



8x8 Brand Style Guide

7.03.18 Release

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- 8x8 logo
- X Series logo
- X Series plans logos
- Messaging

Logos & Messaging

Logos & Messaging

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

8x8 Logo usage

Clear Space



Variations



One Color



Reversed (for color backgrounds)



Black & White



X Series lockup

X Series

X Series

X Series
The experience is everything

X Series
The experience is everything

Primary

Secondary
The experience is everything line is not a formal part of the X Series logo lockup but it can be incorporated if desired and as space allows

Typing do

X Series

Typing don'ts

~~X series~~

~~x-Series~~

~~X-Series~~

~~x-series~~

~~X-series~~

~~x series~~

Logos & Messaging

X Series plan logos

Usage

Use these logos when displaying the X Series plans visually.

In copy, refer to them as X2, etc., in the proper typeface.



Cloud X Phone X Chat X Video

Cloud Phone X Meetings
Collaboration X Contact Center

One Cloud Solution

Phone X Meetings
Collaboration X Contact Center

One Cloud Solution

Employee X Customer
Phone X Meetings
Collaboration X Contact Center

Roboto Slab Reg
Title case
Size 11

Open Sans Reg
Capped
Size 11

Cloud X Phone X Chat X Video

One space

Phone X Meetings
Collaboration X Contact Center

When messaging is
stacked, make sure
the Xs line up

- Color palette
- Color specifications
- Color proportions

Color

Color

Color specifications

Primary



Black
#121111
R18 G17 B17
C73 M67 Y66 K83

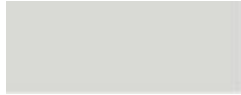


Red
#E52920
R229 G41 B32
C6 M98 Y100 K1

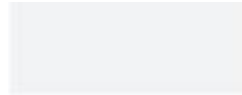
Neutrals



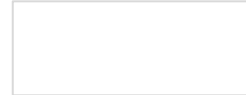
Dark gray
#76787b
R118 G120 B123
C56 M46 Y44 K10



Medium gray
#D9D9D5
R217 G217 B213
C14 M10 Y13 K0



Light gray
#F1F3F4
R241 G243 B244
C4 M2 Y2 K0



White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Secondary



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



Purple
#554B6A
R85 G75 B106
C72 M73 Y36 K20

Accent



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



Slate
#5F8AA0
R95 G138 B160
C56 M24 Y11 K34



Light purple
#C69BD1
R198 G155 B209
C21 M42 Y0 K0

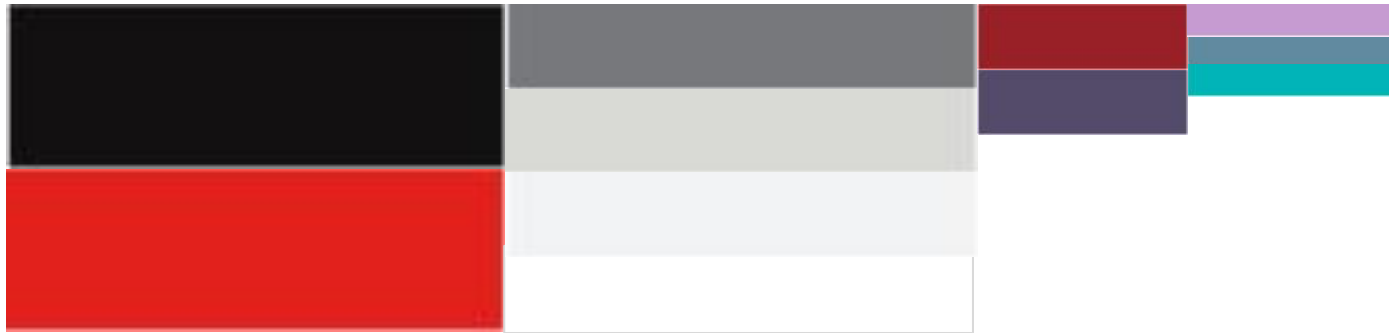
Color

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

- Primary fonts
- Secondary fonts
- Font usage example print
- Font usage example web
- Type case and punctuation
- Type and color
- CTAs and buttons

Typography

Typography

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.

Primary fonts

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

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

Secondary fonts for select applications

Applications		Typeface	Style
Website	Image	Headlines Roboto Slab	Regular
		Subhead Open Sans	Regular
	Text	Body Copy Open Sans	Regular
Email	Image	Headlines Roboto Slab	Regular
		Subhead Open Sans	Regular
	Text	Body Arial	Regular
Presentation Deck		Calibri	

