

# Competitive War Rooms

## Objective

Kicked off on November 30<sup>th</sup>, 2015 – We will start operating the “War Rooms” to help **win** against **RingCentral**, **ThinkingPhones** and **Vonage**, as well as VCC opportunities against **Five9** and **inContact** that were previously addressed by the VCC Tiger Team. Support to compete vs other competitors will be expanded over time and it will be provided as best effort till then.

## Members

### Five9/inContact

- Max Ball (Lead)
- Competition – Karla
- Product Mgmt: Yi Chang, Ramana
- Sales Engineers – Josh Varela, Valerie

### RNG, TPN, Vonage:

- Competition – Karla (Lead)
- Product Mktg: Tina Liu
- Product Mgmt: TVS, Ramana
- Sales Engineers – Robin, Ryan Osborne

### Extended Team

- Finance – Ragh Sarathy
- Operations – Matt Krichbaum

## Requirements

Sales Teams must provide the following information:

- SFDC Opportunity #
- Add any specific information about: Customer’s pain points, requirements and support type needed
- Tag your SFDC opportunity with:
  - “**VO Competition**” campaign if the deal is about how we compete against RingCentral, ThinkingPhones and Vonage
  - “**VCC Competition**” campaign if the deal is against Five9 and inContact

## Process

1. Send an email to [competition@8x8.com](mailto:competition@8x8.com) including all details from the requirements section
2. The WR team will contact the account team to gather any additional info and formulate a strategy to help win the opportunity.
3. If the strategy is not delivering the expected results, the leader will escalate to the SVPS to get support to win the deal (pricing, feature commitments, exec support, etc.)
4. Weekly War Room working meeting, where active deals will be reviewed, analyzed and managed
5. Monthly dashboard presented at the Senior Leadership Meeting with lessons learned, next steps, performance metrics



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