8x8

The Real Costs of Doing Nothing.

Lower your total cost of ownership: all your business communications needs—under one roof.

What's inside

Your Communications Technology is Costing You.

Many companies don't realize how much their split business communications, both internal collaboration and contact center systems, are quietly costing them. When these pivotal systems are managed separately, it's easy to miss expenses such as duplicated licenses, overlapping features, siloed support contracts, and multiple vendors to juggle.

There's also the not-so-visible human cost—employees wasting time switching between tools, lost data and context, IT teams buried in maintenance work, and managers struggling to get a full picture of team performance.

These aren't just annoyances; they add up to real money, month after month. We're not just talking about the cost of tools here. We're talking about future costs. Opportunity costs. You-miss-100%-of-the-shots-you-don't-take types of costs.

The cost of inaction is bigger than you think.

Sure, running these systems separately might not feel like the biggest red flag. But over time, it drains your budget, eats into productivity, and limits your ability to grow. Think about it: Are there friction points you've learned to live with? What is inefficiency costing you in hours? In opportunities? What COULD you be saving?

Taking the time to evaluate the total cost of ownership—both direct and indirect—can be a wake-up call. It forces teams and decision makers to look beyond monthly invoices and consider what they're losing: the ability to act quickly, to create better employee and customer experiences, and to empower teams with better tools.

Stop coasting, get unifying

The value of 8x8®'s unified platform.

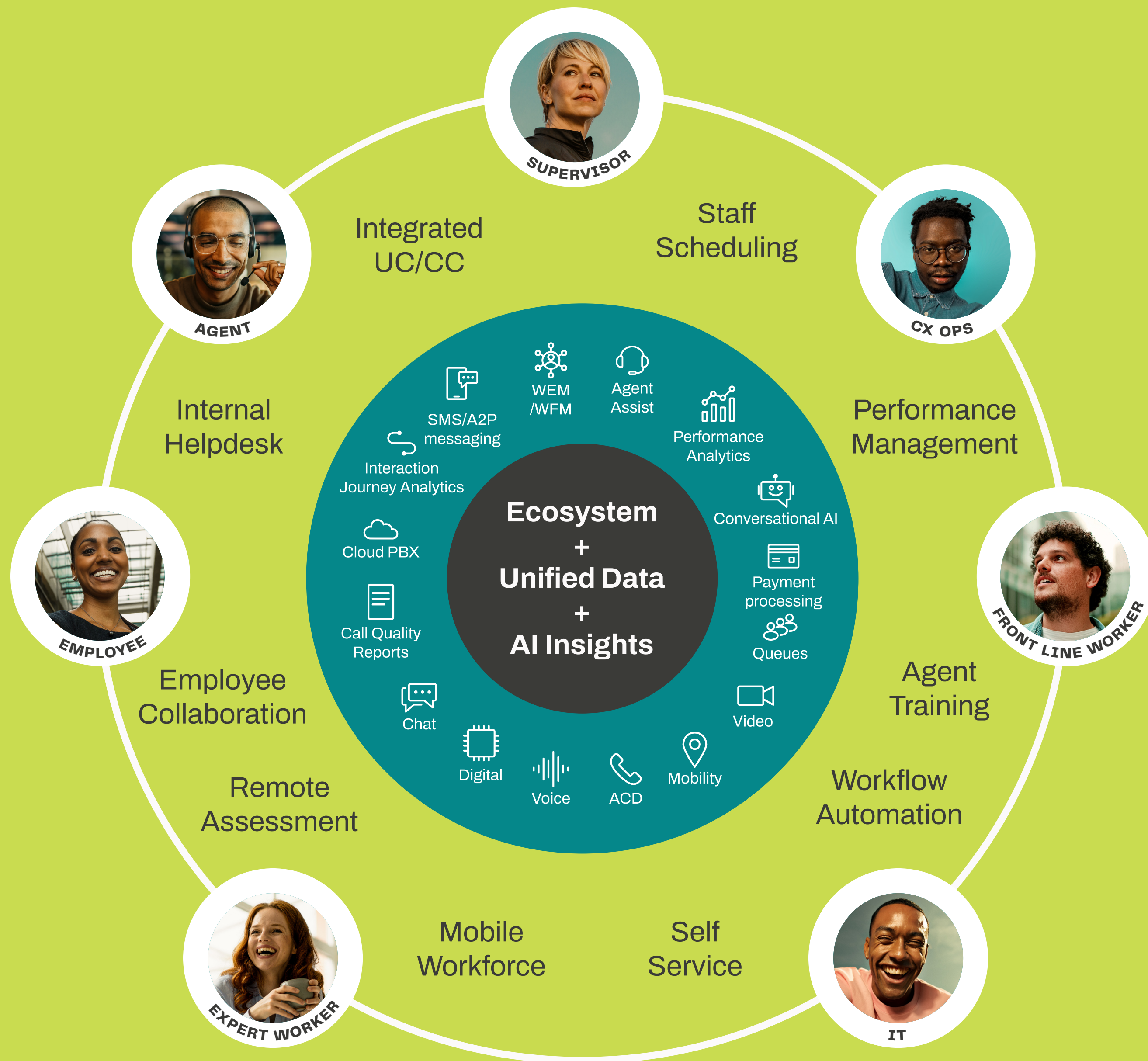Spending time to build a reliable and integrated communications platform provides the foundation that companies that care about employee and customer experiences need to deliver the coveted five-stars.

