

A man with a beard and mustache, wearing a light grey blazer over a dark blue patterned shirt, is sitting at a desk. He is wearing a white headset with a microphone and is smiling broadly while waving his right hand towards the camera. In front of him is a silver laptop. To the left of the laptop, there is a glass with a drink and a slice of orange, and some papers are scattered on the desk. The background is a softly lit room with a lamp and some decor.

**8x8**

Communications.  
Transformed.

# Brand Guidelines

A large, stylized 'X' graphic composed of four thick, gray diagonal lines that intersect in the center, spanning the left half of the slide.

# Logos & Messaging

# 8x8 Logo Usage

The 8x8 logo is our primary brand mark. It represents our company and it is how our customers identify our products and services. The 8x8 logo should work across all media. The style you choose will depend on the environment in which the logo appears.

**The logo is always by itself and never appears with a tagline**

Clear Space



Variations



One Color

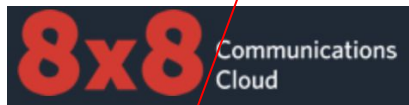


Reversed (for color backgrounds)



Black & White

# 8x8 Logo Usage Don'ts



**8x8**

**8X8**

# X Series Lockup

X Series lockup

X Series



Typing do

X Series

Typing don'ts

~~X series~~

~~x-Series~~

~~X-Series~~

~~x-series~~

~~X-series~~

~~x series~~

A large, stylized 'X' graphic composed of two intersecting diagonal bands of varying shades of gray, extending from the top-left and bottom-right corners towards the center of the slide.

**Color**

# Color Specifications

## Primary



Black  
#121111  
R18 G17 B17  
C73 M67 Y66 K83  
PMS neutral black c

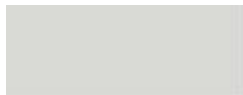


Red  
#E52920  
R229 G41 B32  
C6 M98 Y100 K1  
PMS 485 C

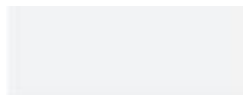
## Neutrals



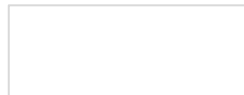
Dark gray  
#76787b  
R118 G120 B123  
C56 M46 Y44 K10  
PMS Cool Gray 9 C



Medium gray  
#D9D9D5  
R217 G217 B213  
C14 M10 Y13 K0  
PMS Cool Gray 2 C



Light gray  
#F1F3F4  
R241 G243 B244  
C4 M2 Y2 K0  
PMS Cool Gray 1 C



White  
#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

## Secondary



Dark Red  
#9A2126  
R154 G33 B38  
C26 M98 Y91 K23  
PMS 7628 C



Purple  
#554B6A  
R85 G75 B106  
C72 M73 Y36 K20  
PMS 5275 C



Dark Blue  
#44546a  
R68 G84 B106  
C78 M63 Y40 K22  
PMS 7546 C

## Accent



New teal  
#00B5B5  
R0 G181 B181  
C75 M3 Y34 K0  
PMS 7466 C



Slate  
#5F8AA0  
R95 G138 B160  
C56 M24 Y11 K34  
PMS 5415 C



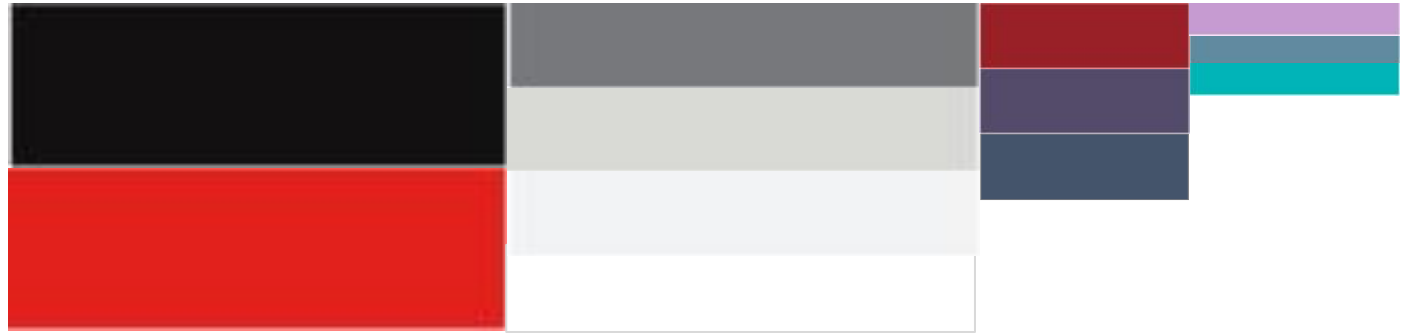
Light purple  
#C69BD1  
R198 G155 B209  
C21 M42 Y0 K0  
PMS 2567 C

# Color Proportions

Our primary colors are black, red and white. Our secondary colors may be used to support our primary colors but are used sparingly to bring a pop of color when required.

