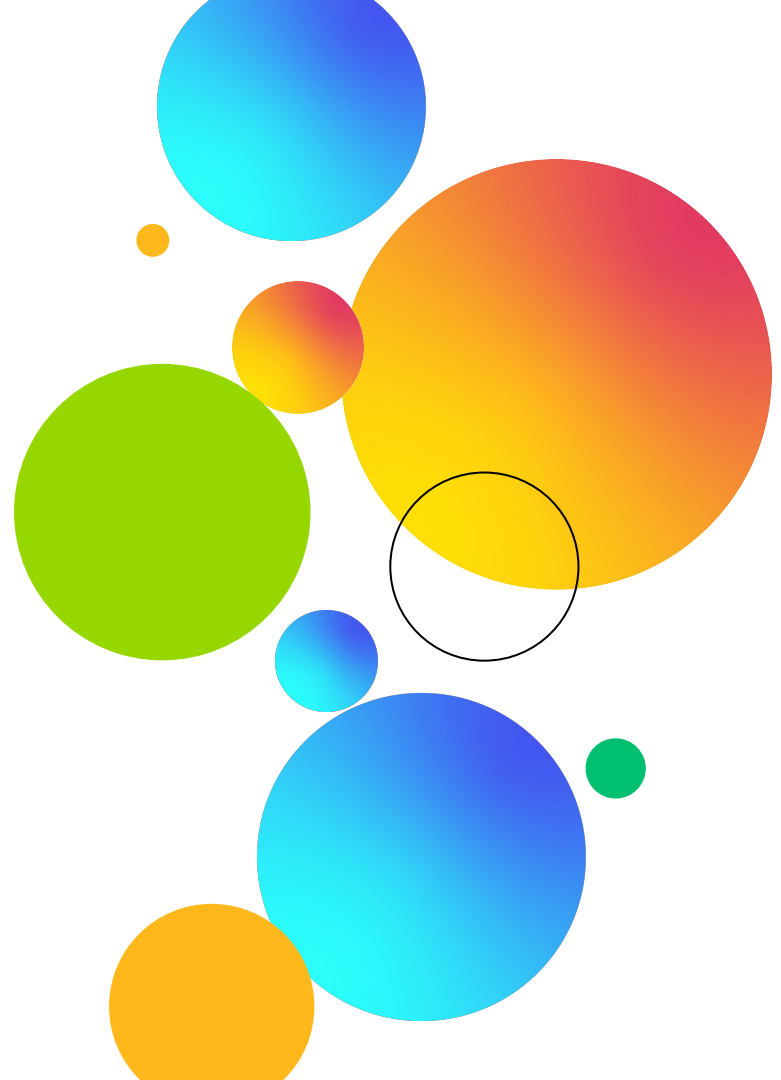


8x8 Technology Partner Ecosystem (TPES) SellWith8 Program Guide

Nov 2023

8x8

One platform.
Every communications experience.



8x8 By the Numbers (Q4 2023)

\$703M

Total ARR⁽¹⁾

40%

XCaaS as a % of total ARR⁽¹⁾

2.5M+

Paid business licenses

58%

Enterprise ARR as a % of total ARR⁽¹⁾⁽²⁾

60K+

Customers

60%

Channel-driven ARR as a % of total ARR⁽¹⁾

1. Annualized Recurring Subscriptions and Usage ("ARR") equals the sum of the most recent month of (i) recurring subscription amounts and (ii) platform usage charges for all CPaaS customers (subject to a minimum billings threshold for a period of at least six consecutive months), multiplied by 12.
2. Enterprise ARR is defined as ARR from customers that generate >\$100,000 ARR.

The only vendor to be an 11x UCaaS MQ leader and recognized 9x in the CCaaS MQ



**Reliability for the best
end-to-end experience**

**Integrated solution for
superior customer
experience**

**Trusted partnership to
accelerate tech adoption and
de-risk deployment**

**Cost-efficient packaging
for immediate ROI
and low TCO**

Program goals

User Experience

Provide customers with CX solutions powered by integrations that deliver user experiences that feel native to the platform.

GTM

Generate significant marketing activity and incremental revenue for both 8x8 and Partner.