Headline Roboto Slab Reg
Size: 73pt Tracking: 0 Leading: 80

Subhead Open Sans Reg
Size: 22pt Tracking: 0

Body copy Open sans Reg
Size: 11 pt Tracking: 0 Leading: 16

This is a headline example

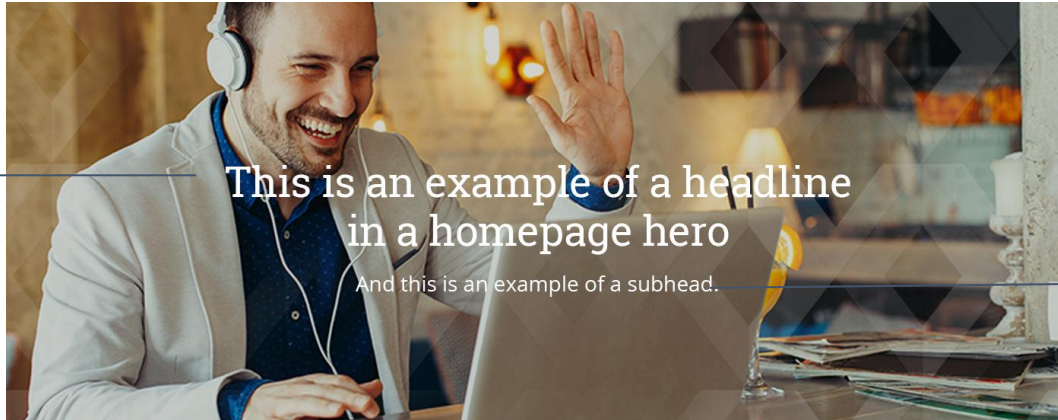
And this is a subhead example.

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

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

Typography

Type case and punctuation

Type case

Headlines: sentence case

Subheads: sentence case

Title case may only be used when titling an ebook, webinar or white paper.

Punctuation

Headlines: Single sentence headlines should not have a period. However question marks and exclamation points may be used when needed.

Subheads: all subheads should use proper punctuation.

Use of ampersands: “&” vs “and”: spell out the word “and,” unless an ampersand “&” is absolutely required

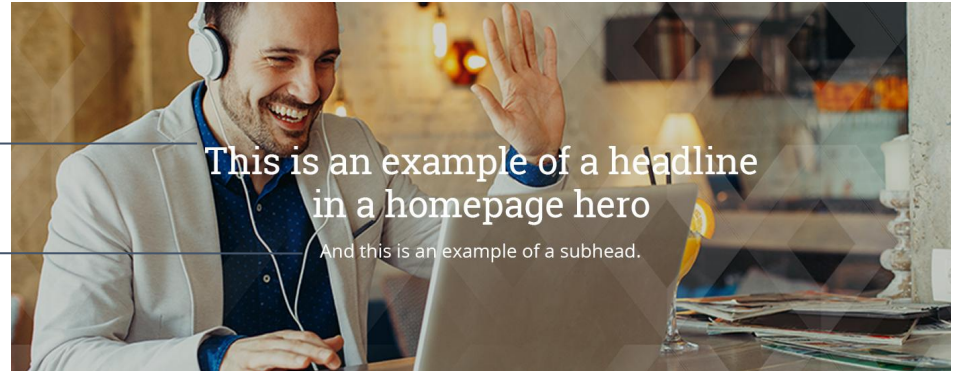
Use of “and” for emphasis: when writing out features (in body copy only) you can underline and for emphasis. Please don't use all caps.

Headlines

Sentence case
no periods

Subheads

Sentence case
with periods



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

8x8

Typography

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.

CTAs and buttons

Solid Red

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

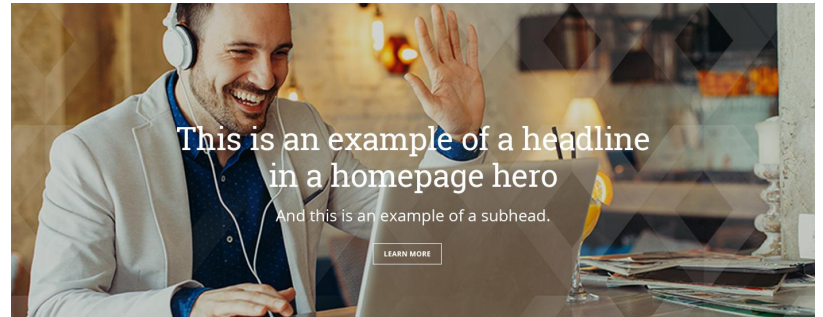


Outline photography

to be used on photography or on a black background



Outline black



- Overview
- Examples
- Treatments

Photography

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

Retail Examples

Retail

Retail imagery should reflect the modern shopping experience where consumers are using their phones or tablets to engage in omni-channel shopping.



Photography

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.

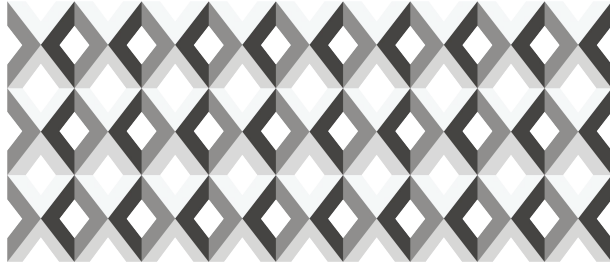
Please don't put X treatment over faces.

