8x8

Partner Toolkit 2.0

Grow your business faster by harnessing the full power of our brand, solutions, and marketing know-how.

Edition 2

Here's to you.

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.

Thanks again for being an 8x8 Channel Partner.

Welcome

When you become an 8x8 Channel Partner, you're more than just an associated firm. You're one of us: a vital part of the 8x8 family and an integral part of our global business. To put it simply, without our partners, we wouldn't be where we are today.

That's why we're as committed to supporting you and your team as we are our own colleagues, with whatever tools, expertise, and training you need to grow your business.

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.

Give your customers the very best of 8x8

For us, it's simple: when our channel partners succeed, so do we. That's why we're here to help you present our solutions to your clients in the most effective way possible. From ready-made campaigns to solution overviews, branding guidelines, "tried and tested" sales messages, and more, we've got everything here to support you.

Learn more about 8x8

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 centre, voice, video, chat, and APIs that empowers all employees globally.

Explore 8x8 XCaaS   **Get the XCaaS Pitch Deck**

Our partnership. Your opportunity.

How exactly do our channel partnerships work, and why should you join? Get the facts and stats on 8x8's reach, the size of the market opportunity and your potential earnings.

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.

Email us

Why 8x8 XCaaS?

Agile company-wide collaboration
Transform your organisation 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
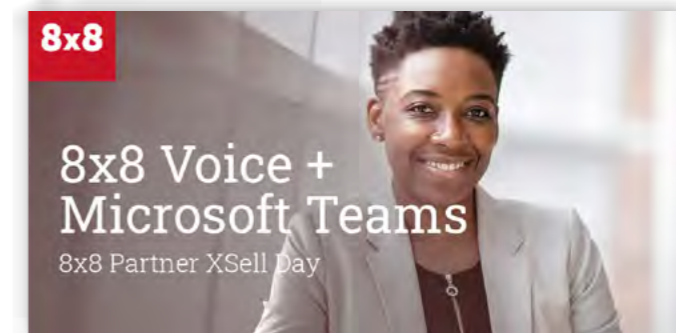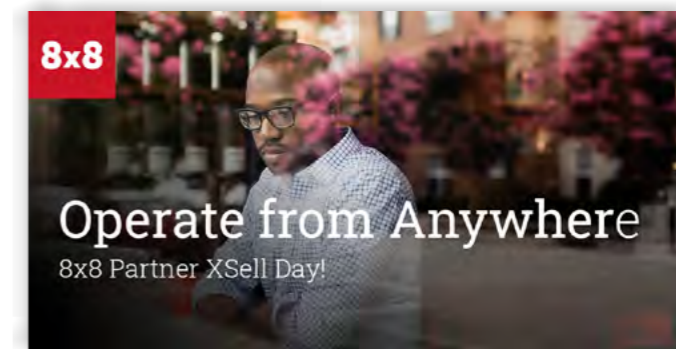Get the satisfaction of one guaranteed 99.999% SLA for all your communications.

Read our blog

Download XCaaS assets

XSell Day: Ramping it up

If you've designed and prepared your own 8x8 XSell Day, don't forget that our Channel team is here to help! Take advantage of refresher training, sales and marketing materials, data support options, and merch kits, all specially created to help you generate large-scale awareness and get maximum value, from this intense yet deeply rewarding event.

Email us to download social posts

8x8

Operate from Anywhere
8x8 Partner XSell Day!

8x8

8x8 Voice + Microsoft Teams
8x8 Partner XSell Day

Get ahead of your competition with 8x8 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.

8x8 University

[**Show me more**]

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

8x8 and Teams: More than just talk...

Focused on the public sector? Join tech journalist David McClelland and a host of industry experts from our UK partner community for our "OpenTalk" series of webinars that explore the benefits of Microsoft Teams and 8x8 in the current marketplace.

Browse and watch

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 customise - including emails, online ads, web pages, eBooks, and more.