"
Integrating [...] onto a single cloud platform lowers total cost of ownership (TCO) by 56% compared to a multi-vendor strategy [...] This approach is said to improve customer satisfaction across all touchpoints by 57%."

– Metrigy

SUPERVISOR

AGENT

CX OPS

Integrated UC/CC

Staff Scheduling

Internal Helpdesk

Performance Management

Ecosystem + Unified Data + AI Insights

WEM /WFM
Agent Assist
SMS/A2P messaging
Performance Analytics
Interaction Journey Analytics
Conversational AI
Cloud PBX
Payment processing
Call Quality Reports
Queues
Chat
Video
Digital
Voice
ACD
Mobility

EMPLOYEE

FRONT LINE WORKER

Employee Collaboration

Agent Training

Remote Assessment

Workflow Automation

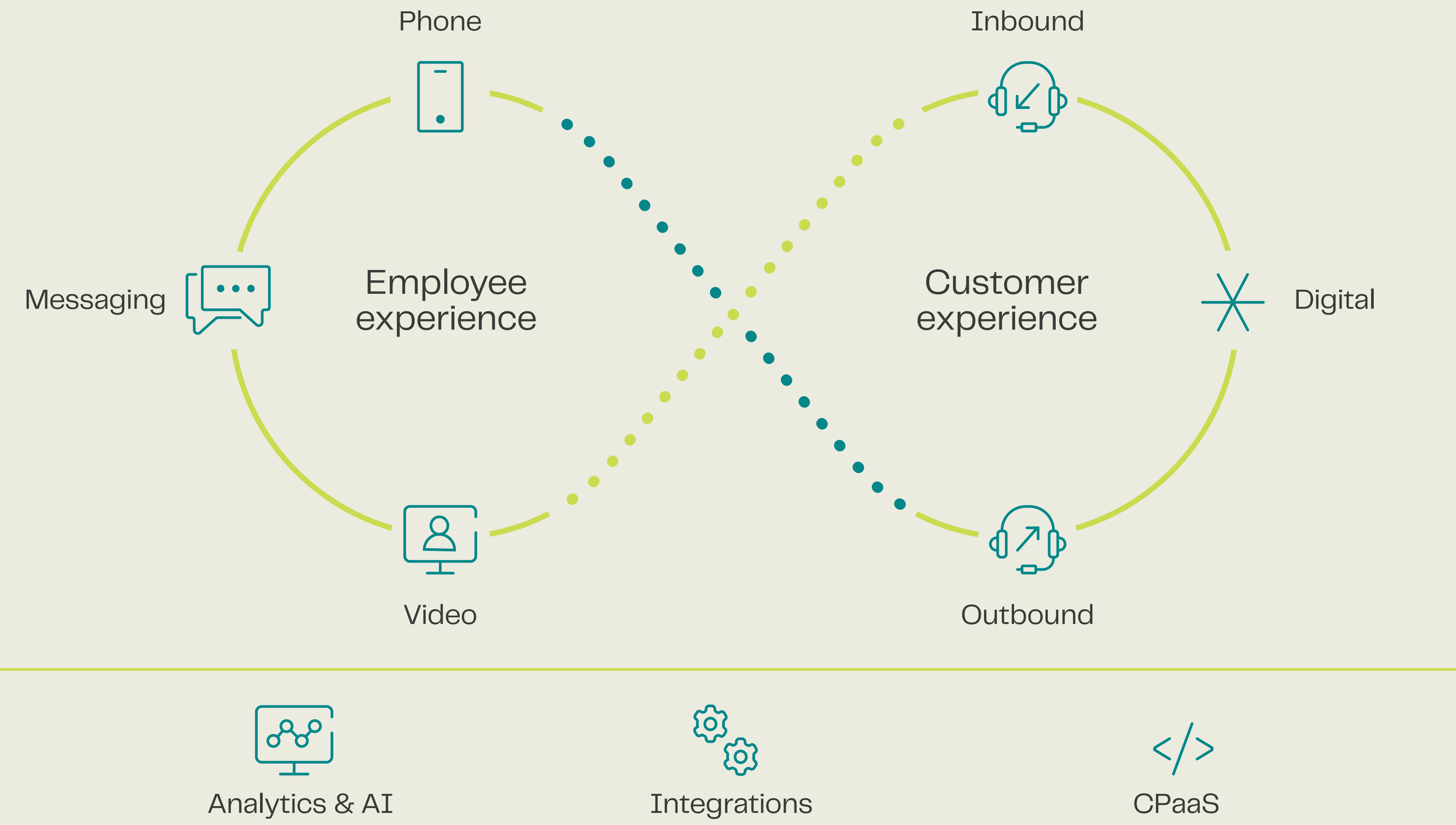EXPERT WORKER

Mobile Workforce

Self Service

IT

No two organizations are alike. So if your business is looking for a cloud–based solution with an integrated contact center, voice, video, and chat, the 8x8 platform can help address your business challenges and drastically reduce your total cost of ownership.

Unified Platform Value

Phone

Inbound

Messaging

Employee experience

Customer experience

Digital

Video

Outbound

Analytics & AI

Integrations

CPaaS

Let's run the numbers

Using a typical client deployment to calculate the financial benefits of consolidation.

The 8x8 platform enables businesses to eliminate upfront capital expenditures, improve productivity, and save time while transforming the customer experience. 8x8 empowers enterprises with modern communication experiences, boosts employee productivity, delights customers, and reveals deeper insights for smarter decisions and a more agile business.