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

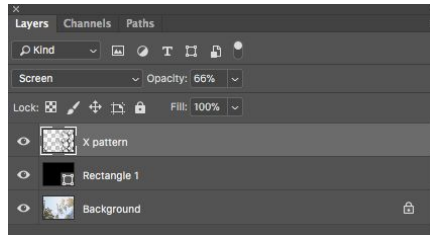
Note: some images may need a 10-20% black overlay in order for type to be legible

Treatment

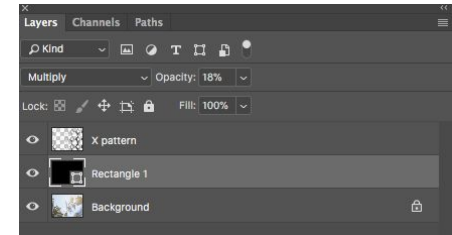




1. In photoshop, paste the pattern as 'pixels' from Ai
2. Select 'Screen' at 66% opacity
3. Grab a large, soft brush and erase leaving one corner and side in tact.



For lighter images, use a black multiplied layer at 10-20% opacity



- Background graphics

Graphical Elements

Graphical Elements

Black X background pattern

To be used for footers for data sheets, white papers, brochures and backgrounds for trade shows walls

Either the white or the red logo can be used on the black X background pattern

Background graphics



Graphical Elements

White X background Can be used as a design element on the pages where you have a lot of white space. Should sit at the bottom either on the right or left.

When using with an 8x8 logo, always place logo in the opposite corner. Can be used with red or black logo

Example applications:

- Slides
- Business cards
- Print collateral

Background graphics



- Iconography
- Infographics

Iconography



- Partner co-brand
- Banners
- Email
- Landing pages
- Social

Partner Co-brand

Partner Co-brand

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

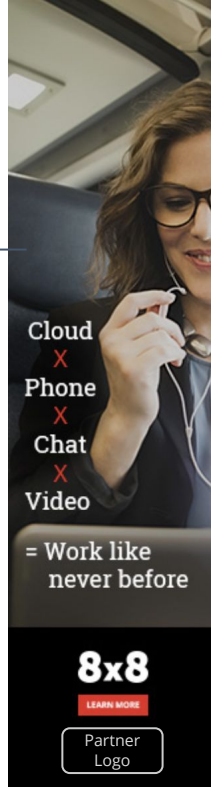
The specifics of logo placement will vary by the banner aspect ratio.

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.

Banner ads

No X pattern treatment over photography



Partner Co-brand


Email

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



8x8

Your PBX is Killing Your Business

As your company changes and grows – and as your customers demand more – you'll need more from your communications system.

Getting greater functionality from your hardwired PBX is a losing proposition. And the more you invest in this system, the further you're likely to fall behind.

The cloud solution from 8x8 delivers phone, video, meetings, messaging and collaboration capabilities that meet the evolving needs of your employees and customers with reduced complexity and lower TCO.

To learn more about whether your business is ready for a switch, read the white paper, [5 Reasons to Ditch Your PBX for the Cloud](#).

DOWNLOAD NOW

Reserved for partner logo
192x88

PARTNER NAME
Partner Address
Contact Information

User Agreement Privacy

Partner Co-brand

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.

Landing pages

No X pattern treatment over photography



The landing page features a header with the 8x8 logo on the left and a placeholder for a partner logo on the right. The main content area has a background image of network cables. A dark blue box contains the headline 'Your PBX is killing your business' and a sub-headline '5 Reasons to Ditch PBX for the cloud Read the free white paper'. Below this is a paragraph of text, a list of three bullet points, and another paragraph. On the right side, there is a small thumbnail image of the white paper and a form titled 'Read the White Paper' with fields for name, email, company, and title, and a red 'Read the White Paper' button.

8x8 Partner Logo Here

Your PBX is killing your business

5 Reasons to Ditch PBX for the cloud Read the free white paper

While on the surface your traditional PBX may seem quite functional, there's a good chance that it's a real risk to your business--and the longer you hold onto it, the greater the potential risks and costs.

This free white paper explains the top 5 reasons why businesses are leaving their PBXs behind and moving to the cloud.

Download the white paper to learn why businesses are switching and the benefits they gain, such as:

- Scaling communications as your business grows or changes
- Enabling your mobile workforce
- Maintaining communications uptime during unforeseen events and natural disasters
- Insights into your live customer interactions

As an extra bonus, this white paper also includes a checklist for assessing cloud communications providers.

Get started today!

Read the White Paper

Your name*

Your Name

Business email address*

Business Email

Company*

Company

Title*

Title

Read the White Paper

Partner Co-brand

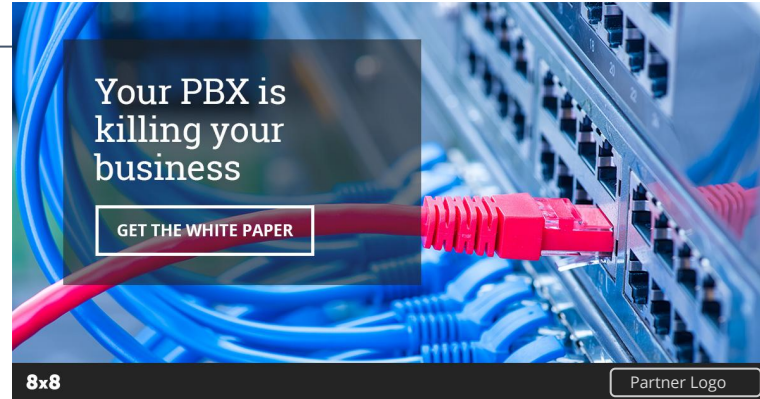
Social

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

Partner Co-brand

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.