High prominence

Low prominence



Primary

Neutrals

Secondary

Accents



A large, light gray 'X' graphic is positioned on the left side of the slide, extending from the top-left corner towards the center.

# Typography

# Primary Fonts

**Roboto Slab** is a contemporary serif that helps communicate in a human, approachable manner.

Use Roboto Slab as the lead typeface for headlines when introducing ourselves and when speaking to our existing customers.

**Open Sans** is a clean and legible font used for subheads and body copy.

Hi, I'm Roboto Slab.  
I'm used for headlines

And I'm Open Sans.  
I'm used for subheads  
and body copy.

# Type and Color

## Primary white background

Black headline

Red subhead

Black body copy

This is an  
example of  
color and type

And this is a subhead example.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

8x8

## Primary black background

White headline

Red subhead

White body copy

This is an  
example of  
color and type

And this is a subhead example.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla

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# Font Usage for Web

Homepage hero 1400x550

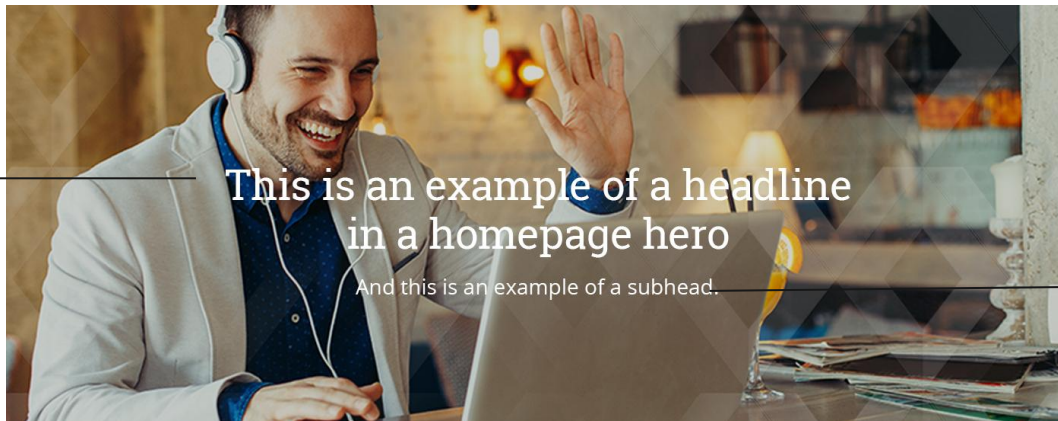
Centered headlines and subheads on homepage

**Headline** Roboto Slab Reg  
Size: 55 pt Tracking: 0  
Leading: 64

This is an example of a headline  
in a homepage hero

And this is an example of a subhead.

**Subhead** Open Sans Reg  
Size: 28 pt Tracking: 0



# CTAs and Buttons

## CTAs Open Sans Bold

CTAs should be uppercase and set in Open Sans Bold. Do not use punctuation. If a CTA is included within a sentence or paragraph, match the case of that sentence.

### Solid Red

Use on a photograph or white or black background. No drop shadow

CTA

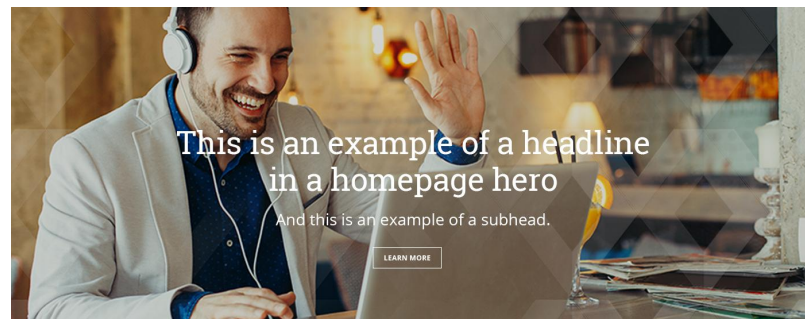
### Outline photography

to be used on photography or on a black background

CTA

### Outline black

CTA



A large, stylized 'X' graphic composed of two intersecting diagonal bands of varying shades of gray, spanning the left side of the slide.