Ready-to-go campaigns
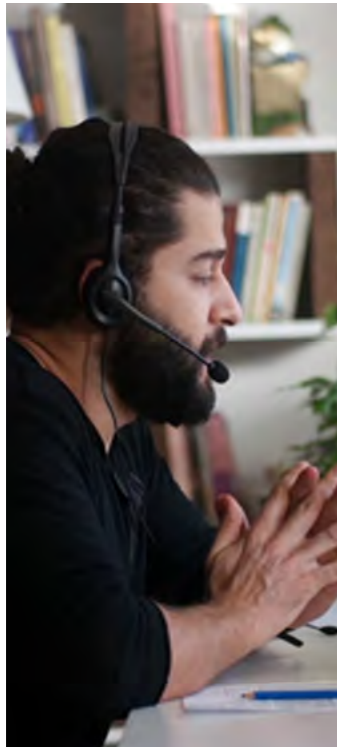
One Unified Platform.

Connect and collaborate worldwide with XCaaS.

Enterprise/Commercial

Combine contact centre, voice, video, chat, and APIs in a fully integrated platform.
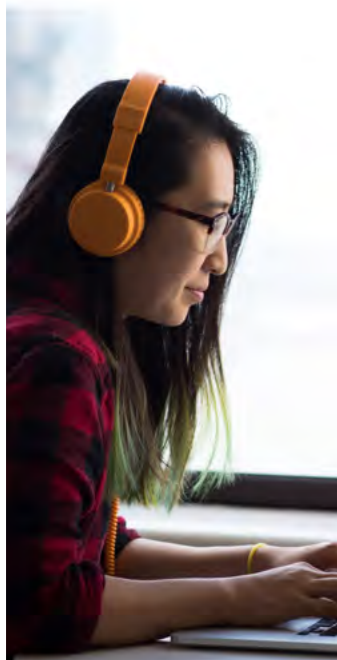
Learn more

Connect Everywhere.

8x8 Voice for Microsoft Teams.

Enterprise/Commercial

Give all Teams users the power to connect and collaborate with advanced direct routing, unlimited calling, and a Microsoft Teams-certified contact centre.

Learn more

Meet the Game Changers in UC, CC, and Teams.

Enterprise/Commercial

Customer engagement and employee collaboration are both transforming at lightning speed. How do you keep up? Here's how.

Learn more

Operate from Anywhere.

UCaaS / CCaaS.

Enterprise/Commercial

Give businesses the ultimate freedom to thrive, with voice, video, chat, contact centre, and third party apps that are accessible from any location, on any device.

Learn more

Coming soon: 8x8 unveils a fresh new look

We're excited to announce the upcoming launch of our **new brand guidelines!** Watch out for more news coming soon. As always, we're here to help you incorporate the 8x8 brand into your customer communications in a way that works for you and creates the impact you need to raise awareness.

Asset Guidelines and Templates

These tools make it easy to position the 8x8 logo optimally in your communications. Click the email button to learn more.