Additional examples

8x8 X Series **BRIDG3POINT3**
Your. 8x8. X. Series.

The experience is everything

Although the majority of businesses believe customer experience is key to their success, very few have a communications infrastructure that enables best-in-class customer interactions. Many enterprises today have on-premise, siloed point solutions for voice, contact center, collaboration, and conferencing. 8x8 changes this paradigm with X Series.

X Series transforms the customer experience by enabling customers and employees to interact in one system of engagement. Enterprises can now optimize valuable moments of engagement with one set of data in one system of intelligence. The results are faster time to resolution at a lower cost and a better experience for customers and employees.

With a single, unified cloud engagement solution, you can now arm employees with the tools they need to communicate, collaborate and access the organization's most valuable data and experts in one intelligent, easy to manage solution. One engagement platform allows you to move at the speed of employee and customer expectations, leading to less churn and more revenue.

WAVE 1 On-Premise	WAVE 2 Point Cloud Products	WAVE 3 One Cloud Engagement Solution
Contact Center	Collaboration	All Customer & Employee Interactions
Telephony	Contact Center	One System of Intelligence
Video Conferencing	Phone	One System of Engagement
	Meetings	System of Record
	★ Lower TCO ★ Productivity Increases	★ Even Lower TCO ★ Revenue Acceleration

The 3rd Wave of enterprise communications brings the power we have as consumers to the business creating one system of engagement and in turn, one system of intelligence.

X is

- An easy transition from collaboration to phone to meeting
- Full context with every live interaction
- Centralized team messaging with all collaboration platforms
- Data analytics on every employee and customer interaction
- Superior enablement and agent feedback
- Intelligent interaction between employees and customers

For more information, call 833-240-BPT3, or visit <https://www.bpt3.net/>

8x8 Allstate **8x8 Allstate**

Voted #1 by industry experts

Gartner
UCMG Magic Quadrant Leader 2012-2017

PC EDITORS' CHOICE
Virtual Office Pro Rated Product by PCMag.com 2016

Toll
2017 Superior Voice Quality

#1 Cloud UC Leader
2014, 2015, 2016, 2017

Gartner
CCMG Magic Quadrant 2015-2017

BEST COMMUNICATIONS PROVIDER
2017

Allstate agents trust 8x8 for business phone service

Affordable • Reliable • Advanced

8x8 delivers the latest in reliable VoIP technology for all of your business phone service needs.

Get the business phone system that is 100% compliant with Allstate requirements!

- Save big money**
Get voicemail, local and long-distance service. Special low pricing for Allstate Agents.
- eAgent integration**
Integrated with Allstate eAgent to help you serve your clients better and sell more.
- Route calls easily**
Use 8x8's Automated Attendant to route calls professionally and rollover calls to Allstate HQ after hours.

For more information, call 1-866-835-2979 or visit [8x8.com](https://www.8x8.com)

- Email headers
- Email templates
- Data sheet

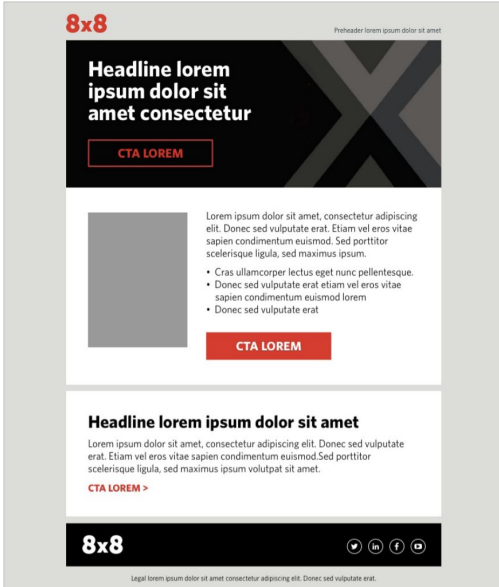
Templates

Type on emails is
left justified

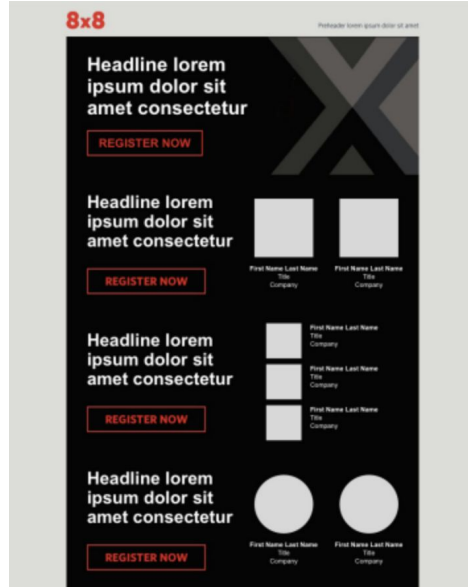
— **Headline** Roboto Slab Reg
Size: 34 pt Tracking: 0
Leading: 40

