too, especially in instances where multiple office locations are involved in multiple geographies. This is why more vendors are offering professional services to help customers get migration done fast and done right the first time. Maybe a DIYer can fix a bathroom leak, but do you really want to take that risk? Calling in the specialists gives you peace of mind and mitigates risk due to lack of proper training. IT teams increasingly comprise generalists who are great at keeping the lights on and the Wi-Fi working. Getting out of legacy PBX may require specialists.



75%
of businesses surveyed by
Frost & Sullivan say migration
represents a top hindrance
to cloud.

Source: Cloud Migration Services and Software - Which Approach Best Fits Your Enterprise Needs?

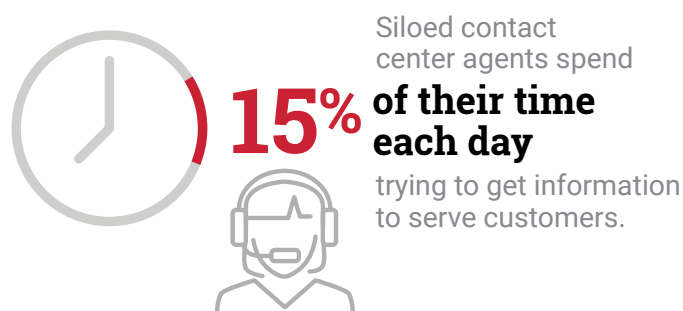
It's no good if they don't use it.

Once your legacy systems are in the history books and your cloud solution is ready to go, you have to start thinking about educating users and getting them to use the new services. In conversations with prospective vendors, inquire about how they can help you with end user adoption. Look at their training and support resources. Can they be a champion for you? Morgan Watts, 8x8's head of IT shared his [user adoption advice](#) in a blog post recently.

Silos are good for farms, bad when they limit cross-team collaboration and data access.

Standardize or let business units use the apps they want? While IT support teams would generally prefer to have fewer applications to manage, people will inevitably use their own devices and preferred apps to get work done their way. Ask vendors about how they address silos and help employees stay

connected with each other and with customers. Can they provide paths for a common chat experience even if they use different tools? 8x8 has integrations with a variety of separate services like Slack and WebEx Teams so users can collaborate, share files easily, and more. Constellation Research published a [report about silos](#), how you can overcome them, and the benefits of doing so. It's worth a read. Others are researching silos too. The Aberdeen Group found that [15 percent of a contact center's time](#) is spent trying to get information to serve customers.



Source: Aberdeen, The ROI of Uniting Unified Communications and Contact Center

Eight (more) discussion questions for your trusted advisors & potential providers:

- 1 What traffic can you encrypt?
- 2 What user authentication options do you offer?
- 3 Do you offer role-based access controls?
- 4 How have you infused AI/ML into your products and services?
- 5 How does your mobile app experience compare with your desktop experience and how are they integrated?
- 6 How well can your contact center tools optimize call flows across global offices?
- 7 What is your global reach related to data centers and calling plans?
- 8 Do you offer CPaaS capabilities that can add to the value of my cloud communications solution?

Chapter 3 Optimize ROI.

Achieving great return on investment (ROI) from any cloud project begins well before the contract is signed. The most successful implementations we see are when the customer defines what success looks like early in the process. Listen to a diverse set of end users about their communications and collaboration needs. Learn from contact center professionals who communicate with customers each day about what makes their experience great. Press your vendors about how they can help you satisfy those needs within the proper budget.

Naturally, ROI means different things to different organizations. It can be most stark when you move from a legacy PBX to the cloud. The reason is that cloud services pay for themselves through elimination and consolidation. Moving away from on-premises services allows you to cut maintenance costs, lower phone bills, consolidate licensing fees and recover office space while eliminating the need for telephone wires. Then once you have moved over to cloud, you have automated and remote support options negating the need for a technician to come to your office.

Many of 8x8's customers start realizing positive ROI during their first year of implementation. We see an average of a **30% drop in total cost of ownership** over three years compared to premises-based, siloed legacy solutions.

One decision that all organizations have to make about their cloud communications strategy is whether to go with an all-in-one approach with all of their apps on a single cloud platform or if they go for an a-la-carte strategy.

