



## Introducing the 8x8 X Series from Alliance Communications - voice, video, chat and contact centre, all in one flexible, scalable cloud platform.



In its simplest form, cloud telephony is a phone system that runs through your internet connection, using your data connectivity. You may have also heard it called VoIP, IP or hosted telephony.

In a move away from on premise systems, cloud telephony solutions such as 8x8 X Series take the hardware out of your office, replacing it with an online communications platform.

Whether you chose traditional handsets, softphones or a mobile application, you can work where, how and when you want, with the same, seamless user experience.

### It's not just about telephony – so much more than calls

Today's IP solutions take communication to the next level.

Rather than focussing on capacity and call handling, instead they also encompass a range of productivity tools to help your teams collaborate faster and work smarter.

With built in chat, messaging, audio and video conferencing, as well as the voice capabilities you would expect, the X Series provides a single communications system for your business.

And if you are already using Microsoft Teams, then full integration with 8x8 is ready and waiting.

### Flexibility guaranteed

One of the key benefits of cloud telephony has got to be flexibility. With a predictable 'per licence per month' model, you can scale up (or down) as (and when) you need.

Taking on new starters? Moving to a hybrid working model? Need some temporary numbers? Want advanced functionality for specific users? What about contact centre features for your new call centre? Combine your employee experience with your customer experience? Even integrate your own APIs?

No problem – this is a future proof solution that is as every bit as agile as your business needs and is truly scalable from a few licences to a few thousand, from every day to top of the range features and functionality.

With the latest versions of software, firmware, updates and upgrades always included, you can invest now and use forever.

## When quality counts

If you want a quality calling experience that is both robust and reliable, then look no further than a solution that boasts a 99.999% SLA, that covers both platform uptime and call quality.

Not only that, 8x8 takes security and compliance every bit as seriously and is certified to relevant and rigorous recognised quality, security, cyber and storage standards.

And because you can work from wherever, that's a tick in the box towards your business continuity too.

## Making the move

The 8x8 X Series is easy to deploy, use and manage and at Alliance, we will help make your move to cloud telephony as simple and seamless as possible. With all the prep, configuration and number porting complete at our end, you should be up and running in no time.

As for ongoing management, the system is simple to manage and maintain, so you can do as much or as little as you'd like and we can handle everything else.

## Why now is the ideal time

Whilst BT is due to shut off its legacy PSTN (or copper) network in 2025, in fact analogue and ISDN services are already ceasing in certain areas, as the roll out begins.

So if you are relying on an on-premise phone system or PBX (especially if it doesn't support IP connectivity) by making the move now, you can stay ahead of the curve and experience all the benefits and productivity tools that cloud telephony can offer.

## What's included

	X1 (standard)	X4 (supervisor)
Free calls to local, national and UK mobiles	✓	✓
Free international calling (47 countries)		✓
Desk phone, soft phone and mobile app options	✓	✓
Audio conferencing included	✓	✓
Video conferencing included	✓	✓
Call recording	✓	✓
Additional storage		✓
Integrated chat and messaging	✓	✓
Analytics and call reporting	(basic level)	✓
Barge, monitor and whisper		✓
All system updates	✓	✓
Access to all managed functionality	✓	✓
System maintenance from Alliance	✓	✓

## More about 8x8

8x8 is a leading integrated cloud communications platform, with over two million users worldwide. From start-ups and small businesses to household names, whether public or private sector, the X Series provides enterprise functionality that's affordable for every size of business – from a few users to tens of thousands.

## What next

To find out more about cloud telephony and how to get in touch and get connected – or to organise a demonstration – call the team on **01173 700900** or email [sales@alliancecoms.com](mailto:sales@alliancecoms.com).