# Photography

# Overview and Examples

## The new way of communicating

The world of business communications and collaboration is changing. 8x8 is driving that change and the photography we use should reflect that. People are actively engaging throughout the day on video and teleconference through their phones, tablets, computers and video conference monitors.

Select photos that catch people in these moments. Photos should feel candid and real—not posed.





# Photography Treatment

Always use the X pattern treatment on images with a high-profile placement such as advertising, web headers, email headers, ebook and white paper covers.

Please don't put X treatment over faces.

This treatment can be used on the left or the right.

**Note:** some images may need a 10-20% black overlay in order for type to be legible





A large, light gray 'X' graphic is positioned on the left side of the slide, extending from the top-left corner towards the center.

# Iconography

# Icon Library Examples



# Icon Library Examples



A large, light gray 'X' graphic is positioned on the left side of the slide, extending from the top-left corner towards the center.

# Examples

# 1-Pager Example

**8x8** X Series



## One Cloud Communications Platform

8x8 provides one global cloud communications platform that helps small, mid-market and enterprise businesses match the speed of customer expectations. We believe that businesses who succeed consistently deliver exceptional employee and customer experiences.

8x8 breaks down silos between sales, service, help desks and customers to get your people working together to solve problems, identify opportunities and deliver a better experience for everyone. By providing voice, video, chat and contact center on one cloud-based platform, 8x8 helps you delight customers and thrive in a competitive business environment.

### Designed with Your Business in Mind

Here's how one cloud communications platform can transform your business:

- Free up IT resources to focus on supporting your core business
- Access all communications data through one system of intelligence to make faster, more informed business decisions
- Reduce overall communications costs
- Connect employees, partners and customers around the globe on one system of engagement
- Protect yourself with HIPAA, FISMA and Privacy Shield-compliant communications
- Improve customer satisfaction and employee productivity and retention
- Minimize disruption from upgrades, new deployments or office moves

### Recognized in the Marketplace



8x8's Enterprise Engagement Management Platform: Moving Toward an Integrated Approach



The Only Leader in the 2018 Gartner Magic Quadrant for UCaaS also in the Magic Quadrant for CaaS, North America



2018 Competitive Strategy Innovation and Leadership Award

**Fast Facts**

NYSE	EGHT
Employees	1,500+
Revenue	\$280.4m USD (FY18)
Data Centers	15
Patents Awarded	175+
Website	8x8.com

For more information, call 1.866.879.8647 or visit 8x8.com

## The Experience is Everything

X Series transforms the employee and customer experience by providing voice, video, chat and contact center to create one system of engagement. See what happens when you optimize valuable moments of engagement with one set of data in one system of intelligence: faster time to resolution, lower costs and a better experience for customers and employees.

**X2**

Integrated communications, giving your employees access to voice, video and chat on one system of engagement—all accessible in one click.

**X4**

Collaborate and connect with partners, colleagues and customers around the globe. Make things easy for your employees with unlimited calling to 47 countries and unlock supervisor-level analytics that give you the data you need to make business decisions in real time.

**X6**

Deliver exceptional customer experiences with integrated contact center software that enables one-click subject matter expert connect and full CRM integration. Take your customer experience even further with customer engagement analytics that give you real-time feedback about what works and what doesn't.

**X8**

Completely transform your customer experience with contact center software with integrated voice, email, webchat and social media. Use advanced speech and interaction analytics to identify customer pain points and new business opportunities that would otherwise go unnoticed.

### Innovations in Customer Experience and Business Intelligence

**Real-Time Analytics**—Delighting customers starts with understanding their pain points and having the real-time feedback to know if your solutions are working. 8x8's one system of intelligence gives you the tools you need to make better business decisions before customers hang up the phone.

**Pre-Built Integrations and APIs**—8x8's pre-built integration with dozens of popular business apps means you can connect your workflows seamlessly, in minutes. Need something slightly more custom? There are also open APIs to connect and customize your business workflows.

8x8 serves more than one million business users in over 150 countries. Our services are supported by more than 175 patents awarded. This experience means quicker deployments, unmatched scalability and faster innovation for your business.