We argue that consolidating all business communications—phone, video, fax, SMS, and contact center—to a single vendor can generate the highest, fastest ROI. It is not just a volume discount pricing issue either. A platform can enable more seamless integrations, multi-app analytics and role-based administrative controls that apply to all apps at once.

30%

We see an average of a 30% drop in total cost of ownership over three years compared to premises-based, siloed legacy solutions.

Source: 8x8

Calculating ROI.

Because ROI is such an important part of discussions about whether and how to migrate to a cloud communications solution, we have created the **8x8 ROI Calculator** to give you confidence about what you can save and from where. This tool is a companion to our **VoIP Speed Test service** that tells you how fast your Internet connection is to the nearest 8x8 server. Having employees use this service can help you plan your networking requirements.

Using the Web-based tool, you enter profile information like the number of main and branch offices plus any contact centers. After you plug in information about your current phone and online collaboration costs, the tool generates a report that estimates your potential monthly and annual cost savings.



Going beyond cost and time savings.

Each organization has its own transformation business objectives. Where we see cloud platforms helping customers the most is with **speed and scale**. Speed is important because you need to adapt quickly to changing conditions. How quickly can you onboard new employees, open new offices or initiate a remote work program when needed? Beyond hard dollar savings and shifting expenses from CapEx to OpEx, these are important considerations when evaluating cloud communications. The cloud was made for scaling benefits regionally and globally—even if most of the administration is based out of headquarters. Combining speed with scale leads to:

- Setting up new offices faster
- Reducing product time-to-market
- Improving employee collaboration by breaking down communications and data silos
- Simpler user administration
- Making and receiving lower latency, higher quality calls

- Paying less money for international calling
- Integrating quickly with business apps and CRM tools
- Safeguarding business communications
- Giving employees the flexibility to work from anywhere
- Reducing office space as more staff opt to work remotely

To get a deeper view of key benefits that impact your ROI, check out the Aberdeen research note, **The ROI of Uniting Unified Communications and Contact Center**.

We understand that getting that senior executive signoff on a cloud contract typically requires calling out the expected ROI. Use the information from this chapter to define the most important success metrics to your organization. Work with your vendors to make success a reality. Then hold your team and your vendors accountable.

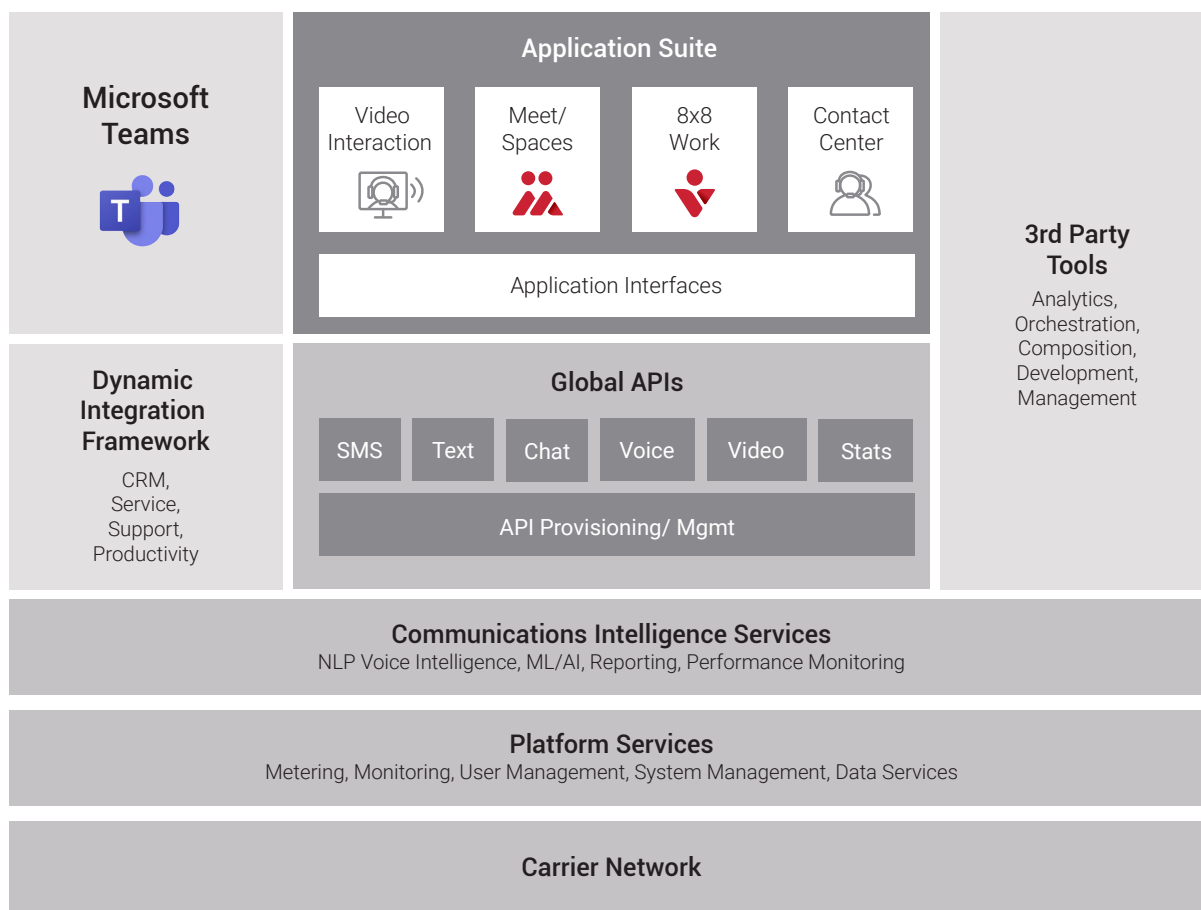
Chapter 4 Organize apps around a platform.