On the following pages, our Blue Owl Stores LLC example digs into how TCO calculations actually work. The numbers used are based on a typical client deployment.

Employees

1,250

Total employees across all locations

Business profile

A mid-sized retail enterprise.

This example uses real–world data to walk you through how total cost of ownership is calculated.

PBX Communications & Collaboration Profile

8

Number of office locations

75

The average number of phones/ headsets at each office location

Contact Center Profile

2

Number of call center locations

50

Number of call center locations

18

Number of call center agents that are concurrently working

5

Number of call center supervisors

The total cost of CX.

This table illustrates five cost areas, including equipment, software, connectivity, operational, and depreciation costs. These add up over the years as the company grows. By year four, they're getting unreasonable.

The total communications costs for Blue Owl Stores amount to $635,689 over three years.

Ref.	Description	Initial	Year 1	Year 2	Year 3	Total	Net present value
A.	Total Costs (risk–adjusted)	$4,950	$280,028	$272,138	$285,938	$843,054	$635,689
A1	Equipment costs: PBX + phones (depends on lifecycle) Datacenter rental • Spares • People support for onsite systems • Energy/utility costs						
A2	Software costs: • Multi–vendor maintenance agreements						
A3	Connectivity costs: • Long–distance calls • Local phone line costs • PRI/Leased lines						
A4	Operational costs: • Automated call handling						
A5	Depreciation						

8x8 delivers productivity and time savings.

