

The logo consists of the text "8x8" in a bold, red, sans-serif font. The background of the slide is a light blue-tinted photograph of a modern office with large windows and people working at desks.

**8x8**

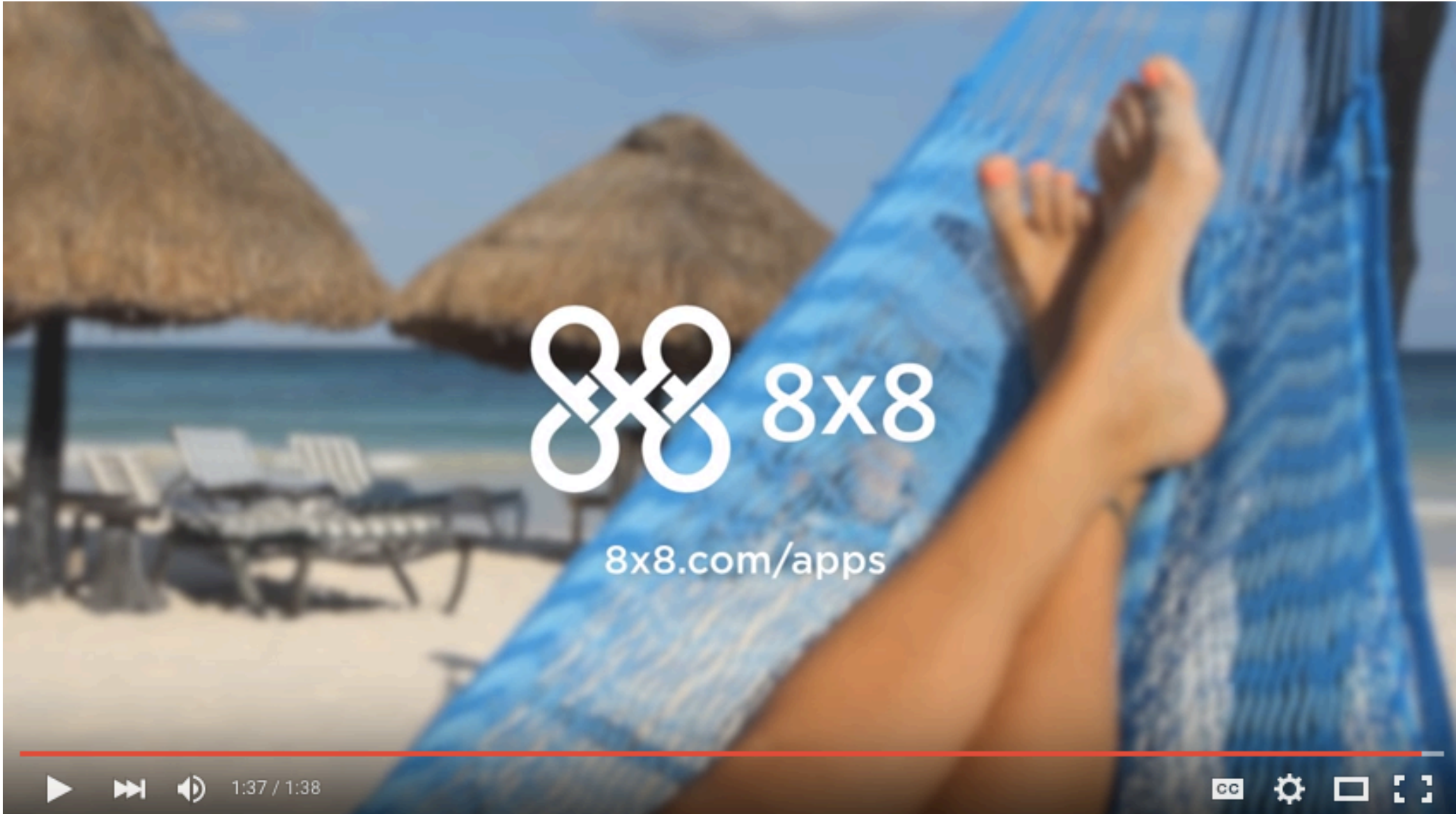
A vertical yellow bar is positioned to the left of the main text.

