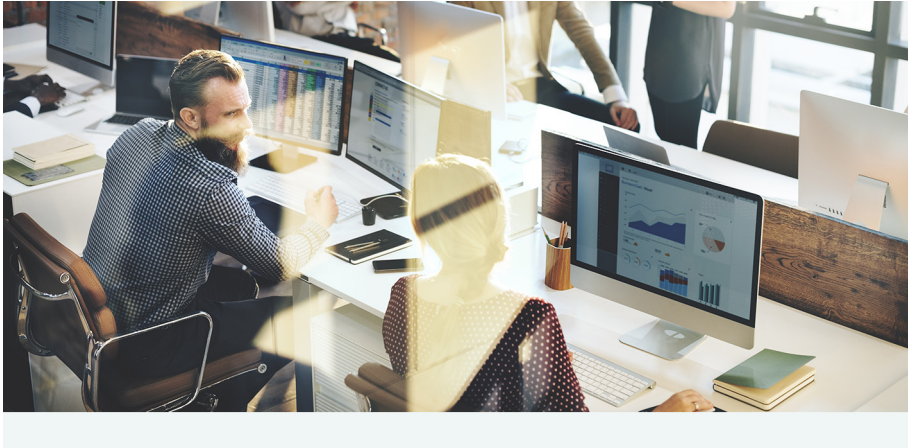


Business Partner Programme



At 8x8, we understand our fate is entwined with that of our Channel Partners - they are key to our success. That's why we've always gone above and beyond to ensure they are the best rewarded, best trained and best supported in the industry.

Why choose 8x8?

In an area that's continuously developing it can be difficult for partners to keep up, which is why it's important to work with an organisation that's at the forefront of the market. We know that without innovation in products and services, our channel partners can't deliver the world-class service their customers deserve.

We own and develop all of our own technology, which gives us a unique position in the UK market. Whether it's delivering mobile technology, video conferencing, analytics or contact centre solutions, it's important to work with a company that understands the changes in user behaviour and responds with product innovation.

Our partners enjoy working with us as we are committed to ensuring they have the highest level of knowledge of our products and provide them with the support to succeed. Our investment into the expansion of our training facilities and resources is highly valued.

We have designed our partner programme around our partners. The programme allows them to choose their level of participation and involvement with 8x8 through our three tier system. Partners can progress through the tiers as their business grows, in order to reap the benefits of each level of partnership.

Commercial Overview

Services sold on a monthly recurring revenue model

Unified Communications portfolio:

Virtual Office - Presence, video (Desktop & Mobile) IM, Account Manager & CRM integration capability. accessible online, desktop, mobile & tablet app - all inclusive.

Virtual Office Pro - As above plus call recording (1Gb per user), collaboration, video meeting & eFax.

Virtual Office Analytics - A robust suite of web based tools that provide enterprise level analytics that can be used to make highly informed business decisions.

Contact Centre as a Service - ACD, IVR, CTI, multi-media management & queuing, real-time call monitoring, SLA management, real-time and historical reporting, advanced APIs, security and compliance tools, optional pay as you go model. Increase sales and reduce customer frustration by offering a helping hand on web pages with 8x8's CoBrowse feature.

- Polycom handsets offered on an opex or capex basis
- Call plans and bundles available
- 'Corporate Sales Rules of Engagement' available - we can ring-fence partner prospects and agree to support our partner's sales effort if 8x8 engages with an existing partner customer.



Accreditation - The Academy

8x8 provides a free of charge two day accreditation course, "The Academy," for our partners. This is designed to offer a structured understanding of our business and portfolio, run in a purpose built demo suite at our Aylesbury HQ.

Class sizes are managed to ensure all attendees are able to interact and given the time to understand the content.

The course is delivered in modules by a Partner Programme Manager:

The morning of the second day is dedicated to the Account Manager module - the tool that controls the Unified Communications portfolio and culminates with each attendee completing the task of building a Hosted PBX.

Marketing Material

8x8 partner portal with access to extensive editable co-brand documentation to support partners which includes:

- Product Data Sheets
- Case Studies & White Papers
- Logos, product images and email templates
- User Guides
- Support forms and downloads
- Academy Modules collateral for refresh

8x8 Partner Resources

- Account Management
- Pre-Sales
- Project Management & Implementation
- Contact Centre Solution Specialist
- Customer Care & Technical Support Service Desks

Three tier criteria

The programme is in place for the benefit of our partners and is designed to work for them as they grow, offering three progressive tiers of accreditation and benefits.

Members of the partner programme gain access to funding, marketing collateral, support and resources. This ensures the partner is equipped with the right tools to sell and has the right support to match their tier.

The programme has certain requirements that we need our partners to meet in order to enrol on to each level. By understanding the requirements, the partner knows how to certify for each level and we know where to place a partner in terms of the benefits they receive.

