



8x8, Inc.

8x8 Announces New Cloud-Centric Channel Program

For the First Time, Data Resellers and VARs Can Earn Both Upfront Revenue and Large Residuals From Selling Services

SUNNYVALE, Calif., June 28, 2011 (GLOBE NEWSWIRE) -- 8x8, Inc. (Nasdaq:EGHT), provider of innovative cloud communications and computing solutions, today announced it has launched the 8x8 Business Partner Program, a new channel initiative designed to offer agents, resellers and traditional hardware VARs a unique and compelling opportunity to capitalize on the growing demand for cloud-based solutions.

The new program enables partners to engage with 8x8 as a single source provider of four key cloud-based offerings — Cloud VoIP, Cloud Video, Cloud Contact Center and Cloud Hosting — with innovative and lucrative incentives. In particular, the program sets out to create an effective model for VARs previously focused on selling hardware-based solutions to begin generating incremental, long-term revenue by reselling 8x8 SaaS offerings.

"8x8 is excited to introduce the channel to what we believe is the most attractive and lucrative model for selling cloud-based services to the SME market," said Don Trimble, vice president of channel sales at 8x8. "Traditional data VARs and system integrators have yet to embrace the SaaS model which, until now, has offered limited revenue potential. We have constructed a program that combines the incentives, products, resources and support necessary for these partners to experience immediate and long term success in the SaaS market."

For VARs and system integrators who meet certain minimum requirements, 8x8 offers an opportunity to add incremental revenue in three ways — through one-time bounties on initial orders, monthly residual payments and commission on equipment accompanying the sale. This represents a new compensation model for traditional hardware resellers not accustomed to receiving monthly residual payments from the sale of services.

"We are very pleased to partner with 8x8," said Richard Ceglaz, director, sales & business development at Axcelerate Networks. "As a technology supplier to businesses in multiple vertical market segments, it is vital for us to provide secure and reliable IT solutions that can be deployed in ways that best suit our clients' needs. 8x8's diverse set of cloud-based services will enable us to provide — new and existing clients — proven solutions that reduce IT expenditures, optimize productivity, and arm our clients with a competitive edge."

"Across the board, from a technology, functionality, reliability and customer support perspective, 8x8's cloud-based communications services are second to none," said Ben Jen, CEO of [Ben Jen Online, LLC](#). "With several large deployments under our belt, including Bay State College and the Bedminister Business Association, our experience working with 8x8 has been exemplary and we look forward to helping many more businesses integrate 8x8 cloud-based solutions into their infrastructure."

In addition to opportunities for traditional data resellers and VARs, [8x8's Business Partner Program](#) also enables Independent Agents to partner with Master Agents/Resellers like WTG, Walsh-Vision and Vodaplex and Referral Partners to benefit from reselling or recommending 8x8 services. In all instances, 8x8 partners are provided access to a dedicated web portal for deal registration, quoting and order placement, while 8x8 assumes responsibility for order fulfillment, service provisioning, customer billing and support.

For additional information about the 8x8 Business Partner Program, contact 8x8 at 866-322-4590 or partnerprograms@8x8.com.

About 8x8, Inc.

8x8, Inc. (Nasdaq:EGHT), a pioneer in the development of cloud-based VoIP, video, mobile, and unified communications solutions, leverages its patented software technologies to deliver industry-leading SaaS applications to businesses of any size with employees in any location. We offer integrated business communications and cloud computing services that are designed to meet the highest levels of availability, reliability and scalability. Increasingly, businesses are finding they can reduce costs, improve productivity, and be positioned competitively for the future by choosing 8x8 for their mission critical, cloud-based communications and computing needs. For additional information, visit www.8x8.com, or connect with 8x8 on [Facebook](#) and [Twitter](#).

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