# 8x8 Global Cloud Communications

**Carlos Roman**  
**Head of Global Partner Marketing**

Thank You For Your Partnership!





<https://www.youtube.com/watch?v=UpOYUYodrVc>

# 8x8 Leader in Enterprise Communications

#1 U.S. Provider of Cloud-Based Unified Communications (UC) Solutions

114 Countries and 6 Continents

- Awarded 120+ US patents to date; additional pending
- Gartner Magic Quadrant leader the past four years
- Profitable, Growing at 25%+ YOY
- No Debt, \$155M+ Cash Reserves
- HQ: Silicon Valley, California
- NASDAQ: EGHT

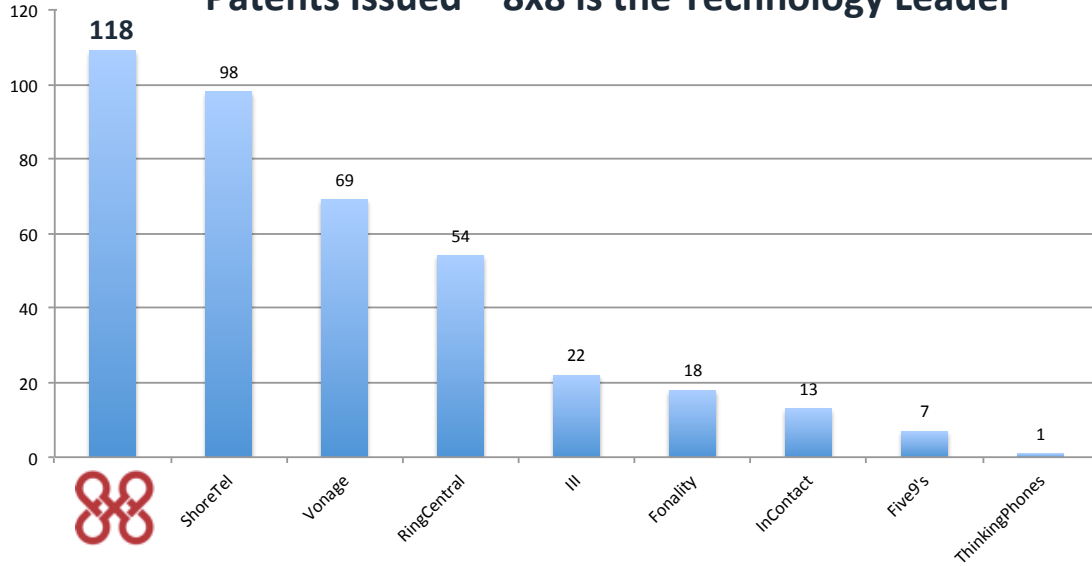


8x8, Inc.

