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8x8 Announces Next Generation Global Channel Program to Drive Widespread Adoption of Cloud Communications in the Enterprise

New partners, customers, channel enablement programs, certification and tools empower partners to grow profitable cloud communications practices

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NASDAQ:EGHT), the leading provider of global Enterprise Communications as a Service (ECaaS), today announced the next generation of its international channel program, Channel 2.0. The program is designed to enable 8x8 partners to accelerate growth by taking full advantage of the industry shift from product-based on-premises solutions to cloud communications and deliver maximum customer value. As part of Channel 2.0, 8x8 is announcing several new partners and customers; the PartnerConnect portal to offer self-service and automation for the partner engagement lifecycle; enhanced sales and technical training and new partner certifications; and expanded channel enablement offerings including marketing and demand generation support.

The channel is critical to 8x8's growth strategy, and the company has seen strong momentum with global partners such as [Avant](#), [CDW](#), [CSG](#), [Insight](#), [Intelisys](#) and [Simplify](#). Today, 8x8 is announcing several new partnerships with [Telarus](#), [LANtelligence](#) and [PERRY proTECH](#) in North America, and [Great Outcomes](#) in New Zealand. See related [press release on Telarus](#) for more details on this partnership. In addition, the company is expanding key partnerships into new regions, including Avant, CDW and Intelisys Global into the UK, and [Exsel Group](#) into Scotland.

8x8 channel partners have recently brought in several high-profile global customers including [GameStop Corporation](#) and [OFX](#). New international customers announced today include [AutoCustoms](#), [Gerber Technology](#), [On Q Financial](#) and [phoenixNAP](#).

8x8 has experienced steady growth from the channel with 16 of the company's top 25 deals in fiscal 2016 (ended March 31, 2016) coming through the channel, a more than 150 percent increase from fiscal 2015. In addition, the 8x8 global channel team has doubled over the past year with employees now in North America, Europe and Australia.

"Legacy communications systems are unable to keep pace with the constantly evolving needs of today's global and mobile workforce," said Vik Verma, CEO, 8x8. "Retrofitting traditional on-premises systems to meet these customer requirements is a thankless and near impossible task. 8x8, with our international partners, is leading the transformation from a product-centric to services-cloud model, enabling our partners and their customers to seamlessly migrate to a more flexible, services-cloud environment by providing the right technologies, tools and support to rapidly transform and grow our partners' business and deliver the most value to their mid-market and enterprise customers worldwide."

The 8x8 Channel 2.0 program includes the following key components:

8x8 PartnerConnect Portal:

The new [8x8 PartnerConnect Portal](#), available today in North America, Canada and Australia, and in the UK by the end of 2016, gives partners quick, easy access to information and resources, and automates tasks and processes to better meet partner needs. The single user interface allows partners to register opportunities, receive online product and sales training, run marketing campaigns and generate co-branded collateral all within a single portal. Partners can also stay up to date on 8x8 product and company updates and participate in the 8x8 partner onboarding program.

Sales and Technical Training and Certification:

8x8 today announced new partner sales and enablement training as well as deployment and support certification programs. The training, available starting this month, empowers channel partners to more effectively sell cloud services. This includes live instructor-led and self-paced classes for the company's [Virtual Office](#) and [Virtual Contact Center](#) solutions. In addition, [8x8 Academy](#), beginning in January 2017, will offer partners post-sales Deployment and Technical Support certification programs to provide value-added services and margin opportunities for partners.

Marketing and Demand Generation Support:

Partners can accelerate their sales and marketing efforts with 8x8. Via the PartnerConnect portal, partners can launch and manage prebuilt, self-serve, multi-touch digital co-marketing campaigns. In addition, 8x8 works with partners to help create marketing plans that accelerate sales. As part of the Channel 2.0 program, 8x8 continues to invest in growing channel partners through sponsorships, sales incentives and marketing development funds (MDF).