Partner benefits

Product

Access to 8x8 Data

Native level, deep integration

- APIs and Webhooks for a variety of use cases critical to our ICP
- UI architecture designed for seamless UX

Co-development / roadmap alignment

Free sandbox environments

GTM

Sales

- **Quota retirement for sellers**
- Full sales enablement
- Mapping of prospects and access to sales teams

Governance

- Access to executives
- QBRs
- Pipeline and strategy reviews
- Dedicated partner manager

Marketing

- Promotion
 - Blogs
 - Press releases
 - Social media
 - Web presence
- Demand generation
 - Customer campaigns
 - Field events
- Solution mapping
- Lead sharing

Roles and Responsibilities

8x8

- Provides access to a free 8x8 tenant, APIs, and documentation
- Dedicates resources to guide in the building of a native-like integration
- Creates dedicated partner landing page on 8x8 website
- Drives joint marketing campaigns
- Assists in defining joint solution use cases
- Facilitates ongoing 8x8 Sales enablement
- Generates opportunities for the partner
- Drives Executive QBRs (VP+)

Partner

- Provides 8x8 with a free demo environment
- Dedicates resources to build a native-like integration
- Creates a dedicated landing page 8x8 on their website
- Actively participates in joint marketing campaigns
- Assists in defining joint solution use cases
- Dedicates resources to ongoing 8x8 Sales enablement
- Accepts opportunities from 8x8 and runs the full sales cycle
- Participates in Executive QBs (VP+)
- Contracts and bills customers directly
- Agrees to monthly pipeline reviews with 8x8 Partner Manager
- Remits reports and payments to 8x8 in accordance with the terms of the partnership agreement
- Provides customers with all tiers of support and professional services

What to expect: Pre-Launch

Step 1 

Evaluation

8x8 will evaluate a potential partner.

- Does the joint solution deliver a compelling customer benefit?
- How does the solution compete with other ecosystem partners?
- Are both companies technically capable of delivering the integration?
- Can the partner meet 8x8's support and availability SLAs?
- Service availability in 8x8s key markets?
- Cultural alignment?

Step 2

Legal

Once the evaluation is successfully completed, partner will be asked to sign a partnership agreement.

The partnership agreement will allow joint GTM efforts as well as formalize a revenue sharing agreement which enables 8x8 to retire sellers' quota for referring customers to the partner.

Step 3

Onboarding

8x8 provides APIs and sandbox to Partner.

8x8 supports Partner's integration effort and approves the integration for launch.

Step 4

Launch Prep

Once the integration is generally available, 8x8 and the partner will jointly create marketing assets which may include some or all of the following:

- Detailed partner profile
- Seller enablement presentation
- Customer success stories
- External facing battlecards
- 8x8 knowledge base content
- Press Release
- Blog post

Step 5

Launch

8x8 and partner will jointly announce that the integration is Generally Available via web and / or Press release and blog post.

What to expect: Post-Launch (all steps are ONGOING)

<p>Step 6</p> <p>Enablement</p> <p>8x8 and partner will conduct a series of enablement sessions for 8x8 sellers (AEs, AMs, SCMs, SEs etc).</p> <p>Enablement may also include account mapping and other field activities.</p>	<p>Step 7</p> <p>Co-marketing</p> <p>8x8 and Partner will collaborate on a series of marketing campaigns which may include emails, BDR outreach, webinars, field events etc.</p>	<p>Step 8</p> <p>Referrals</p> <p>8x8 will generate prospect referrals for the partner.</p> <p>The partner is responsible for the sales cycle, contracting, billing, collections and remittance of revshare to 8x8.</p>	<p>Step 9</p> <p>Governance</p> <p>Partner will be assigned an Ecosystem Partner Manager (EPM). The EPM will be responsible for the partner relationship with 8x8 and facilitate:</p> <ul style="list-style-type: none">• Monthly pipeline reviews• QBRs• Annual executive meetings	<p>Step 10</p> <p>Product Collaboration</p> <p>8x8 and the partner will continue collaborating on product development, roadmap alignment, and strategy via a regular cadence of meetings.</p>
--	---	--	--	--