**“** We needed a true enterprise communications partner that offered the highest levels of uptime and security to successfully run our global business. 8x8 offers the critical efficiencies we need to help us drive a new level of service as we scale our worldwide presence.

Doug Brown, CIO, NetSuite


**8x8**

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For more information, call 1.866.879.8647 or visit 8x8.com

# White Paper Example

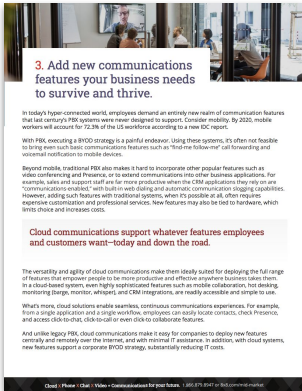


## Your PBX is Killing Your Business

### 5 Reasons Why You Should Ditch It for the Cloud

WHITE PAPER

8x8



## 3. Add new communications features your business needs to survive and thrive.

In today's hyper-connected world, employees demand an entirely new realm of communication features that last century PBX systems were never designed to support. Consider mobility. By 2025, mobile workers will account for 72.2% of the US workforce according to a new IDC report.

With PBX, accessing a BYOD strategy is a painful endeavor. Using their systems, they often find it not feasible to bring even basic communications features such as "find me" follow-me, call forwarding and voicemail features to mobile devices.

Beyond mobility, traditional PBX also makes it hard to incorporate other popular features such as video conferencing and Presence, or to extend communications into other business applications. For example, sales and support staff can be more productive when the CRM application they rely on can communicate with their PBX, with call logging and analytics, CRM-driven routing, capabilities. However, adding such features with traditional systems, when it is possible at all, often requires expensive customization and professional services. New features may also be too old to hardware, which limits choice and increases costs.

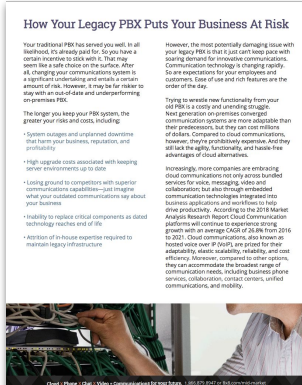
### Cloud communications support whatever features employees and customers want—today and down the road.

The versatility and agility of cloud communications make them ideally suited for deploying the full range of features that employees desire to be more productive and effective anywhere business takes place. In a cloud-based system, when highly sophisticated features such as mobile collaboration, hot desk, monitoring, design, monitor, eFax, and CRM integrations, are readily accessible and simple to use.

What's more, cloud solutions enable seamless, continuous communications experiences. For example, from a single application and a single workflow, employees can easily place calls, check messages, and access click-to-chat, click-to-call or even click-to collaborate features.

And unlike legacy PBX, cloud communications make it easy for companies to deploy new features instantly and remotely over the network, and with minimal IT assistance. In addition, with cloud systems, new features support a corporate BYOD strategy, substantially reducing IT costs.

Cloud | Phone | Chat | Video | Communications for your team. 1.800.875.8478 or 8x8.com/mobility



## How Your Legacy PBX Puts Your Business At Risk

Your traditional PBX has served you well. In all likelihood, it's already paid for itself. Just can't help you with your growing demand for innovative communications. Communication technology is changing rapidly. So it's a question for your employees and customers. Easy to use and rich features are the order of the day.

Trying to extend new functionality from your old PBX is a costly and unending struggle. New generation on-premise converged systems may be able to make some headway, but they can't make it all the way. Compared to cloud communications, however, they're probably expensive. And they lack the right functionality, and hence the advantage of cloud alternatives.

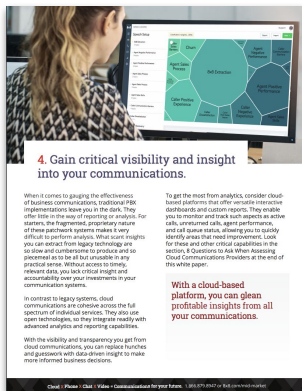
So why are companies embracing cloud communications not only across funded services, but also through embedded communication technologies integrated into business applications and workflows to help drive productivity? According to the 2018 Market Analysis Report: Cloud Communication Alternatives will continue to grow rapidly, and by 2025, cloud communications, as known as hosted and over IP, will be a part of their strategy. Cloud communications, like those known as hosted and over IP, are a part of their strategy. Cloud communications, like those known as hosted and over IP, are a part of their strategy. Cloud communications, like those known as hosted and over IP, are a part of their strategy.