Partner Tiering Lock-Ups

If you're a Gold, Silver, Platinum, or Authorised partner, email us for guidance on positioning your tier logo or email badge to best showcase your status. Email us to find out more.
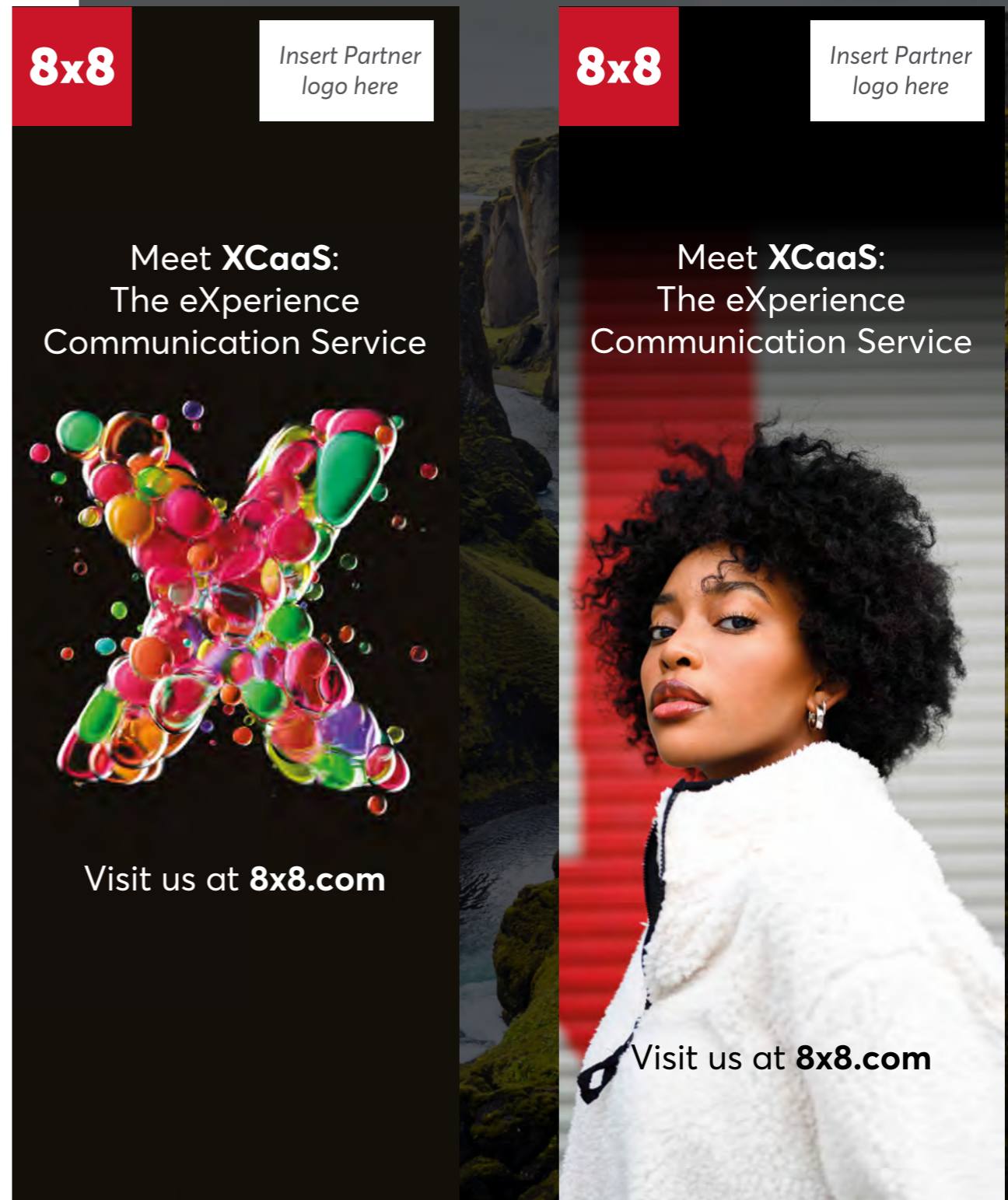
Bespoke, co-branded pull-up banners

Versatile, portable, and well-designed, a pull-up banner can help you make an impact everywhere from your place of business to one-off events.

If you're interested in having a high-quality pull-up banner that includes your brand alongside the 8x8 brand, your Channel Partner Team may be able to help. Contact us to discuss what's possible for companies in your partner tier.

You can also change your banner background with a choice of images from the 8x8 library.

Email us to learn more.

Email us

8x8

Insert Partner logo here

Meet **XCaaS**:
The eXperience
Communication Service

Visit us at **8x8.com**

8x8

Insert Partner logo here

Meet **XCaaS**:
The eXperience
Communication Service

Visit us at **8x8.com**

Banners are from current campaigns and therefore likely to change in the future.

Email templates: Cut through the noise

Looking for a powerful way to introduce our signature tech solutions? These customisable, ready-to-use **email templates** will make your clients sit up and pay attention.

Available for **XCaaS**, **UCaaS, CCaaS, and 8x8 Voice for Microsoft Teams,** each template outlines the relevant features and benefits succinctly, compellingly, and in a way that speaks to the daily reality of your client's experience. Feel free to adapt them as you like for maximum impact.

Email us

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 centre

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 centre.

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**.

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.

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.

5 Connect customers and employees with XCaaS

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

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

8x8 boilerplates

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 is a leading Software-as-a-Service provider, connecting workforces worldwide through integrated contact centre, voice, video, chat, and API solutions, powered by the 8x8 eXperience Communications Platform™.

Medium

8x8 is a leading Software-as-a-Service provider, connecting workforces worldwide through integrated contact centre, voice communications, video, chat, and API solutions, enabling faster collaboration and smarter work practices.

Powered by the eXperience Communications Platform™, 8x8 delivers real-time business analytics and insights across all interactions and channels, so you can delight end-customers and accelerate your business.