Why does single-platform cloud communications beat individual cloud apps?

This is a common early question when beginning to evaluate vendors. Naturally, we believe a unified platform offers customers more flexibility, cost savings, innovation and other benefits over the a-la-carte approach.

While people often say a **unified cloud platform** offers the benefits of a single vendor, what does that really mean? In reality, those benefits go far beyond volume discounts, licensing consolidation, and streamlined tech support.

Earlier in chapter two, we referred to the 8x8 Open Communications Platform. Here is what it looks like.



Individual Cloud Apps



Single-Platform Cloud Communication



Additional benefits:

- **Capturing analytics** across multiple apps like video conferencing, contact center and voice to gain better insights that can improve operations and performance
- **Transitioning seamlessly between multiple channels** – for instance, when users are in a voice call and want to switch to a video meeting, to perhaps share a screen, they can do so in a click
- **Making a new world of data available across apps**, facilitating AI/machine learning
- **Giving users a unified mobile communications app** covering voice, video conferencing, chat, SMS, and fax

Work from Anywhere Essentials

In this **virtual event**, you'll discover how businesses can open the possibilities of how they use communication to transform their employee and customer experiences.



Chapter 5 OUTRO – Statsapalooza.



According to a recent Gartner CFO survey, 74% of companies plan to permanently shift to more remote work post COVID-19 and 80% of customer service and support leaders predict that the transition to work from home will have a lasting impact on the way contact centers operate.

15%
of a siloed contact center agent's time is spent trying to get information to serve customers.

Source: Aberdeen, The ROI of Uniting Unified Communications and Contact Center

32%
of contact centers have a goal to reduce operating costs without compromising the quality of care.

Source: Aberdeen, "The Intelligent Contact Center Survey," June 2020

In June 2020, Gartner updated its "The Use of Conversational AI for Customer Service" report, projecting that 20% of customer service interactions will be handled by conversational agents by 2022 and that 30% of all organizations will utilize AI-enabled process orchestration and intelligence.

98% of customers would prefer not to have to interact directly with a person.

Source: Adobe, "The State of Voice Assistants"

Recent research from Frost & Sullivan, "Communications Platforms: Reaching the Next Innovation Front of Enterprise Communications" compares the platform approach versus standalone applications, finding that "ultimately, a communications platform offers a centralized and complete view of how both people—employees, contact center specialists and customers—and machines (applications, bots, automated marketing campaigns, etc.) interact with customers, prospects, suppliers and partners."

Gartner Research has predicted that "by 2022, four cloud-based UCaaS seat licenses will be sold for every premises-based UC license."

30%
We see an average of a 30% drop in total cost of ownership over three years compared to premises-based, siloed legacy solutions.