Most legacy communications systems are not designed to support modern, multi-vendor communications. A typical system might include a PBX for core call control and features, a separate system for contact center, and a separate system for contact center. A typical system might include a PBX for core call control and features, a separate system for contact center, and a separate system for contact center.

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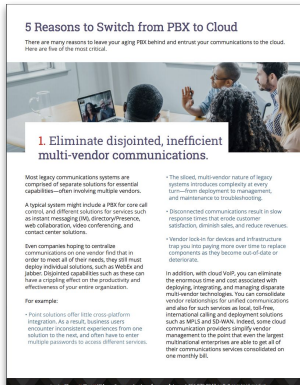
## 4. Gain critical visibility and insight into your communications.

When it comes to gaining the effectiveness of business communications, traditional PBX systems leave you in the dark. They offer little in the way of reporting or analytics for managers, the fragmented, proprietary nature of these systems makes it difficult to get a complete picture. As a result, insights you can extract from legacy technologies are limited and often difficult to integrate with other data. As a result, insights you can extract from legacy technologies are limited and often difficult to integrate with other data.

With a cloud-based platform, you can gain profitable insights from all your communications.

With the visibility and transparency you gain from cloud communications, you can understand and gain insights into your communications. With the visibility and transparency you gain from cloud communications, you can understand and gain insights into your communications.

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## 5 Reasons to Switch from PBX to Cloud

There are many reasons to leave your PBX behind and entrust your communications to the cloud. Here are five of the most critical:

### 1. Eliminate disjointed, inefficient multi-vendor communications.

Most legacy communications systems are not designed to support modern, multi-vendor communications. A typical system might include a PBX for core call control and features, a separate system for contact center, and a separate system for contact center.

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## 5. Maintain communications at all times, even during unforeseen disasters and events.

Of the many shortcomings of traditional PBX systems, their lack of adequate disaster recovery and business continuity may be the most serious. On-premise systems are not designed to support continuous communications in the event of a disaster from natural disasters and other events.

For example, disaster recovery is a significant PBX infrastructure components, transportation delays, and major communication projects can shut down all or part of a PBX system without warning. The costs from service disruptions can be severe, ranging from thousands of thousands of dollars of lost revenue. Moreover, communication features can be lost, and customers can be lost, and business can be lost.

Cloud PBX assures high availability, disaster recovery, and business continuity by design. Unlike traditional on-premise PBX, there is no single point of failure in a cloud implementation.

In addition, if a disaster strikes, cloud communications are hosted on redundant, geographically dispersed data centers. From anywhere in the world, cloud communications are continuously maintained and monitored. In the event of a disaster, cloud communications are continuously maintained and monitored. In the event of a disaster, cloud communications are continuously maintained and monitored.

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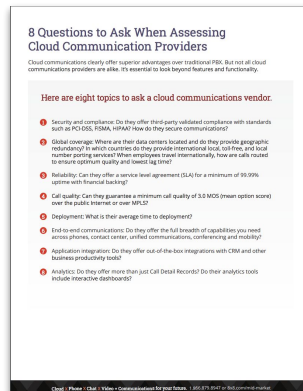


## 2. Easily scale communications as your business grows.

Traditional communications platforms are not designed to accommodate growth. As businesses expand, they need to add more lines, add more locations, add more features, and add more capacity. Traditional communications platforms are not designed to accommodate growth. As businesses expand, they need to add more lines, add more locations, add more features, and add more capacity.

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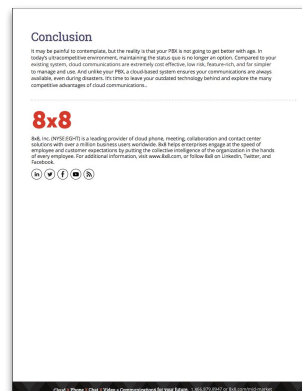
## 8 Questions to Ask When Assessing Cloud Communication Providers

Cloud communications deliver many advantages over traditional PBX. But not all cloud communications providers are alike. It's essential to look beyond features and functionality.

Here are eight topics to ask a cloud communications vendor.