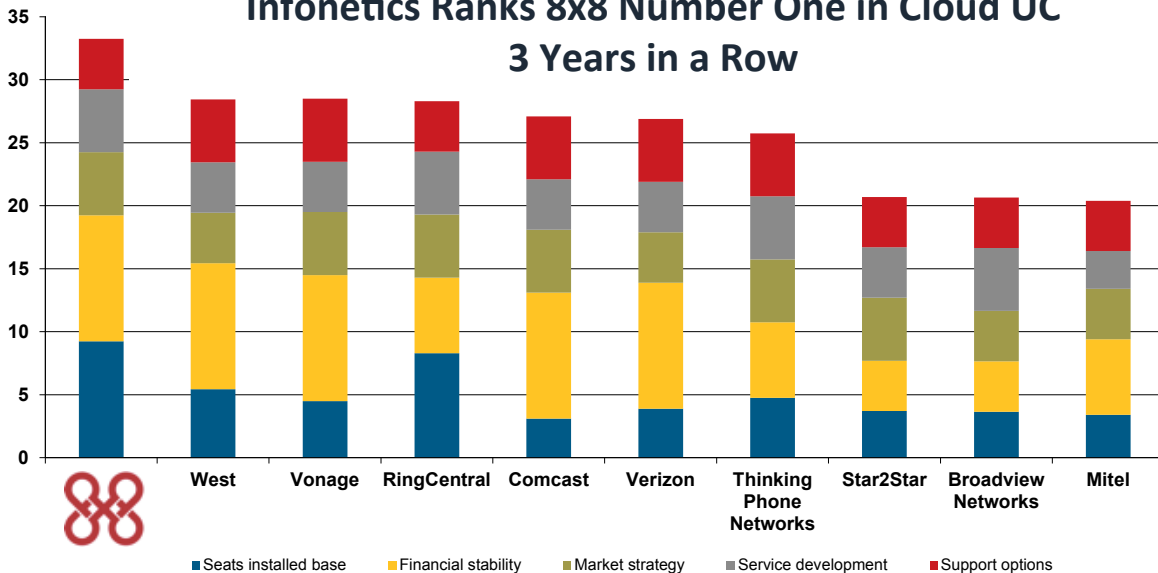
8x8 Worldwide Users

# 8x8 is the Industry Recognized Leader

Patents Issued – 8x8 is the Technology Leader



Infonetics Ranks 8x8 Number One in Cloud UC  
3 Years in a Row



8x8 is a Gartner Magic Quadrant Leader  
– 4 Years in a Row



# Our Strategy

Global  
Solution

Single  
Platform

Enterprise  
Grade

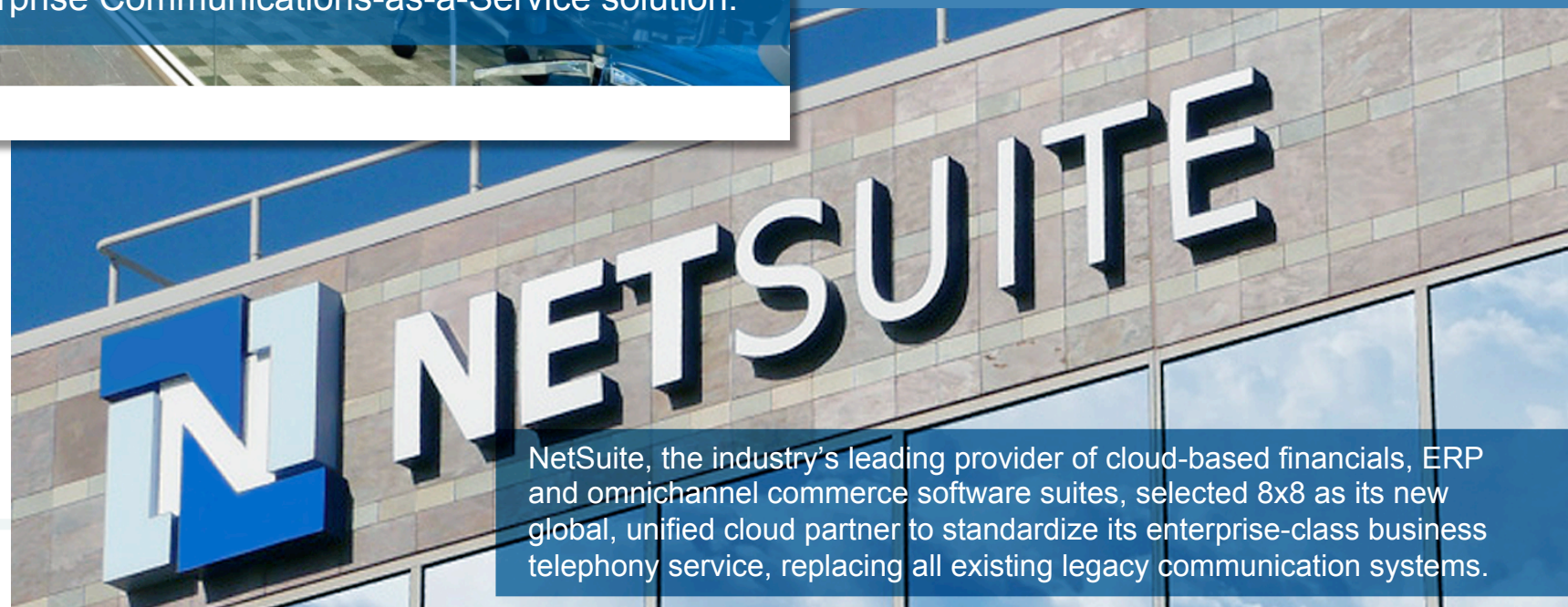
*Enterprise Communications as a Service (ECaaS)*