— **Subhead** Open Sans Reg
Size: 17 pt Tracking: 0

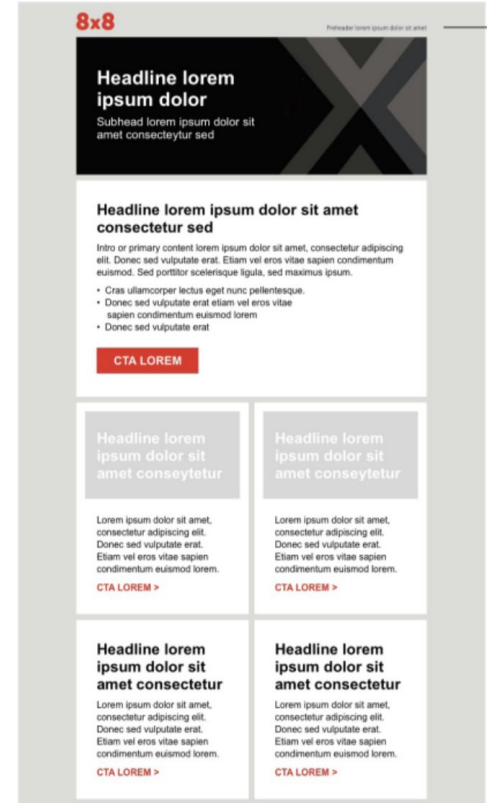




Content promotion - CTA



Events



Newsletter

8x8 Topic or Title

Headline Lorem ipsum dolor sit amet

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 pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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 pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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 pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum

Bullet header

- Bullet Lorem Ipsum sit amet
- Bullet incididunt ut labore
- Bullet cillum dolore eu fugiat

Bullet header

- Bullet Lorem Ipsum sit amet
- Bullet incididunt ut labore
- Bullet cillum dolore eu fugiat
- Bullet Lorem Ipsum sit amet

Bullet header

- Bullet labore et dolore magna
- Bullet commodo consequat. Duis
- Bullet cillum dolore eu fugiat
- Bullet Excepteur sint occaecat

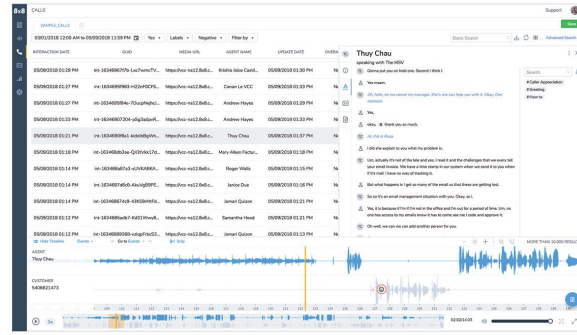


For more information, call 1.866.879.8647 or visit 8x8.com

8x8 Topic or Title

Headline Lorem ipsum dolor sit amet consectetur adipiscing elit

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. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore



Header centered Lorem Ipsum:

Body header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore.

Body header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore.

Body header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore.

Body header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore.

Body header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore.

Body header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore.

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

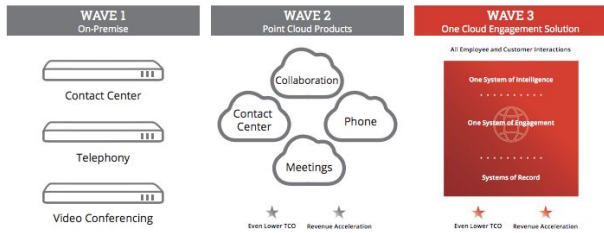
Examples

8x8 X Series

The experience is everything

Although the majority of businesses believe customer experience is key to their success, very few have a communications infrastructure that enables best-in-class customer interactions. Many enterprises today have on-premise, siloed point solutions for phone, video meetings, collaboration, and contact center. 8x8 changes this paradigm with X Series.

X Series transforms the customer experience by enabling customers and employees to interact in one system of engagement. Enterprises can now optimize valuable moments of engagement with one set of data in one system of intelligence. The results are faster time to resolution at a lower cost and a better experience for customers and employees.



The 3rd Wave of enterprise communications brings the power we have as consumers to the business creating one system of engagement and in turn, one system of intelligence. With a single cloud engagement solution, you can now arm employees with the tools they need to communicate, collaborate and access the organization's most valuable data and experts in one intelligent, easy to manage solution. One engagement platform allows you to move at the speed of employee and customer expectations, leading to less churn and more revenue.

