



# Why Partner?

The solution, the people, and  
the Channel Partner Program

North America. 2022

**8x8** **ELEVATE**  
**PARTNER PROGRAM**

Partner Success Toolkit

# Welcome

Channel Partners like you are the lifeblood of 8x8. The energy, creativity, and focus you bring to the table each day adds something priceless to our brand, helping countless new 8x8 users transform their communications, and with it, their business.

In return, we're here to support you in the fullest way possible, and as you'll see from the following pages, that help comes in many different forms. What you do for your customers, we intend to do for you: take your business success to a whole new level.

If you're new to the 8x8 family, the warmest of welcome to you. If you're an established partner, heartfelt thanks for everything you do.

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# The 8x8 Channel Partner Program

Our goal is to equip our partners to be as successful as possible from day one - and reward them well for their efforts.

In fact, we are frequently recognized in the industry for demonstrating the highest level of excellence, dedication, support and value to our partners.



Become a Partner



# 8x8 Channel Program Benefits

Partners in the 8x8 Channel Program have access to a host of marketing and sales support services, including assistance identifying prospects and strategies to maximize close rates.

As a member in the program, you will receive:

- Marketing campaigns and pipeline generation events
- Training and enablement at no cost
- Dedicated engineering, deployment and customer support teams
- Industry leading sales incentives
- Fast, hassle free payments

Experience our award-winning partner service for yourself.

[Become a Partner](#)



# The future of communications

Get the full picture of the 8x8 eXperience Communications Platform™, including inspiring case studies from around the world. Find out why more than two million business users rely on our ground-breaking XCaaS technology, the only integrated cloud platform for contact center, voice, video, chat, and APIs that empowers all employees globally.

[Meet XCaaS](#)



Our partnership.  
Your opportunity.

How exactly do our channel partnerships work, and why should you join? Learn about the 8x8 Channel Partner Program and all of the benefits available to you.

[Learn more](#)

# Introducing XCaaS: A new level of integration

As the boundaries between customer-facing teams and other parts of your business continue to blur, your communications need to reflect that reality. Enter **eXperience Communications as a Service (XCaaS)** – integrating all of your communications requirements into a single platform.

## Why 8x8 XCaaS?

### **Agile company-wide collaboration**

Transform your organization into an agile enterprise with tailored employee and customer experiences for all roles.

### **Scalable communications with unified administration capabilities**

Provision, configure, manage, and monitor all of your communications with one administration interface.

### **Single integration framework that accelerates every workflow**

Easily connect popular business and CRM apps, and help your teams achieve new levels of productivity without complexity or cost.

### **Intelligent cross-platform insights and analytics**

Make better decisions with unified journey analytics across all your employee and customer interaction channels.

### **Reliable global communications from a single vendor**

Get the satisfaction of one guaranteed 99.999% SLA for all your communications.

[Get the XCaaS Pitch Deck](#)

[Download XCaaS Assets](#)

# Prepare for Success: Training

Master your knowledge of all things 8x8 – UCaaS, CCaaS, and XCaaS – to drive up sales performance, win/retain customers, and extend your technical capabilities.

Sign up for 8x8 University and take the self-guided training today.

[Sign Up](#)

[Log In](#)

Let us help you get ahead



**Ahead of market demand**

for better customer and employee experiences



**Ahead of customer trends**

to keep your offering relevant and timely



**Ahead of your sales targets**

by crafting the ideal response every time



**Ahead with customer stickiness**

by giving them exactly what they want



**Ahead of your training targets**

with "learn at your own pace" courses



**Ahead of prospect engagement**

by shaping the most meaningful conversations

# At your fingertips: PartnerXchange

PartnerXchange is your one-stop shop to access the latest campaigns and resources to grow your business and register your deals.

Here you will be able to find:

- Sales messaging
- Presentations
- Marketing collateral
- The latest and greatest pipeline and brand-building campaigns
- Incentives and SPIFF information

[Visit PartnerXchange](#)





## Marketing with 8x8

To help our partners be as successful as possible, 8x8 leads live marketing resource sessions twice a month. Be sure to take advantage of all of the resources available. Sign up for an upcoming session by contacting your field marketing manager.

## 8x8 Advocates

8x8 Advocates offers partners access to valuable brand-building social content. Social media marketing allows you to engage with your customers on the channels they actively tune into for information. Establish yourself as a thought leader by increasing your social engagement using 8x8 Advocates as a helpful tool.