Long

8x8 is a leading Software-as-a-Service provider, connecting workforces worldwide through integrated contact centre, voice communications, video, chat and API solutions, enabling faster collaboration and smarter work practices.

Powered by the eXperience Communications Platform™, 8x8 delivers real-time business analytics and insights across all interactions and channels so you can delight end-customers and accelerate your business.

8x8's scalable platform grows with you, reducing costs and maximising agility whatever, the size of your business, while helping you become more resilient and responsive. Featuring programmable APIs and built-in compatibility with major software, 8x8 integrates seamlessly with your preferred way of working, so you're always **open for business**.

Download

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More reasons to visit PartnerXchange

For the latest tools and content designed to help you sell 8x8 solutions and grow your business, visit 8x8's PartnerXchange portal.

Visit PartnerXchange

Taking it further: Additional value-added services

We also offer these sophisticated, highly effective resources free of charge to support your marketing and give it even more impact.

bombora

Using intent data collected about the observed behaviours of business web users, find out which of your target accounts, are researching topics relevant to your business. Share your list of targeted accounts, and using Bombora, we can share those who are most active. Complete the form and work with your Channel Account Manager or Channel Marketing Manager.

Email us

8x8 Advocates

As an 8x8 partner, you can share curated content directly to your social media networks quickly and easily from one place using 8x8 Advocates. Position yourself as a thought leader and share news on projects and accomplishments as you improve social engagement and spread the word about 8x8.

Using 8x8 Advocates, partners can:
• Subscribe to categories of posts
• Share pre-prepared posts and images
• Customise messaging to your own style/tone

Email us for access

Training

8x8 runs a robust training programme for partners covering sales, technical and deployment with training available online and self-paced. Take a look at our step-by-step guide to see what's on offer and how to sign up.

View the full guide

aprimo™

Marketing Automation

Aprimo is 8x8's marketing automation tool for partners, helping you build higher customer engagement and drive lead volume and sales growth. You can easily launch new marketing campaigns through Aprimo - global campaign content including images, videos, assets and copy, is pre-loaded and ready to use. You can also quickly customise templates and CTAs as well as logos and contact information to co-brand mobile-responsive emails.

To sign up for a three month licence, contact your Channel Account Manager or Channel Marketing Manager. Thirty minute training sessions are run twice a month, and details will be shared once your licence is live.

Email us

8x8 XSell Days

8x8 runs regular XSell Days (commonly known as floor days), which is a day of concentrated activity to generate large-scale awareness of your business and 8x8's offering.

When you commit to an XSell Day, your Channel team will be there to support you at every stage, and in multiple ways, as you man the phones:

• Refresher training on 8x8 solutions
• Specially created sales and marketing materials
• Data support options at your request
• Well-stuffed merch kits to keep you going on the day

Email us

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.