- Security and compliance: Do they offer third-party validated compliance with standards such as PCI DSS, FISMA, HIPAA? How do they secure communications?
- Reliability: Can they offer a service level agreement (SLA) for a minimum of 99.99% uptime with limited downtime?
- Call quality: Can they guarantee a minimum call quality of 3.0 MOS (mean opinion score) over the public network or over SIP?
- Deployment: What's their average time to deployment?
- End-to-end communications: Do they offer the full breadth of capabilities you need across phones, contact center, unified communications, integration and mobility?
- Analytics integration: Do they offer the full breadth of capabilities you need across phones, contact center, unified communications, integration and mobility?
- Analytics: Do they offer more than just call detail records? Do their analytics tools include predictive dialing?

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## Conclusion

It may be painful to contemplate, but the reality is that your PBX is no going to get better with use. In today's hyper-connected environment, keeping the status quo is no longer an option. Companies that rely on legacy PBX, cloud communications are necessary to survive, to thrive, to grow, and to compete in the global market. And unlike your PBX, cloud communications ensure your communications are always available, even during disasters. It's time to leave your outdated technology behind and explore the many performance advantages of cloud communications.

## 8x8

8x8, Inc. is a leading provider of cloud phone, messaging, collaboration and contact center solutions with over 20 million business users worldwide. We have a proven track record of helping companies of all sizes and industries improve their productivity and efficiency. We are a public company listed on the NYSE under the ticker symbol EIGHT.

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[illegible]

## Success Stories: 5 Brands Creating Win-Wins by Optimizing the Retail Experience

From increasing operational efficiencies to enhancing their customer experiences, thousands of retailers have taken the time to achieve their goals.

**MASTERCARD**

**Largest merchant network in the U.S. with 3,820+ stores**

MasterCard is the largest merchant network in the U.S. with 3,820+ stores. The company's merchant network spans 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.

**Domino's**

**US-based video game and computer accessories retailer with 4,000+ stores**

Domino's is a US-based video game and computer accessories retailer with 4,000+ stores. The company's stores are located in 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.

**Amazon**

**Italian American restaurant chain with 100 restaurants & catering services**

Amazon is an Italian American restaurant chain with 100 restaurants and catering services. The company's stores are located in 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.

**Regional supermarket chain with 300+ stores across the United States**

Regional supermarket chain with 300+ stores across the United States. The company's stores are located in 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.

**Best Buy**

**Best Buy is the largest retail chain in the U.S. with 1,000+ stores**

Best Buy is the largest retail chain in the U.S. with 1,000+ stores. The company's stores are located in 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.

**Target**

**Target is the second largest retail chain in the U.S. with 1,000+ stores**

Target is the second largest retail chain in the U.S. with 1,000+ stores. The company's stores are located in 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.

**Walmart**

**Walmart is the largest retail chain in the U.S. with 1,000+ stores**

Walmart is the largest retail chain in the U.S. with 1,000+ stores. The company's stores are located in 105 countries and more than 1,600 territories in total, connecting and serving the world's most important retailers.




## Checklist: 5 Best Practices for Modernizing Your Retail Experience

The retail industry is going through a massive transformation. Driven by changes in the way consumers want to shop and how they interact with brands, retailers are being forced to change. These changes are not only changing the way retailers interact with customers, but also the way they interact with each other. As a result, retailers are being forced to modernize their retail experience. This checklist provides a high-level overview of the key areas that retailers should focus on to modernize their retail experience.

- 1. Lower operational costs, improve quality**  
 Lowering operational costs is a key goal for retailers. This can be achieved by streamlining processes, reducing waste, and improving efficiency. Improving quality is also a key goal for retailers. This can be achieved by investing in high-quality products, improving customer service, and ensuring that the retail experience is consistent across all touchpoints.
- 2. Increase resource productivity**  
 Increasing resource productivity is a key goal for retailers. This can be achieved by streamlining processes, reducing waste, and improving efficiency. Improving quality is also a key goal for retailers. This can be achieved by investing in high-quality products, improving customer service, and ensuring that the retail experience is consistent across all touchpoints.
- 3. Stay aligned with customer expectations**  
 Staying aligned with customer expectations is a key goal for retailers. This can be achieved by understanding customer needs, providing personalized experiences, and ensuring that the retail experience is consistent across all touchpoints.
- 4. Find data that provides both business and customer insights**  
 Finding data that provides both business and customer insights is a key goal for retailers. This can be achieved by collecting data from various sources, analyzing the data, and using the insights to improve the retail experience.