X is

- An easy transition from collaboration to phone to video
- Full context with every live interaction
- Centralized team messaging with all collaboration platforms
- Data analytics on every employee and customer interaction
- Supervisor enablement and agent feedback
- Intelligent interaction between employees and customers

8x8 X Series

It's all about the X

X is a series of plans that have increasingly powerful engagement capabilities. Each X in the series builds on the previous plan. X2 and X4 deliver a superior employee experience. This single solution for voice, chat, video, meeting, and content sharing across a unified mobile experience enables your team to collaborate from anywhere on any device. Our mobile and desktop applications integrate with your CRM and other systems of record, allowing employees to have context-rich communication anytime, anywhere. X6 and X8 deliver improved employee experience and deep customer engagement. By providing complete context and easy access to subject matter experts, customer service and sales teams are able to increase the speed to resolution and accelerate revenue. What sets us apart is our ability to provide real-time insights into the voice of the customer and your business through advanced analytics including our patented speech analytics, graphical interaction flows, granular interaction search and usage reports.

One System of Engagement

One System of Intelligence

X2

- Efficient, intelligent engagement**
- One click from chat to voice to video
 - Cross-platform team messaging
 - Google integration
 - Mobile to desk/conference phones to desktop

X4

- Integrated global engagement suite with analytics**
- Unlimited global calling across 46 countries
 - Meetings for up to 50 participants
 - Interaction analytics

X6

- Speed to resolution**
- One-click subject matter expert access
 - CRM integration
 - Customer engagement analytics

X8

- More intelligent customer interactions**
- Integrated voice, email, webchat and social
 - Advanced speech and interaction analytics
 - Predictive outbound campaigns
 - Quality, collaborative performance mgmt

"Delivering an exceptional customer experience is the difference between thriving and failing for a business like ours. 8x8's X Series is the foundation Lenox needs, leveraging real-time customer data, an integrated set of communications tools and providing access to the right subject matter experts to transform our employee and customer experiences."

—Ravi Kurumety, CIO Lenox Corporation

The X8 difference

Before X8

- Customers had to repeat information they've already provided and a contact center agent often responds with "I don't know."

With X8

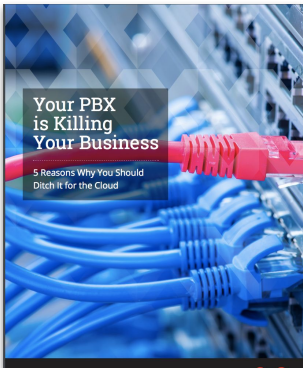
- Agents are armed with complete context on customers before they start a conversation and collaborate in real-time with peers and subject matter experts, both inside and outside the organization.

Before X8

- IT spent valuable time integrating disjointed solutions for voice, video meetings, collaboration, and contact center only to find it nearly impossible to create a complete and unified view of the customer journey.

With X8

- IT and their business partners are able to view the complete customer journey from initial contact to issue resolution with analytics based on a single data set for all employee and customer interactions.



Your PBX is Killing Your Business

5 Reasons Why You Should ditch it for the Cloud


WHITE PAPER 8x8

How Your Legacy PBX Puts Your Business At Risk

Your traditional PBX can serve you well in all likelihood it's already paid for. So you have a certain incentive to do with it. That incentive is the lack of access to the latest technology. At the end of your contractual term, you are faced with a difficult choice: invest in a complete overhaul and install a brand new system or, however, it may be for making a way with an old date and underperforming expensive PBX.

The longer you keep your PBX system, the greater your risks and costs, including:

- Lower coverage and support level guarantees that harm your business, reputation, and productivity.
- High upgrade costs associated with keeping server environments up to date.
- Long periods to complete with support communication capabilities—just imagine what your outdated communications can do about your business.
- Ability to replace critical components as dated technology reaches end of life.
- Lack of access to feature upgrades required to maintain legacy infrastructure.



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5 Reasons to Switch from PBX to Cloud

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

1. Eliminate disjointed, inefficient multi-vendor communications.

Most legacy communications systems are comprised of separate solutions for essential capabilities—often involving multiple vendors.

- A legacy system might include a PBX for core call control, and different solutions for services such as instant messaging, directory services, web collaboration, video conferencing, and contact center software.
- Business companies hoping to streamline communications on the web may find that as vendor to meet all of their needs, they still must deploy individual solutions, such as media and public. Disjointed capabilities such as these have a negative effect on the productivity and effectiveness of your more organization.

For example:

- First solutions offer little cross-platform integration. As a result, business processes require increased integration from one solution to the next, and often have to enter multiple applications to access different services.

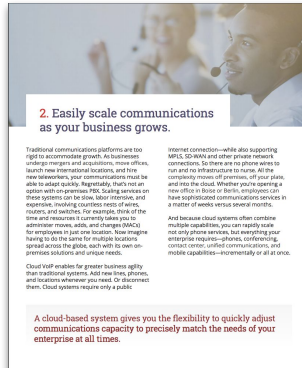
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2. Easily scale communications as your business grows.

Traditional communications platforms are not built to accommodate growth. As businesses undergo mergers and acquisitions, move offices, launch new international locations, and hire new employees, your communications must be able to adjust easily. Fortunately, there are solutions with on-premise PBX. Scaling services on these systems can be time intensive and expensive, involving countless seats of wire minutes, and specific, fixed-rate contracts. And because cloud systems often combine multiple capabilities, you can readily scale and add phone services, but ensuring that enterprise resources—phones, conferencing, contact center—scaled communications, deep mobile capabilities—momentarily or all at all.