The benefits of a unified platform go far beyond volume discounts, licensing consolidation, and streamlined tech support.

Here's how:

- Get more done, faster: A single platform means less switching between tools and more time focused on what matters.

- Smarter tools, better results: Built-in AI and machine learning help you make better decisions and boost overall quality and performance.

- Easy for everyone: Simple to use for employees, agents, supervisors, and team leaders, and easier to manage for your teams too.

- Better customer service: One connected system helps your team respond faster and more effectively across all departments and channels.

The table on the next page shows the calculations for Blue Owl's potential productivity improvements and time savings.

Time saved, money saved.

Blue Owl Stores could achieve total time savings that equate to $758,122 over three years.

Ref.	Description	Year 1	Year 2	Year 3	Total	Net present value
B.	Total time savings (risk–adjusted)	$269,686	$311,219	$340,399	$921,305	$758,122
B1	Improved productivity from: • Company–wide collaboration • Unified administration • Single integration framework (app reduction) • Cross–platform analytics (automated reporting, real–time decision making) • Single point of accountability					
B2	Time savings from: • Training and adoption (IT) • IT Support (Phone, Video, Audio, Conf.)					
B3	Time savings from: • Transfer call improvement • Integrations with CRM Screen Pop • Analytics savings • Live monitoring • Agent productivity • Chat/Social • Quality/Training • IVR/Routing verification • IVR/Automation • IVR/Speech recognition					

Improve the customer experience. Improve your bottom line.

Omnichannel engagement tools included with the 8x8 platform improve average handle times (AHT) while maintaining valuable interactions. First call resolution is an essential metric when it comes to building emotional connections with customers and resolving their issues. Blue Owl Stores could achieve total customer experience improvements that equate to $2,274,367 over three years.

Ref.	Description	Year 1	Year 2	Year 3	Total	Net present value
C.	Total CX benefits (risk–adjusted)	$809,058	$933,658	$1,021,197	2,763,914	$2,274,367
C1	Customer experience improvements: • First Call Resolution (FCR) improvement • Average Handle Time (AHT) improvement					
C2	Improvements From Unified Administration					
C3	Contact Center (Agent) Efficiency Gains from Single Integration Framework					
C4	Improvements From Cross–Platform Analytics + AI					
C5	Reduced Downtime with Reliable Communications and Platform–Wide 99.999% Uptime SLA					

The ROI of the 8x8 Platform for CX.

Looking to make CX leaders, finance, and IT happy? Then you should choose a single communications provider that integrates all customer touchpoints and employee experience on a unified cloud platform.

8x8 is designed from the ground up to ensure high–availability uptime for all business communications needs. We use Tier 1 platform infrastructure that enables rapid innovation, automated testing, and frequent deployments with minimal risk through management toolsets geared towards continuous delivery and elastic scale while reinforcing security and governance.

These are all the elements needed to build a solid investment case with a clear business value and strong ROI. The table and chart on the next page further illustrate how organizations can realize significant value over three years by using the 8x8 platform.

Cash flow table (Risk–Adjusted).

Ref.	Description	Initial	Year 1	Year 2	Year 3	Total	Net present value
D.	Cash Flow						
D1	Total costs	($4,950)	($280,028)	($272,138)	($285,938)	($843,054)	($635,689)
D2	Total benefits (Time savings + CX Benefits)	$0	$1,078,745	$1,244,878	$1,361,597	$3,685,219	$3,032,489
D3	Net Benefits	($4,950)	$798,717	$972,739	$1,075,658	$2,842,165	$2,396,800
D4	ROI						377%
C4	Payback Period						<5 Months