Email us
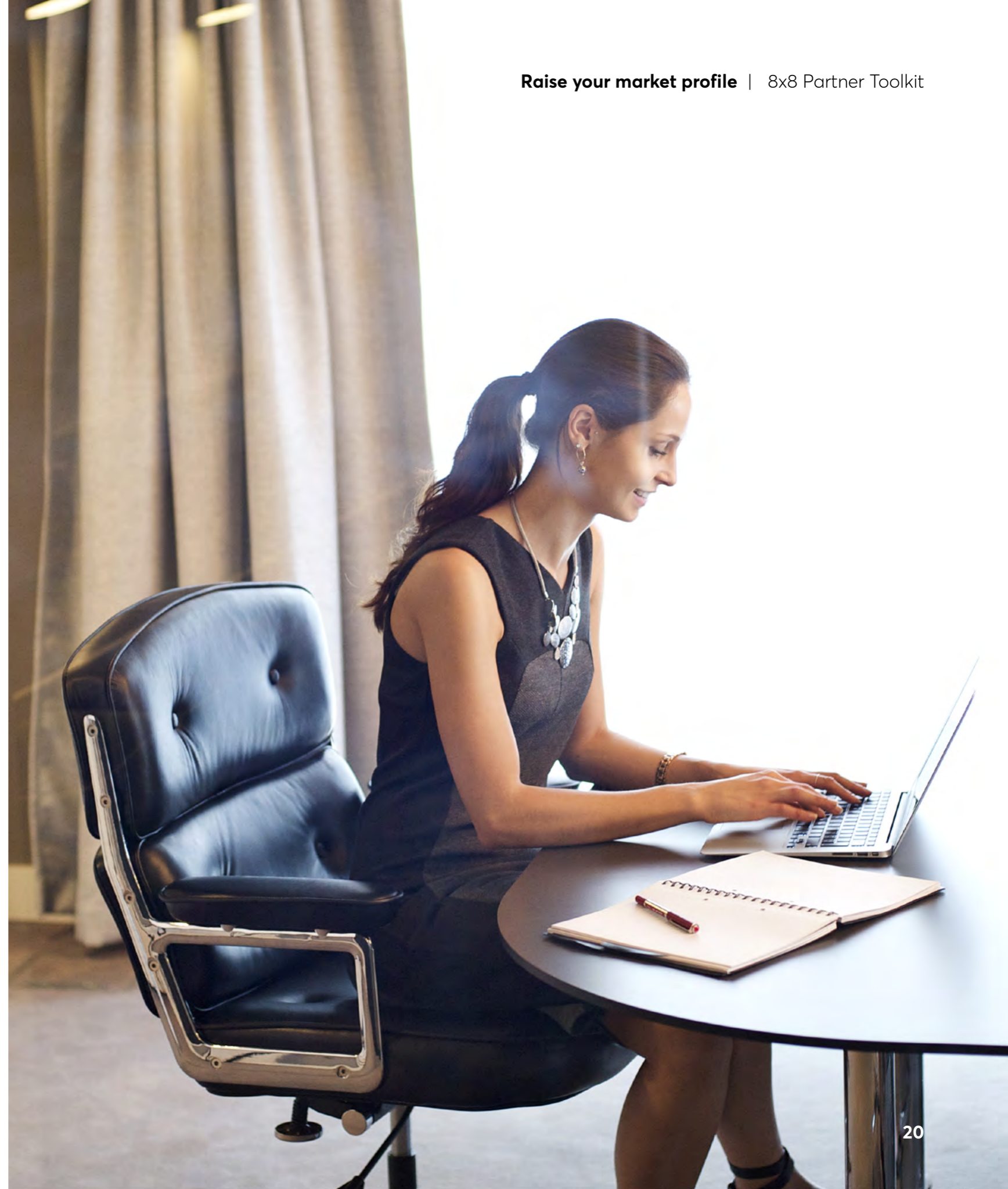
Everyone's a winner: Top tips for entering awards

Being shortlisted for, or winning, an industry award can do wonders for your brand profile. Even if you only attend the ceremony, it can still make for a great news release, social post or other communication.

Our **Top tips for entering awards guide** covers everything you need to plan your entries, maximise your chances of success, and ensure your communications are ready to go as soon as the news is announced. Don't miss out!

Read our guide

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. Below are some ways to optimise your current presence with relevant content that adds value for prospective buyers at every stage of their purchasing journey.

Follow us on our social channels

1 Work 8x8 into your LinkedIn profile

Along with the usual maintenance of your profile (updating photos, qualifications, digital certificates, skills etc), feel free to repurpose 8x8-related insights. Consider including 8x8 when listing your knowledge areas, abilities and partnerships.

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.

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.

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.

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.

@8x8

Marketing your business: An expert's angle

You've got great people, great products, and a great proposition. But how can you truly maximise your visibility in the marketplace? Our **Marketing Expert sessions** offer transformative tips on everything from SEO to PR strategy, with a new topic covered in each edition.

Marketing Expert sessions

These short video sessions cover a wide variety of hot topics in marketing. Sessions 1-3 include how to make the most of your video, 8x8's brand explained, and running successful virtual events. More topics to follow in 2021.

Marketing Mix	**Truth About Virtual Events**
Brand Update	**SEO 101**
Public Relations 101	**Reporting 101**

Stimulating thinking
(for you and your customers)

Communications and cloud technology never stands still. Keep abreast of the latest industry trends, expert thinking, and technology developments (plus what they mean for your customers) on the 8x8 blog or by signing up for one of our regular events.

Browse our latest blogs

Events programme

We look forward to supporting you on your 8x8 journey

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8x8 training

Contact us

PartnerXchange portal

8x8

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, or follow 8x8 on LinkedIn, Twitter and Facebook.