CloudVoIP offers greater business agility than traditional systems. Add new lines, phones, and locations whenever you do. Or discover them. Cloud systems require only a single.

A cloud-based system gives you the flexibility to quickly adjust communications capacity to precisely match the needs of your enterprise at all times.



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

In today's hyper-competitive world, employees demand an entirely new realm of communication features that legacy PBX systems were never designed to support. Consider mobility. By 2020, mobile workers will account for 72.2% of the workforce according to a new IDC report.

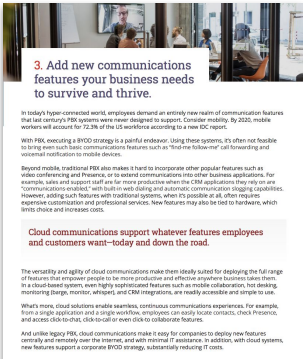
With 8x8, accessing a BYOD system is a painless endeavor. Using these systems, it's often not feasible to bring even such basic communication features such as "find me" or "call forwarding" and external notifications to mobile devices.

Beyond mobility, traditional PBX also makes them a poor choice for other popular features such as video conferencing and Presence, or to extend communications into other business applications. For example, sales and support call can be more productive when the CRM application they rely on is communication-enabled, with built-in messaging and analytics, communication logs, and analytics. However, adding such features with traditional systems, when it's possible at all, often requires expensive customization and professional services. New features may also be too hardwired, 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 need to be more productive and effective separate business lines. Even in a cloud-based system, when highly sophisticated features such as mobile collaboration, text logging, monitoring, energy, presence, 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 locate contacts, check presence, and access click-to-call, click-to-call or even click-to-collocate features.

And unlike legacy PBX, cloud communications make it easy for companies to adopt new features seamlessly and rapidly over the network, and with minimal if any service, in addition, with cloud systems, new features support a corporate BYOD strategy, substantially reducing IT costs.



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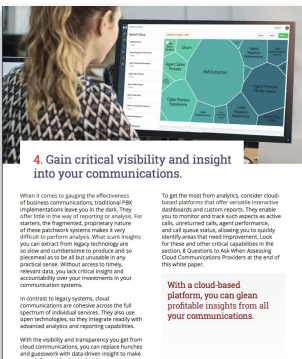
4. Gain critical visibility and insight into your communications.

When it comes to gaining the effectiveness of business communications, traditional PBX implementations leave you in the dark. They offer little in the way of reporting or analytics. For starters, the fragmented, proprietary nature of these systems makes it very difficult to get a complete picture of what's going on. You can extract from legacy technologies an abundance of data, but this information is often pieced together as it is not organized in any particular way. Without access to timely, relevant data, you can't create insight and accountability over your performance in your communication system.

In contrast to legacy systems, cloud communications are flexible across the full spectrum of related services. They use open technologies, so they integrate readily with advanced analytics and reporting capabilities.

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

With the visibility and transparency you get from cloud communications, you can identify trends and gaps—and with data often insight to make more informed business decisions.



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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-site legacy systems are often designed to provide communications capabilities in the event of outages from natural disasters and other events.

For example, diversification due to aging PBX infrastructure components, transportation threats, and major natural disasters can shut down even a part of a PBX system without warning. The fact that some systems can be down, ranging from hundreds of thousands of dollars an hour. Moreover, communications failures can shut employees and customers off and cause lasting damage to your business.

CloudVoIP assures high availability, disaster recovery, and business continuity by design. Unlike traditional on-prem PBX, there is no single point of failure in a cloud implementation. Instead, the best cloud communications systems are hosted on redundant, geographically dispersed data centers. If an event in one part of the world fails, communications are automatically transferred to other data centers. In addition, cloud communications are continuously monitored and managed by an experienced team of experts. In addition, cloud communications are continuously monitored and managed by an experienced team of experts. In addition, cloud communications are continuously monitored and managed by an experienced team of experts.

In addition, if a disaster strikes your office, cloudVoIP offers the flexibility to connect via the internet remotely (e.g., via a Web browser and desktop and mobile apps from home or branch locations).

With a cloud communications system, your business stays connected.



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8 Questions to Ask When Assessing Cloud Communications Providers

Cloud communications deliver clear operational advantages over traditional PBX. But not all cloud communications providers are an ideal fit for your business needs 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 ensure compliance?
- **Global coverage:** Where are their data centers located and do they provide geographic redundancy? Which countries do they provide international dial-out from? Do they offer global pricing services? Will they offer international? How are calls routed to ensure optimum quality and lowest latency?
- **Reliability:** Can they offer a service level agreement (SLA) for a minimum of 99.99% uptime with service backup?
- **Call quality:** Can they guarantee a minimum call quality of 3.0 MOS (mean opinion score) or better?
- **Deployment:** What is their average time to deployment?
- **End-to-end communications:** Do they offer the full breadth of capabilities you need across presence, contact center, unified communications, conferencing and mobility?
- **Application integration:** Do they offer the full set of the integrations with CRM, ERP and other business productivity tools?
- **Analytics:** Do they offer more than just Call Detail Records? Do their analytics tools include more than desktop?