Three–year risk–adjusted cash flow

Legend:
— Net benefits
■ Total benefits
■ Total costs
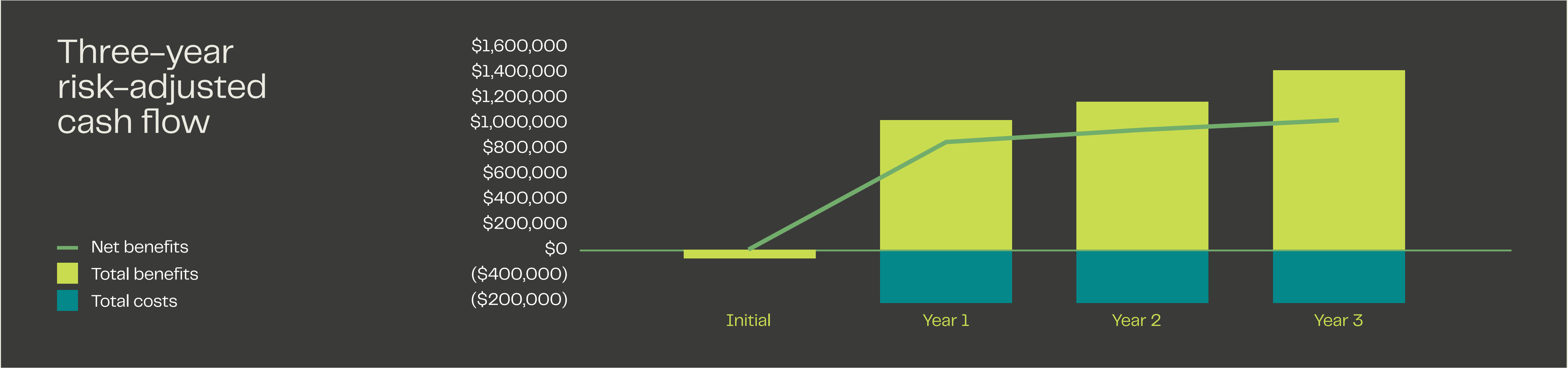
What happens when organizations make the switch to unified UCaaS + CCaaS?

Here are four core benefits:

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

2. A trusted partner to accelerate tech adoption and de–risk deployment.

3. TCO. Optimized.

4. Stability and accountability across all of your operations.

1.

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

The 8x8 platform enables organizations to accelerate company–wide collaboration between back–office workers and integrate across frontline workers, contact center agents, receptionists, and other crucial teams.

8x8's platform erases the boundary between UCaaS and CCaaS to help organizations deliver modern communications experiences that drive that revenue, cut costs, and optimize operations for the new world of work.

Remember: Your organization's most significant business asset is your customer base. 8x8 helps you focus on perfecting that experience and building long–term customer loyalty. That's what drives profits in the long run.

2.
A trusted partner to accelerate tech adoption and de–risk deployment.

Every business is different, and 8x8's 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 the right strategy for you, providing inputs based on our depth and breadth of experience.

We also have a hardened, time–tested migration strategy. We'll help you simultaneously deploy your unified communications and contact center, with no speedbumps or technological messes.

3.
TCO. Optimized.

8x8 isn't just an integrated solution for all business communication needs. It also takes away 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 costs are easy to tailor with 8x8's persona–based, mix–and–match options.

4.
Stability and accountability across all of your operations.

Standalone solutions or bundled communication options can't credibly promise a single SLA, nor can they operate under one standard policy for governance, security, and data privacy. 8x8 brings industry's first 99.999% financially–backed, platform–wide uptime SLA for UCaaS and CCaaS.

8x8

Division or unity

What's next for your business?

The longer you avoid consolidating, the more you end up paying for the status quo. That's why evaluating the true cost of your current fragmented setup is more than just a financial exercise.

When communication systems work together, so do people. And in a world where speed and efficiency are everything, unifying UCaaS and CCaaS isn't just smart — it's the kind of shift that changes what your organization is capable of.

Whatever your precise needs, 8x8 can help you tailor a flexible, powerful, cloud-based solution with an integrated contact center, voice, video, and chat.

Contact 8x8 sales or your 8x8 partner to schedule a demo, or visit 8x8.com.

Chat with us