# We Serve Enterprises of All Sizes

1 TO 250 EMPLOYEES	250 TO 1,000 EMPLOYEES	1,000 TO 5000 EMPLOYEES	5,000+ EMPLOYEES	FRANCHISES
    	    	    	    	    



Regus, the leading global workplace provider, selects 8x8's innovative Enterprise Communications-as-a-Service solution.



NetSuite, the industry's leading provider of cloud-based financials, ERP and omnichannel commerce software suites, selected 8x8 as its new global, unified cloud partner to standardize its enterprise-class business telephony service, replacing all existing legacy communication systems.



# Comprehensive Functionality in a Single Suite

## Virtual Contact Center (VCC)

- Multi-Channel Cloud Contact Center Solution – Voice, Multi-Chat, Email, Fax
- Multi-media Queuing; Skills-based Routing; Real-time Monitoring and Reporting
- Direct Agent Routing; Proactive Chat
- Support for Remote/Work-at-Home Agents
- Workforce and Quality Management
- Single Sign On with Netsuite, Salesforce Integration

## Virtual Office (VO)

- Cloud Business Phone Service & Unified Communications
- VO Mobile - Smartphones and Tablets
- Presence, IM/Chat, SMS
- Unified Messaging – Fax, Email, and Voicemail
- Call Recording
- Virtual Meeting – Web/Video Conferencing & Collaboration

## Integration Manager





# What's New

# The New Virtual Office Meetings



- Seamlessly built into Virtual Office applications
- HD Video (1080p)
  - Highest resolution with lowest latency over public internet and WiFi
- HD Audio with OPUS Wideband codec
- Redesigned, Modular User Interface
- Microsoft Outlook and (NEW) Google Calendar plug-ins

*Reduces Email, Increases Productivity*



- <https://www.youtube.com/watch?v=QSfMAvVjhv4>

8x8

HOME SALES TOOLS MARKETING TOOLS OPPORTUNITIES

+ Register Opportunity  
+ View Opportunities

## NEWS & PARTNER EVENTS

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HOME SALES TOOLS MARKETING TOOLS OPPORTUNITIES

MARKETING V

REGISTER NOW

SALES WEBIN

REGISTER NOW

## COLLATERAL

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HOME SALES TOOLS MARKETING TOOLS OPPORTUNITIES

LOGOS

PROMOTIONS

8x8

HOME SALES TOOLS MARKETING TOOLS OPPORTUNITIES

## REGISTER DEAL

Home > Deal Registration > Register a Deal

To submit a new deal, fill out the form below and click **Register Deal**. Fields with an asterisk (\*) are required.

### CONTACT INFORMATION

Please complete the contact information below.

\* First Name

\* Last Name

\* E-Mail Address

\* Phone Number

\* Title

Partner portal:

Frictionless experience covering all aspects of the partner engagement lifecycle

# Partner Marketing and Enablement Programs



# Partner Co-Brand Marketing Materials – Create by Yourself!

- Create co-branded materials & collateral or direct mail pieces within the portal
  - Simply upload logos, address and text
  - The system produces print ready or HTML ready material for partners to market to their customers
  - System enables share to social for added campaign effectiveness



## 8x8 Virtual Office



Enterprises are increasingly turning to the cloud for a more flexible, comprehensive solution for their communications and collaboration needs, leaving behind the complex on-premises systems that require a highly trained staff to manage.

