Straight Talk about Cloud Communications Security, Compliance and Reliability

8x8

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Businesses are Justifiably Nervous about Security, Compliance and Reliability

The risk is real. Every organization recognizes the consequences of inadequate security, compliance and reliability in communications systems. Data breaches make headlines and affect reputations. Privacy violations put companies at legal risk. Downtime results in lost revenue. Recovering from hacking or fraud is costly and sidetracks management's attention.

New Requirements and Greater Scrutiny Pose Increasing Business Risks

Data breaches of personally identifiable information affect the lives of millions of individuals. This fact has triggered a wave of strict requirements imposed on organizations of all types. Health Insurance Portability and Accountability Act (HIPAA) regulations, for example, cover even companies only tangentially involved in handling patient information.

Noncompliance has ended careers, ruined brands and levied crushing fines. And failure to conform to laws like the Federal Information Security Management Act (FISMA) could jeopardize an organization's ability to do business with government agencies or security-conscious financial firms for years.

Time for Straight Talk about Security

Security, compliance and reliability form a complex matrix of topics. Many vendors of business communications systems and services – the platforms that handle sensitive information conveyed by phone, video, fax, chat and web communications – prefer to discuss these topics in vague terms, or not at all, never mind explaining specifically what commitments they are willing to make to their prospects.

8x8 Takes Security as Seriously as you do

8x8 leans into discussions of security, compliance and reliability. We talk plainly about it because we can provide secure, compliant and reliable services, period. This white paper will give you an understanding of the ways that 8x8 helps companies achieve their security and compliance goals.

8x8's head of security has more than 20 years of information security experience in financial services, health care and other industries at companies such as Visa and HP Professional Services. He and his team of executives and experts have expertise in all aspects of security in tightly regulated industries around the globe. They play a central role in making sure that 8x8 products and services conform to the latest security standards and procedures.

Let's talk about these security standards in detail and how 8x8 is prepared to help organizations manage and mitigate risk.

8x8 Software Secures Data at Every Step

Security and privacy begin with the way data is handled, stored and protected. The 8x8 platform conforms to these well-known specifications for securing financial information, customer privacy and computer networks:

CPNI

8x8 complies with Federal Communications Commission Consumer Proprietary Network Information (CPNI) regulations for protecting customer proprietary network information.

Secure Coding

8x8 follows secure coding practices including the Open Web Application Security Project (OWASP). 8x8 scans for vulnerabilities such as the Common Weakness Enumeration (CWE) List.

Fraud Detection

8x8's proprietary fraud detection tools and 24-hour network operations center provide significant protection for our customers.

Secure Endpoint Provisioning

All 8x8 endpoints are provisioned and activated securely over an encrypted channel, a practice that is not commonly followed by other providers.

8x8 Helps your Organization Comply with Tightening Regulations

Many compliance directives are specific to regulated industries, but some are applicable to organizations more broadly depending on geography.

HIPAA, for example, originally affected primarily U.S. health care providers and insurance companies, but now has been expanded to affect many other companies that touch patient information protected by HIPAA. That's only one example.

Many companies that do business with United States government agencies—or who want to be eligible for government contracts—must comply with FISMA and National Institute of Standards and Technology (NIST) standards, regardless of their home country.

We'll dig into HIPAA, FISMA and NIST in a moment. What's important here is that 8x8 not only meets these standards, but has engineered its entire suite of solutions and services to assist 8x8 customers globally with achieving all applicable compliance requirements.

For example, call and screen recording helps firms meet requirements for documentation. 8x8 goes farther and adheres to the Payment Card Industry (PCI) Data Security Standard requirement to redact private cardholder information from recordings. Speech Analytics

helps managers screen call recordings to verify agent compliance and detect potentially fraudulent patterns. 8x8 features like these, originally developed for call centers, now are in demand across enterprises.

Let's delve into the major compliance directives and how 8x8 protects your ability to comply.

HIPAA

8x8 is third-party certified as being a Health Insurance Portability and Accountability Act (HIPAA) compliant business associate and is one of the only major cloud communications providers that openly offers business associate agreements (BAAs) to help customers comply with HIPAA requirements. 8x8 BAAs are written by attorney and author Stephen Wu, a recognized legal expert on HIPAA. 8x8 services can be configured to be HIPAA compliant and can be set up with administrative controls and restrictions to protect stored faxes, recordings and voicemail messages.

NIST/FISMA

8x8 services meet the standards established by the National Institute of Standards and Technology – NIST 853 R4 —one of the most rigorous security standards found anywhere in the world. 8x8 is third-party verified to comply with the Federal Information Security Management Act (FISMA) and auditors confirm 8x8's continued NIST/FISMA compliance.

Privacy Shield Framework

Privacy Shield meets the basic requirements for a company to deal with EU companies. 8x8 is U.S./EU Privacy Shield-certified so you can rest assured that your communications meet the rigorous Privacy Shield data protection requirements.

ISO 27001 and 9001

8x8 UK is ISO 27001:2013 and ISO 9001 certified. ISO/IEC 27001 is an internationally recognized best practice framework for an information security management system. ISO 9001 sets out the criteria for a quality management system.