With 8x8 Advocates, partners can:

- Access and share top trending 8x8 social content
- Easily promote industry news, articles and events
- Leverage pre-created 8x8 content

## Win 123

Partners receive 8x8's monthly email, Win 123. The email highlights the latest resources available to help you grow your business.

## Pitch Toolkits

We want to make it as easy as possible for you to share the value of 8x8 with your clients. Product presentations, talk tracks, FAQs and more are available in PartnerXchange.

## Your 8x8 Marketing Managers

Build your pipeline FAST. 8x8 offers a variety of tools and resources to ensure partner success.

Sign up for an upcoming, live marketing resource session. Learn about the resources available, how to implement campaigns, schedule an XSell Day, and more!

Field Marketing Contacts:

- Sub-Agents East: [Kelly.Cohan@8x8.com](mailto:Kelly.Cohan@8x8.com)
- Sub-Agents West: [Nicki.Lutz@8x8.com](mailto:Nicki.Lutz@8x8.com)

VAR Field Marketing Manager: [April.Burris@8x8.com](mailto:April.Burris@8x8.com)

# Ready-to-go campaigns

Ready to communicate the benefits of 8x8 with maximum impact? There's no need to wait. These fresh, high-impact campaigns showcase our eXperience Communications Platform™ from a variety of angles, with a range of materials for you to download and customize - including emails, online ads, web pages, eBooks, and more.

Campaigns are packaged for easy implementation so you can start building your pipeline!

[Visit PartnerXchange](#)



# Ready-to-go campaigns



8x8 Voice for Teams.  
Give users more ways to connect.

**Enterprise/Commercial**

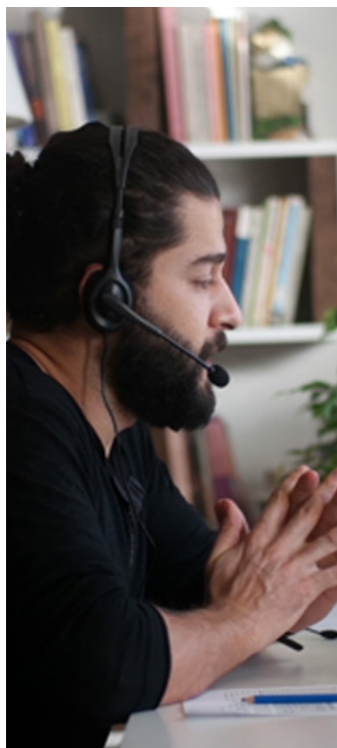
Help organizations maximize their Teams ROI. This campaign provides buyers' guides and more.



Move to the Cloud.  
Say good-bye to PBX Systems.

**Enterprise/Commercial**

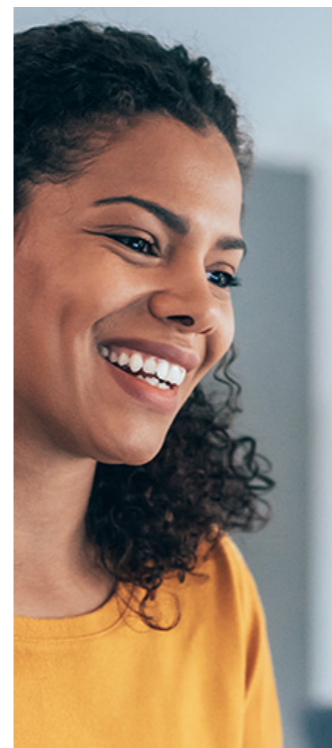
The 3-touch campaign demonstrates the value of migrating to a cloud communications solution. Follow up with leads using with our guides on implementing a risk-free migration strategy.



One Unified Platform.  
Simplify & save worldwide with XCaaS.

**Enterprise/Commercial**

The value that can be achieved when you combine contact center, voice, video, chat, and APIs in a fully integrated platform.



First Impressions.  
8x8 Frontdesk & XCaaS.

**Enterprise/Commercial**

It's all about the customer experience. This campaign is chock-full of tips and best practices your prospects can implement today.

# 8x8 in a nut shell

Want to talk about 8x8 in your marketing? Struggling to find the right words? Here are three pieces of copy that we know will do the job. Simply choose the length that works best and use it in your website, brochure, or other communication.