Sales Enablement Tools:

Partners looking to transform their business from selling traditional on-premises solutions to cloud can leverage 8x8 sales enablement programs and tools to quickly become effective sellers. For example, 8x8's interactive Playbooks provide partner sales teams real-time guidance on qualifying questions, value proposition and discovery. In addition, the 8x8 Channel 2.0 program offers sales enablement tools including online customer ROI tools, co-branded marketing materials, sample landing pages, copy blocks, co-branded integrated campaigns, battle cards, videos, case studies and more.

For more details on the 8x8 Channel 2.0 program or to apply to become an 8x8 partner, visit: www.8x8.com/partners.

Supporting Partner Quotes:

CSG

"CSG works with some of the world's leading technology brands in the business communications market to deliver best-in-class communications experiences to our customers in the Asia Pacific region," said Julie-Ann Kerin, CEO & Managing Director at CSG. "8x8's impressive global momentum and innovative Enterprise Cloud Communications as a Service platform is disrupting the market and providing the highest levels of quality of service, uptime and security. By working closely with 8x8, CSG is seeing success in offering, deploying and supporting highly differentiated cloud communications solutions to our enterprise customers in the region."

Exsel Group

"Prior to working with 8x8, Exsel predominantly focused on selling mobile technologies with over 75 percent of our revenue from this market. Partnering with 8x8 has had a big impact on our product mix, and our team has great confidence in the high quality, reliability and security of 8x8's global cloud communications solutions," said Tom McDonald, managing director at Exsel Group. "Their industry-leading technology enables us to have more solutions-led conversations with our customers and truly differentiates us from the competition, allowing us to enter new markets. We receive an unprecedented level of support and have a true partnership with 8x8. Today, 75 percent of our new business comes from cloud communications services."

Intelisys

"As the industry's largest technology services distributor/master agent, our mission is to enable the growth and success of our Sales Partners through the distribution of business telecommunications and cloud services, education and strategic support programs. Now as part of ScanSource, our commitment to offer an unparalleled experience in the cloud and telecom space can reach an even broader audience," said Mike McKenney, Vice President of Supplier Sales for Intelisys. "A stellar example is our partnership with 8x8, which we are now expanding into the UK, as they are one of the fastest growing Enterprise Communications as a Service providers in our Supplier portfolio. 8x8 not only enables our Sales Partners with market-leading, cloud-based unified communications and contact center services but also provides the programs and tools required to solve their end-user customers' most critical needs and drive revenue for our Sales Partners."

Supporting Customer Quotes:

GameStop Corporation

"As the world's leading specialty retailer in video games, consumer electronics and pop culture merchandise, we are committed to delivering fun, entertainment and innovation to customers of all ages, anywhere and anytime," said Brian Owens, senior director, IT Engineering at GameStop. "To deliver on this, we needed a cloud technology partner who offered a comprehensive suite of secure, reliable and integrated global cloud communications and contact center solutions that would enable us to conduct business anywhere, anytime and in any manner to meet our customers' needs. 8x8 fit the bill."

Gerber Technology

"As the industry leader in software and automation solutions for apparel and industrial companies, Gerber Technology serves more than 78,000 customers in 130 countries," said John Capasso, CFO at Gerber Technology. "Enhancing

communications and collaboration with employees and customers is paramount for our continued success. Working with 8x8 will allow us to achieve this by upgrading our communications infrastructure with a fully integrated, enterprise-grade, cloud unified communications and contact center solution."

About 8x8, Inc.

8x8, Inc. (NASDAQ:EGHT) is the trusted provider of secure and reliable enterprise cloud communications solutions to more than 47,000 businesses operating in over 100 countries across six continents. 8x8's out-of-the-box cloud solutions replace traditional on-premises PBX hardware and software-based systems with a flexible and scalable Software as a Service (SaaS) alternative, encompassing cloud business phone service, contact center solutions, and conferencing. For additional information, visit www.8x8.com, www.8x8.com/UK or connect with 8x8 on [LinkedIn](#), [Twitter](#), [Google+](#) and [Facebook](#).

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