PCI

The Payment Card Industry (PCI) Security Standards Council creates Data Security Standards (PCI DSS) for handling credit card information. PCI DSS requirements are applicable if credit card information is stored, processed or transmitted. At 8x8, we have engineered our solutions to help customers achieve their PCI compliance. 8x8 encrypts all voice and data, in transit and in storage; 8x8 also meets PCI mandates to redact private cardholder information from recordings. 8x8 SecurePay ensures the security of IVR payments by isolating cardholder information from agents. 8x8 is a Certified PCI-DSS 3.2.1 SAQ-D Solution Provider and can share our Attestation of Compliance (AOC).

At 8x8 we own our technology stack and prioritize our customers' PCI compliance needs. With one platform for voice, video and chat, our services are developed with privacy and security in mind. We develop our own infrastructure to keep up with evolving standards. When changes are needed, we can quickly adapt and transparently communicate with our customers without waiting on third party technology providers to modify their components.

Skyhigh CloudTrust and the Cloud Security Alliance Star Compliance

8x8 has been rated as Enterprise-Ready by the prestigious Skyhigh CloudTrust program. Services with this designation must, at a minimum, satisfy the most stringent Cloud Security Alliance (CSA) requirements for data protection, identity verification, service security, business practices and regulatory protection.

SIP over TLS and SRTP

Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP) is provided by 8x8, which enables full end-to-end encryption of both voice signaling and media streams to and through the 8x8 cloud. This capability thwarts eavesdropping attempts on your conversations or "man-in-the-middle" attacks on the IP data traversing the 8x8 cloud.

GDPR

8x8 was selected by the U.S. Department of Commerce to participate in an advisory committee as the U.S. and EU negotiated and implemented the General Data Protection Regulation (GDPR). 8x8 was one of the first cloud computing companies to comply with GDPR and continues to work closely with prominent U.S. and EU law firms to stay ahead of evolving regulations.

U.K. Government G-Cloud

U.K. Government G-Cloud is an initiative to ease public sector procurement of cloud technology. 8x8 U.K. has been accepted for inclusion in G-Cloud 7, the UK Government's online digital marketplace for the public sector.

Cyber Essentials Plus

8x8 U.K. has achieved the U.K. Cyber Essentials Plus accreditation and been accepted into the U.K. Network Services framework agreement for unified communications. The accreditation demonstrates the robustness of 8x8's IT infrastructure and validates our ongoing commitment to data integrity and security.

8x8's network has comprehensive measures in place to deter cybercrime and is highly secure for clients in both the private and public sectors.

Businesses that Value Compliance Turn to 8x8

8x8 compliance with these important standards means that 8x8 offers a level of security and compliance that no other major cloud communications provider will talk about.

That's why so many businesses that must meet stringent requirements for their own products and services choose 8x8.

Intralinks, Inc. is a virtual data room software provider to financial services, banking, deal making and capital markets. Prominent global organizations, including 99% of the FORTUNE

1000, are among its high profile customers. When it came time to move Intralinks communications to the cloud, 8x8 stood out as the only provider with a single platform for the call center and the rest of the business – with the security and reliability Intralinks demanded.

MHM Services, Inc. is a leading provider of health care services to correctional facilities across the United States. Health care services are provided through government contracts with local and state agencies. The company had narrowed the field to two cloud communications companies. While on the surface the two alternatives seemed very similar, MHM soon uncovered a crucial difference: only 8x8 was truly HIPAA-compliant.

"As a health care service provider, we have to ensure that stored messages are secured and encrypted to comply with HIPAA regulations," explained the Senior Director of Information Technology for MHM. "But in evaluating the other system, we learned that instant messages sent from their desktop were stored locally, not in the cloud." 8x8's end-to-end security for instant messages was one factor that made the decision easy for MHM.

Availability and Reliability

Minimizing the risk of downtime—and ensuring business continuity—are key concerns for businesses with global or critical operations. With redundant data centers located thousands of miles apart, 8x8 is known for providing highly reliable hosted communications.

"One of the primary reasons we chose 8x8 was the built-in disaster recovery capabilities it offered," says Ron Godine, VP of Information and Cloud Technology for TMW, a leading transportation firm. "There is no longer one single point of failure in our phone system, because the 8x8 service architecture offers multiple redundancy and rerouting capabilities. Plus, if there is a power failure or Internet outage, our employees can simply unplug their phones, plug them into their home networks and

continue interacting with customers as if they were still in the office."

8x8's cloud-based SaaS business communications solutions are delivered from mirrored, top-tier, secure, fully redundant, and geographically diverse state-of-the-art Statement on Standards for Attestation Engagements (SSAE) 16-audited data centers.

Live Oak Bank is a nationwide lender providing financial solutions to small businesses across the country and is one of the most active U.S. Small Business Administration lenders. Live Oak moved not only its communications but all of its software applications to the cloud.

"We needed to make sure that we could access the 8x8 platform anytime, anywhere and make sure it was secure," says Thomas Hill, Chief Information Security Officer for Live Oak Bank, "because you can't go to the cloud without protecting everything that you have there."

While Hurricane Florence hovered over Live Oak Bank's headquarters, the staff took their laptops and mobile devices to safe locations inland. The bank approved $94 million in new loans and closed $39 million, at the same time it took 700 customer calls and handled 360 support tickets.

"Looking back at all of this, we definitely validated that our strategy worked," Mr. Hill says.

Ready for the next step?

Contact a Solutions Expert to learn more about how 8x8 can help enhance security and compliance at your business through one system of engagement that integrates voice, video, chat and contact center capabilities. Call 1.866.879.8647 or visit 8x8.com.

LEARN MORE

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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 business analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business.