Source: 8x8

20–25%
Improvements in productivity when organizations ensure employees are connected.

Source: McKinsey Global Institute.





60%



said their use of off-premises technologies has continued to grow since the onset of the pandemic.

Source: Snow software poll of 250 global IT leaders, June 2020

Riverbed's recent "Future of Work Survey" found that most businesses lacked the appropriate technology, with 69% saying they were not completely prepared to support extensive remote work at the start of the COVID-19 outbreak.

But doing nothing today means driving costs even higher—to the tune of millions of dollars—as disconnected agents lose time trying to find information. Aberdeen VP and Principal Analyst Omer Minkara estimates that a 200-agent contact center loses \$1.5 million annually in labor costs from siloed agents.

IT asset management firm Snow Software found evidence in its poll of 250 global IT leaders about how the onset of the pandemic had affected their cloud adoption plans.

82% of respondents said they had ramped up their use of cloud in direct response, and 60% said their use of off-premises technologies had continued to grow since then.

75%

of businesses surveyed by Frost & Sullivan say migration represents a top hindrance to cloud.

Source: Cloud Migration Services and Software - Which Approach Best Fits Your Enterprise Needs?





The average team currently uses 6 approaches to support project collaboration and at least 4 different communication tools.



48% 
of organizations say their top collaboration hurdle is ineffective communication between team members.

Source: This is What Communications Silos are Costing Companies

Leaders are seeing investments to connect the contact center are paying off. According to Aberdeen research, unified communication-enabled contact centers see the following:

50%
increase in agent productivity

2.9x
average handle time improvement year-over-year

80%
decrease in customer complaints

Dion Hinchcliffe from Constellation Research recently published research which recognizes the heightened need for “the best digital communications tools to be not only available for their far-flung talent base but situated as effectively as possible for their newly remote workers to remain, and in many cases become even more, productive.”

54%
Respondents said their primary challenge in working from home was feeling disconnected or alone.

Source: ServiceNow's Work from Home Productivity Study, June 2020



Learn more at 8x8.com/partners/aws.

Conclusions

- **You trust your data in the cloud, now how about your communications?**—For their data, organizations want “-abilities”: availability, reliability, scalability, recoverability. Many organizations realized that when they ditched their data centers (partially at least), they could get those “-abilities” from the cloud. Making the move to the cloud reduced their server footprint. The next digital transformation phase is to reduce their legacy PBX/PSTN setup to realize similar benefits.
- **Make your people as accessible as your data**—Public cloud users entrust AWS et al to let customers use and protect their data...keeping their data productive. 8x8 does the same thing with employee productivity enabling customers to operate from anywhere.

If you know you need to do something to transform your communications, but aren't sure what, you are having your “so now what?” moment. Speak with your trusted advisors or contact us to learn how combining AWS and 8x8 delivers more value and efficiency, positioning you and your organization to successfully navigate whatever lies ahead.

To keep up with the latest on AWS and 8x8's shared vision, visit the [8x8 and AWS partnership page](#). Resources and online events are added frequently.

More Reading

[X Series Solution Brief](#)

[Benefits of a Cloud-Based Business Phone System](#)

[Eliminate Avaya risks: how to move to the cloud with 8x8](#)

[The ROI of Uniting Unified Communications and Contact Center](#)

[When to Move My Contact Center to the Cloud?](#)

[Successful UCaaS adoption requires reliability, analytics and integration](#)

[Cloud Communications Migration Pitfalls—How to Avoid Them](#)

[Maintain Business Readiness with 8x8](#)

[5 Reasons Why Your Business Needs 8x8 Voice for Microsoft Teams](#)

8x8

About 8x8

The 8x8 Open Communications Platform™ transforms customer and employee experience with one system of engagement for voice, video meetings, chat, team messaging, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 helps organizations communicate, collaborate and connect from anywhere using any device. No on-premises equipment or maintenance required. That means fewer vendors, fewer bills and fewer apps to manage and provision. Whether you've got 10 employees or 10,000—one office or 1,000—8x8's one cloud communications platform brings them all together.



About AWS

For 14 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 175 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 77 Availability Zones (AZs) within 24 geographic regions, with announced plans for nine more Availability Zones and three more AWS Regions in Indonesia, Japan, and Spain. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs.