For more information, visit [2020.practicebusiness.com/retail](http://2020.practicebusiness.com/retail)



**Ready to take the next step?**

Go to [Chubb.com/NextStep](#) to learn the tools to provide a seamless Customer service and enable lifetime financial independence. A lifetime opportunity for you and your family's future. Ready for the next step?

**Contact (208) 368-3681 or (208) 368-3681 or (208) 368-3681**

Visit us at [Chubb.com/NextStep](#)

**8x8**

Ask us, 800.833.8333 for a leading provider of cloud phone, faxing, collaboration and contact center solutions with over 100 years of experience. We are the industry leader in providing the most advanced cloud phone solutions for growing businesses. We are the industry leader in providing the most advanced cloud phone solutions for growing businesses. We are the industry leader in providing the most advanced cloud phone solutions for growing businesses.

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A large, light gray 'X' graphic is positioned on the left side of the slide, extending from the top-left corner towards the center.

# Partner Co-Branding



# Co-Branded Banner Ads

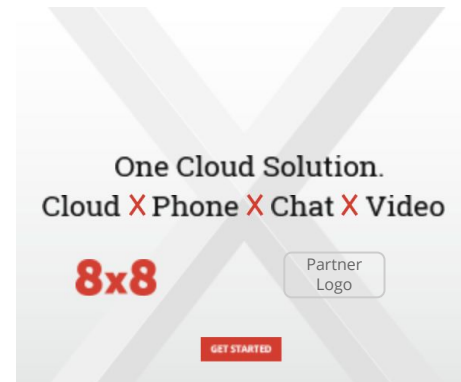
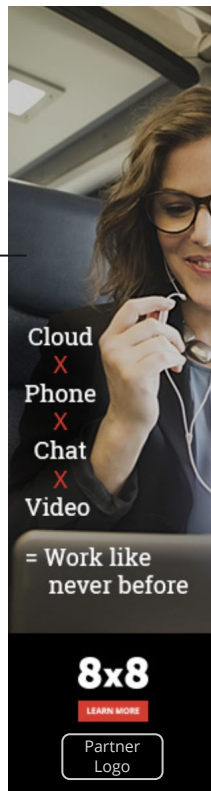
**Logo placement:** The 8x8 logo in co-branded banners should have equal or greater weighting to the partner logo.

The specifics of logo placement will vary by the banner aspect ratio.

Create a clean area adjacent to the CTA for placement of the partner logo.

**Photography:** Partner banner ads do not receive the translucent X pattern treatment over photography.

No X pattern treatment over photography



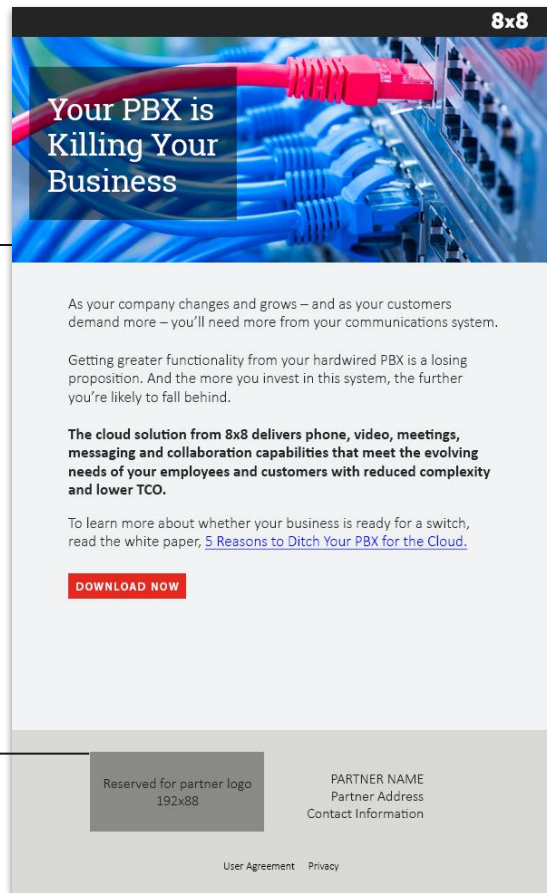
# Co-Branded Emails

**Logo placement:** The 8x8 logo sits in the header area. The partner logo is specified for the email footer.

**Photography:** Partner email headers do not receive the translucent X pattern treatment over photography.

No X pattern  
treatment over  
photography

Partner logo  
placement area



# Co-Branded Landing Page

**Logo placement:** The 8x8 logo sits in the top left of the header area. The partner logo is specified for the top right of the header.