IT leaders and workgroup managers are also seeing the cloud as the preferred way to stay ahead of the rapidly changing needs and increasingly sophisticated demands of customers—and as a way to rein in "shadow IT" initiatives that can undermine corporate security and put your reputation at risk.

8x8, the leader in cloud communications, provides a scalable, globally available solution that consolidates and unifies a wide array of communications and collaboration services onto a single, scalable platform. This cloud-based platform greatly simplifies administration and management, and strengthens conformance with security and compliance standards. As a result, IT staff is freed up to focus on more strategic initiatives.

Enterprises are realizing that cloud solutions deliver lower TCO, faster deployment, and greater control over business continuity. With the cloud, enterprises are gaining the flexibility, agility and insights they need to stay ahead and compete in today's dynamic environment.

### Get more from your communications solution:

- A complete suite of telephony, unified communications and collaboration solutions
- Integrate and consolidate disparate communications systems
- Unite remote locations and employees with one powerful platform
- Reduce and control communications costs
- Scale quickly as needs change
- Business analytics to manage trends, productivity and the user experience
- Improve customer experience and employee collaboration
- Mobile solutions that allow you to do business everywhere
- Security and compliance built in, not bolted on

8x8 cloud communications deliver the scalability, security and reliability that today's enterprises demand.



# Full Service Partner Marketing Campaign Automation & Demand Gen



Dear 8x8 System Admin

I want to personally let you know about an exciting new 8x8 feature, [Barge-Monitor-Whisper](#).

Being an Account Manager, I know my supervisor is always looking for tools to help her monitor the level and consistency of service I'm providing to our customers. With 8x8's new Barge-Monitor-Whisper my supervisor is able to:



- Partners can view current email promotions available
- Partners choose campaign, upload their logos, lists and text for the campaign elements
- The system sends the email for the partner
- Leads from email are sent directly to partner in real-time
- Partners get a link to view a real-time report to see opens, link clicks, etc.



# Sales Playbooks

8x8

PLAYBOOK

## Replace Legacy PBX

Virtual Office

May 2016

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### Playbook Menu

This playbook guides you through the sales cycle for commercial and enterprise customers with over 300 employees.

#### Problem Statement

What are PBXs? Learn the pain points and the current business situation.

GO

#### Prospecting

Identify the ideal customer profiles and triggers for 8x8 solutions.

GO

#### Qualifying

Get the conversation started with discovery questions for every buyer.

GO

#### Value Proposition

Build the value proposition with key offers and vertical proof points.

GO

#### Objection Handling

Objections? Know the competitive landscape and respond convincingly.

GO

#### Build Proposal

Develop an effective proposal with demos and sales resources.

GO

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# Resources & Engagement

## Channel Sales Executive Team

- Chris Peters – VP Channel Sales
  - Fred Watkins - Channel Sales Director, East
  - Megan Lukitsch – Channel Sales Director, Central
  - Michelle Bonfantine - Channel Sales Director, West
- Channel Marketing
  - [ChannelMarketing@8x8.com](mailto:ChannelMarketing@8x8.com)
- Sales Operations
  - Norys Trevino – Channel Sales Operations
- Quotes & Deal Registration: [PartnerDeals@8x8.com](mailto:PartnerDeals@8x8.com)

# Longest Conference Call in 88 Seconds



<https://www.youtube.com/watch?v=6lQCuFYAzPU>

# Connect with 8x8


For tips, updates and the latest information

 [8x8.com](http://8x8.com)

 [@8x8](https://twitter.com/8x8)

 [facebook.com/8x8Inc](https://facebook.com/8x8Inc)

 [linkedin.com/company/8x8](https://linkedin.com/company/8x8)

 [youtube.com/8x8Inc](https://youtube.com/8x8Inc)

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