## Short

8x8 enables organizations to become faster, flatter, and more agile. With 8x8 XCaaS unifying UC and CC channels, organizations can now have contact center, voice, video, chat, and APIs all on one cloud communications platform.

## Medium

8x8 is the XCaaS™ company. Their mission is to make organizations faster, flatter, and more agile through the power of unified employee and customer experience. 8x8's eXperience Communications as a Service™ (XCaaS) solution combines contact center, voice, video, chat, and APIs on a resilient global cloud communications platform. More than two million people around the world rely on 8x8 to collaborate quicker, work smarter, and serve customers better with real-time analytics across every interaction.

## Long

eXperience Communications as a Service (XCaaS) is a cloud communications deployment model that erases the boundary between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS). With XCaaS solutions, organizations can support the communications requirements of all employees as they work together to deliver differentiated customer experiences.

The 8x8 eXperience Communications Platform is a cloud-based XCaaS solution, providing joint UC and CC to companies of all sizes. 8x8 integrates with leading business solutions such as Microsoft Teams, Salesforce, and Slack, and offers chat, voice, and video capabilities to improve communication and collaboration between teams. 8x8 is delivered in the cloud, sets up in minutes, and is easily managed from any device, anywhere.

# Deep impact: Powerful ways to talk about 8x8

When you discuss the 8x8 eXperience Communications Platform™ in a way that truly resonates with customers' needs, expect them to sit up and listen. Here are four key angles we use in our own communications - all with the power to hook a buyer's attention.

**1** Make IT a profit center  
From "cost-of-doing-business" to "major revenue engine"...

Offer your customers a seamless, context-rich engagement that sets you apart from competitors.

Reduce TCO and boost ROI with flexible licensing across voice, video, messaging, and contact center.

**3** Transform your agility and performance

Empower your workforce with a flexible digital workspace and communications platform for all employees - regardless of location or device.

Effortlessly migrate from your current on-premise system via a single, intuitive web-based administrative portal.

**5** Connect customers and employees with XCaaS

Harness a single, powerful, cloud-native platform that combines contact center, voice, video, chat, and APIs.

Knock down communication silos between front and back office to enable agile, company-wide collaboration.

**2** Invest once, and stay evergreen

Future-proof your communications by always having the newest version of 8x8 software, enhanced by our commitment to constant innovation. Enjoy world-class levels of service uptime along with secure, reliable integrations with third party apps.

**4** Build the experience your customers want

Develop powerful new customer journeys and reimagine how your business delights and delivers for today's digitally-connected consumers.

# Easily raise your market profile

Got important (8x8-related) business news to promote? Get the word out there with help from 8x8's experienced Channel Marketing team.

Whether it's the acquisition of a major new client or a case study that shows 8x8 being deployed in interesting and transformative ways, give us the details and we'll work with you. Contact your field marketing manager for details.

[Contact Us](#)



# Making the most of LinkedIn

LinkedIn offers a powerful way to raise awareness of both your brand and 8x8's proposition, while connecting with potential customers. Here are some ways to optimize your current presence with relevant content that adds value for prospective buyers at every stage of their purchasing journey.

- ## 1 Work 8x8 into your LinkedIn profile

Along with the usual maintenance of your profile (updating photos, qualifications, digital certificates, skills etc), you may repurpose 8x8-related insights. Consider including 8x8 when listing your knowledge areas, abilities and partnerships.
- ## 3 Like and share 8x8 posts

Each time you reference us in a post, be sure to tag us (@8x8). We'll then be able to share your post ourselves, increasing its exposure and the likelihood that other users will interact with you.
- ## 5 Tap into the power of keywords

Research the keywords (as well as phrases and terminology) used by 8x8 and use these on your profile and in your own posts to create relevance and convergence.

- ## 2 Signpost and reference 8x8 in the content you create

Start conversations by creating and sharing authentic, relevant content that hooks people's interest and dovetails with 8x8 themes and solutions.
- ## 4 General engagement with LinkedIn threads

Engage prescriptively with a range of content from other users to build your network, increase your profile and expand the audience for any 8x8-related content that you create.



# We look forward to supporting your success!

PartnerXchange Portal

## Your 8x8 Marketing Contacts

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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 analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit [www.8x8.com](http://www.8x8.com), or follow 8x8 on LinkedIn, Twitter and Facebook.

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