What do you need to do?

| Criteria to fulfil | Accredited | Gold | Platinum |
|---|------------|----------------|----------|
| 8x8 Academy sales accreditation for Virtual Office | ✓ | ✓ | ✓ |
| 8x8 Academy sales accreditation for Contact Centre | - | ✓ | ✓ |
| Actively selling VO and CC | - | ✓ | ✓ |
| Use 8x8 in house | - | ✓ ¹ | ✓ |
| <small>¹Within three months of accreditation</small> | | | |
| Monthly revenue forecast | ✓ | ✓ | ✓ |
| Monthly reviews (virtual meeting) | ✓ | - | - |
| Monthly reviews (physical meeting) | - | ✓ | ✓ |
| Quarterly reviews | ✓ | ✓ | ✓ |
| Sales team heads dedicated to 8x8 | ✓ | ✓ | ✓ |
| Dedicated marketing heads | - | ✓ | ✓ |
| Pre-Sales heads | - | ✓ | ✓ |
| Dedicated post sales/support | - | ✓ | ✓ |
| Deal registration | - | ✓ | ✓ |
| Agreed business plan | - | ✓ | ✓ |

DATASHEET

Business Partner Programme

Programme benefits

| Benefits | Accredited | Gold | Platinum |
|---|------------|------------|----------|
| 8x8 Academy Training | ✓ | ✓ | ✓ |
| Sales Training (Masterclass) | ✓ (FTF) | ✓ (FTF) | ✓ |
| Pre-sales Support | ✓ | ✓ | ✓ |
| Collateral and Content | ✓ | ✓ | ✓ |
| 8x8 Business Partner Portal | ✓ | ✓ | ✓ |
| Dedicated Sales and Marketing | ✓ | ✓ | ✓ |
| Demo kit purchase programme | ✓ | ✓ | ✓ |
| Payment options for Dealers (monthly commission/up front sum) | ✓ | ✓ | ✓ |
| Fast Track Funds (FTF) | ✓ | ✓ | - |
| Marketing Development Funds (MDF) | - | ✓ | ✓ |
| Joint Marketing Funds (JMF) | - | - | ✓ |
| PR Support Programme | - | - | ✓ |

The path to platinum

What puts our programme above the rest is the level of support we offer to our Platinum partners. The programme has an annual Joint Marketing fund, matched by the partner allowing the activity to be more efficient, effective and rewarding, as well as quarterly Marketing Development funds.

Listening to our partners is key, so for those that reach Platinum status, we have responded to the request for Public Relations support. Access to an award winning PR agency will help boost the partner's profile in the trade and business media.

DATASHEET

Business Partner Programme

Funding

8x8 offer three different types of funding, based on the level of partnership: Fast Track, Marketing Development and Joint Marketing. We are fully committed to helping our partners grow and will work with them to create marketing activity that benefits the partner and in turn will increase sales and revenue.

Fast Track Funds (FTF) - Funding based on application by project. An 'up to' maximum amount based against a one off project designed to accelerate growth.

Marketing Development Funds (MDF) - Spending that is agreed upon planned marketing activities paid upon evidence of the activities.

Joint Marketing Funds (JMF) - 50:50 matched spend against activities agreed with the partner and 8x8, limited to an annual threshold.

How the funding works - some examples:

| Marketing Activity | Expense | 8x8 Requirements | Funding Requirements |
|--|---|--|---|
| Website/Online marketing | <ul style="list-style-type: none">• Hosting costs• Contribution to development costs | <ul style="list-style-type: none">• Feature 8x8• 8x8 logo and name | <ul style="list-style-type: none">• Online campaign 8x8 approved• Minimum website content uptime 6 months |
| Events and Sponsorship | <ul style="list-style-type: none">• Cost for stand at event• Advertising for event• Preparation Fees• Sponsorship assets | <ul style="list-style-type: none">• Must feature 8x8 products• 8x8 name and logo must appear upon the stand throughout the partners attendance at the event | <ul style="list-style-type: none">• Agreed percentage of cost agreed• Evidence of spending and costs through valid invoices• Photographs of presence at event• Agreed samples of design of artwork prior to event |
| Marketing Collateral Advertising Marketing Campaigns | <ul style="list-style-type: none">• Copy writing• Design• Printing costs• Photography/images• Mailing costs• Media costs | <ul style="list-style-type: none">• 8x8 name and logo must appear on the collateral• Must feature the 8x8 product | <ul style="list-style-type: none">• Percentage cost of advert for publication agreed prior• Evidence must be provided through valid invoice• Approved design before publication or print by 8x8• Copy of content mailed out• Approval must be given before collateral is live |

For more information, call 0333 043 8888 or visit 8x8.com/uk

