

The 8x8 Academy



Your business never sits still. Gain the skills and confidence to demonstrate effectively the 8x8 hosted suite of applications and services to your customers.

The 8x8 Academy takes business development to the next level with industry leading training to educate attendees on every aspect of the 8x8 product suite. The Academy has helped many of our current business partners increase their sales and improve their ability to confidently demonstrate the 8x8 product offering. All of 8x8's Academy modules are held in our purpose built learning environment.

Perfect for partners wanting to:

- **Improve their 8x8 product knowledge** — Learn the ins and out of Virtual Office and Virtual Contact Centre
- **Achieve higher sales-to-meetings conversion rates and maximise sales opportunities** — Enhance the success rates of your business by becoming fully accredited and being a trusted supplier
- **Improve their 8x8 product demonstration skills** — Learn how to present our solution to any audience
- **Be self sufficient** — Become experts on our platform and all its features

You will learn to:

- **Talk confidently about Unified Communications** — The Academy will help you to confidently describe the 8x8 Unified Communications service from start to finish
- **Identify customer requirements** — Easily establish a customer's business challenges and address them using the best 8x8 product offering
- **Build proposals** — Accurately build in-depth proposals that meet your customers needs
- **Maintain and service long term customer relationships** — Helping to obtain long term financial reward

The Academy offers a range of courses suitable for all people who use and provision our portfolio of UC applications.

The Courses:

- The 8x8 Academy - A full 2 day session
- Academy Lite - 1 Day advanced session covering the system usability and front end user experience
- Advanced Account Manager - 1 day advanced session covering the full PBX build
- VCC Sales - 1 day session to understand the front end and focus on opportunity spotting
- VCC Tenant Build - 1 day advanced session building a full working live tenant.
- Demonstration delivery training - 1 day course focused on providing the delegate with the tools and presentational skills to go to market.

Gartner Magic Quadrant Leader

Unified Communications as a Service, Multiregional

FROST
SULLIVAN

Customer Value
Leadership Award

Hosted VoIP and Unified Communications Service

In 2014 The Academy was relocated to its new home on the 2nd floor at our UK head office in Aylesbury.

The Academy learning environment includes:

- Seating for 12 delegates
- 2x 60" screens with both Apple and Android TV available
- Full range of handsets
- 93" interactive smart board
- Whiteboards
- Range of smart devices

Break out room facilities:

- Lounge area reception
- Self service Kitchenette services hot and cold drinks
- Meeting table with conference facilities
- 3x hot desks for delegates to use in order to minimise business and daily disruptions

Course structure:

- 1 or 2 day courses
- Start time: 10am
- Finish time: 17.30pm
- Location: Aylesbury Head Office, HP19 8JR

The syllabus at a glance

MODULE 1

8x8 Story, the technology - Hosted vs traditional systems:

Learn how to position the 8x8 brand to prospective customers and confidently demonstrate how Unified Communications can improve their business communications and why to move away from traditional phone systems.

MODULE 2

Introduction to Virtual Office:

Experience in depth the features and benefits of 8x8 Virtual Office. On this course you will learn how to use the range of consumer endpoints and fluently navigate, both as a power user or as an ordinary user would.

MODULE 3

8x8 Account Manager, system administration:

Build your own PBX and learn how to support your customer base and in turn empower them to be self sufficient so they can maximise the benefit from the system.

MODULE 4

Hardware overview and introduction to IP phones:

Learn how to use the range of IP handsets and the additional functionality that can be added to the solution we provide.

MODULE 5

Quoting and commercials:

In this module we will take a detailed look in to the range of seat packages available and understand the added value that each package brings. Learn how to competitively price an opportunity and present a winning proposal.

MODULE 6

Switch Board Pro - Receptionist portal:

Understand how to control with ease multiple calls from multiple locations.

MODULE 7

Virtual Office Analytics:

The game changer! Identify the power of information and how it can benefit your customers and ultimately improve their business and protect revenue.