Partner logos should never be larger or more prominent than the 8x8 logo.

**Photography:** Partner email headers do not receive the translucent X pattern treatment over photography.

No X pattern treatment over photography



# Co-Branded Social

**Logo placement:** The 8x8 logo sits in the bottom footer area of the social card. The partner logo is specified for the bottom right.

Partner logos should never be larger or more prominent than the 8x8 logo.

**Photography:** Partner social cards do not receive the translucent X pattern treatment over photography.

No X pattern  
treatment over  
photography



Partner logo  
placement area

# Co-Branded Collateral

**Logo placement:** The 8x8 and partner logos should be placed in the header area of the document. The 8x8 logo to the left of the partner logo.

Partner logos should never be larger or more prominent than the 8x8 logo.

**8x8** X Series

IN-CRAM

## One Cloud Communications Platform



8x8 provides one global cloud communications platform that helps small, mid-market and enterprise businesses match the speed of customer expectations. We believe that businesses who succeed consistently deliver exceptional employee and customer experiences.

8x8 breaks down silos between sales, service, help desks and customers to get your people working together to solve problems, identify opportunities and deliver a better experience for everyone. By providing voice, video, chat and contact center on one cloud-based platform, 8x8 helps you delight customers and thrive in a competitive business environment.

### Designed with Your Business in Mind

Here's how one cloud communications platform can transform your business:

- Free up IT resources to focus on supporting your core business
- Access all communications data through one system of intelligence to make faster, more informed business decisions
- Reduce overall communications costs
- Connect employees, partners and customers around the globe on one system of engagement
- Protect yourself with HIPAA, FISMA and Privacy Shield-compliant communications
- Improve customer satisfaction and employee productivity and retention
- Minimize disruption from upgrades, new deployments or office moves

### Recognized in the Marketplace

IDC  
8x8's Enterprise Engagement Management Platform: Moving Toward an Integrated Approach

Gartner  
The Only Leader in the 2018 Gartner Magic Quadrant for UCaaS, also in the Magic Quadrant for CCaaS, North America

### The Experience is Everything

X Series transforms the employee and customer experience by providing voice, video, chat and contact center to create one system of engagement. See what happens when you optimize valuable moments of engagement with one set of data in one system of intelligence: faster time to resolution, lower costs and a better experience for customers and employees.

X2	Integrated communications, giving your employees access to voice, video and chat on one system of engagement—all accessible in one click.
X4	Collaborate and connect with partners, colleagues and customers around the globe. Make things easy for your employees with unlimited calling to 47 countries and unlock supervisor-level analytics that give you the data you need to make business decisions in real time.
X6	Deliver exceptional customer experiences with integrated contact center software that enables one-click subject matter expert connect and full CRM integration. Take your customer experience even further with customer engagement analytics that give you real-time feedback about what works and what doesn't.
X8	Completely transform your customer experience with contact center software with integrated voice, email, webchat and social media. Use advanced speech and interaction analytics to identify customer pain points and new business opportunities that would otherwise go unnoticed.

For more information, call 1.866.879.8647 or visit 8x8.com

### Gain more share of the \$50B+ cloud communication market with 8x8

### The Opportunity

The cloud communications market is growing quickly and projected to hit \$50B+ total available market by 2022.

### The Challenge

Most businesses today are working with outdated on-premise equipment or have made investments in cloud-based point solutions, resulting in communications siloed by department, a poor customer experience and/or inflexible work environments.

### The Solution

8x8 provides best-in-class tools and a unified platform for phone, meetings, messaging and contact center. Our powerful collection of technology solutions empowers partners to address each customer's specific communication needs. The X Series is a flexible, efficient and cost-effective suite of solutions designed to meet the unique communication needs of businesses today.



### Why Partner with 8x8...

- **Resources at Your Fingertips:** Our world class partner portal, dedicated support teams and comprehensive partner and customer training programs provide all the tools required for success.
- **Marketing that Works:** Leverage 8x8's partner marketing engine to drive business growth through campaign-in-a-box, lead generation templates, co-branded events and much more.
- **Investing in Your Success:** 8x8's extensive team of sales, engineering and deployment experts are ready to assist at every phase of the sales, deployment and support process.

A few companies currently using 8x8 solutions for their cloud-based communication:

**CONDÉ NAST** **Regus** **LENOX** **GameStop**

**8x8** **IN-CRAM**

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