Additional Courses:

The Academy also have a number of other courses available:

- **Academy Lite**

8x8 Academy Lite consists of a one day advanced session covering the front end of Virtual Office and Virtual Office Pro. The course looks to focus on selling approaches and enhance the attendees ability to confidently demonstrate the 8x8 product suite.

- **Advanced Account Manager**

As per Module 3 on the two day course, this one day course focuses on the set up and administration of a PBX. In this course we will explore the additional features and understand how to create a more complex system. You will also learn how to build sponsors within your prospect by making the Account Manager a tool used business wide.

- **Demonstration Module**

A 1 day course which focuses on how to deliver an excellent customer presentation and product demonstration of the 8x8 Virtual office solution. Delegates will create their own customer delivery environments and personalise their 8x8 products in such a way that they can deliver a customer meeting the next day.

- **VCC Sales**

A 1 day crash course in understanding 8x8's Virtual Contact Centre application and understanding how to qualify high value contact centre opportunities and how to deliver light effective demonstrations. Delegates will learn about the benefits of the various licence options.

- **VCC Tenant Build**

A 2 day intensive course on how to build a live tenant and how to create complex and intuitive routing plans, creating in depth analytics and deploying skill based agents within the tenant.

With 8x8, it just works better

8x8 is a leader in VoIP technology and unified communications. Our innovative leadership has resulted in more than 107 US patents.

Sleek, multi-feature IP phones

These stylish, high quality IP phones plug in anywhere with an Internet connection so your office is anywhere you need it to be.





“ The 8x8 Academy is the cornerstone of 8x8’s UC channel development programme. The Academy team aimed to train 250 partner delegates during a 12 month period on the two day course, but in fact there were 35% more with 338 partner’s delegates representing over 90 different channel partners, product specialists within the team also held over 1,150 webinar training sessions during the year as reinforcement sessions. ”

Charles Aylwin
Director of Channel, 8x8 UK

The 8x8 Unified Communications product suite



Virtual Office / Pro

8x8 Virtual Office: Virtual Office Pro takes business communications to the next level with smarter, more efficient ways to connect with customers and colleagues. Your business never sits still. Your employees may be down the hall, across the nation, or even on the other side of the world. Same with your customers. That makes keeping up with your communications and collaborating with others an ongoing challenge. 8x8 puts the power of Unified Communications at your fingertips to help you stay in touch with all the people who matter with Virtual Office Pro.



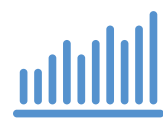
Virtual Contact Centre

8x8 Virtual Contact Centre: 8x8 Virtual Contact Centre is a cloud-based solution that eliminates the need for on-premises equipment and allows you to focus on what’s really important: your customers. 8x8 Virtual Contact Centre provides the advanced communication tools you need to enhance the customer experience and deliver world-class support. Our solution is completely cloud based, significantly reducing both your capital- and operating expenses.



Virtual Office Analytics

8x8 Virtual Office Analytics: Monitoring everything from phone system health to employee performance has just got easier with 8x8 Virtual Office Analytics. A powerful new suite of analytical tools for the Virtual Office business phone service. With three reporting packages to choose from - Essentials, Supervisor and Service Quality, Virtual Office Analytics provides deeply layered detail and intelligence to improve employee and workgroup productivity, sales campaigns and customer experience management. Customers even see when their business is missing calls, allowing them to effectively plan staffing levels.



Virtual Contact Centre Analytics

8x8 Virtual Contact Centre Analytics: 8x8 Virtual Contact Centre Analytics provides industry-leading insights about the performance of your contact centre. More than just data, 8x8 Analytics brings powerful graphical tools that reveal actionable business insights. See how your customers are being served across all channels and in different areas of the business, and learn how your agents are performing against critical performance metrics.

Find out how The 8x8 Academy can help your business.

Call: 0207 096 6000 or visit 8x8.com/uk



NASDAQ: EGHT
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