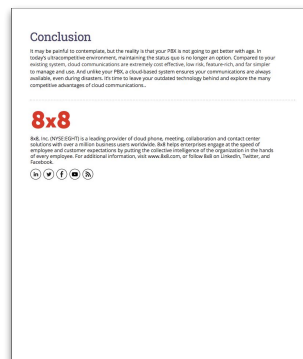
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Conclusion

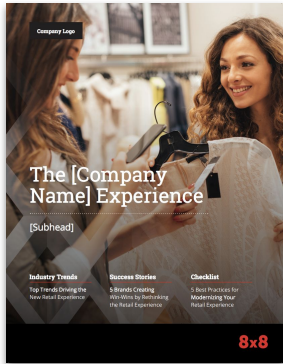
It may be painful to contemplate, but the reality is that your PBX is not going to get better with age. In today's competitive environment, keeping the status quo is no longer an option. Continue to pay more money to keep cloud communications are extremely cost-effective, low-risk, future-proof, and can be scaled and managed on demand. And unlike your PBX, cloud-based systems ensure your communications are always available, available during business hours, and available to your mobile devices and explore the many competitive advantages of cloud communications.

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8x8 is a NYSE-listed leading provider of cloud phone, meeting, collaboration and contact center solutions with over 20 million business users worldwide. We help empower growth in the quality of employee and customer experiences by providing the complete intelligence of their operations to the cloud. Contact us for additional information, webinars, or to see a demo, visit 8x8.com.



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Company Logo

The [Company Name] Experience

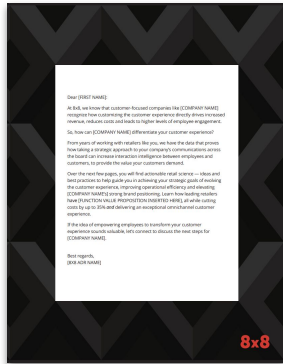
[Subhead]

Industry Trends
Top Trending in the New Retail Ecosystem

Business Stories
A Success Case Who Won by Best Using the Power of Experience

Checklist
5 Best Practices for Modernizing Your Retail Experience

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Dear [FIRST NAME],

We'd love to show the customer-focused companies the [COMPANY NAME] insights have discovered for the current experience trends that have increased revenue, reduced costs and led to higher levels of employee engagement.

So, how do you [COMPANY NAME] differentiate your customer experience?

From years of working with retailers like you, we have the data that proves the power of creating a more cohesive relationship between employees and customers is key to creating your customer success.

Over the next few pages, you will not only learn what works - when and how to use it - but you will also discover how to create a plan for modernizing the customer experience, improving operational efficiency and increasing [COMPANY NAME] brand loyalty and engagement. Learn how to create a winning plan for your [COMPANY NAME] experience today, or schedule a demo with us now. [REPLY TO THIS EMAIL], or visit our website [URL] to learn more about our exceptional content and customer support.

If you're an employer, you'll also find a ton of resources to help your customer experience success. Visit our center to discover the next steps for [COMPANY NAME].

Best regards,
[YOUR NAME]

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Top Trends Driving the Retail Experience

Customers aren't just savvy, they're practically experts

88% of respondents report their own level of expertise in buying a product, while 80% of respondents are influenced by retailers' recommendations.

80% of consumers feel confident in a retailer's advice or buying on a mobile app.

60% of shoppers are likely to purchase a product if they see a recommendation from a friend or family member.

92% of all online orders in the mobile phone apps are influenced by a recommendation from a friend or family member.

82% of consumers feel confident in a retailer's advice or buying on a mobile app.

96% of consumers feel confident in a retailer's advice or buying on a mobile app.

Which holds and matters in our big, bleeding "digital" is working

91% of respondents are satisfied with their experience when they order online and then return to the store for their purchase.

68% of consumers are satisfied with their experience when they order online and then return to the store for their purchase.

Updating your technology continuously increases efficiency and gives your customer base

67% of respondents who used a mobile technology solution to increase the efficiency of their customer experience.

3X is the level of improvement for firms who consistently update their technology solutions to increase their customer experience.

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Reports of the "end of Retail" have been greatly exaggerated

While the closing of numerous retail stores and the decline of mall foot traffic can be ground-breaking headlines, reports of the "end of retail" are greatly exaggerated. The retail landscape is changing rapidly, but it's not the end of retail as we know it. It's the beginning of a new era of retail.

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Rethinking your retail customer experience

Understanding the current and future expectations of your retail customers is key to creating a winning retail customer experience. This means understanding the current and future expectations of your retail customers is key to creating a winning retail customer experience.

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

From increasing operational efficiencies to reducing their customer experience, thousands of retailers have achieved win-win by rethinking their plans.

1. Largest mattress retailer in the US with 4,000 stores

Challenge: Operations, communication, inventory, store-level performance metrics, lack of mobile app, lack of customer loyalty, and lack of mobile app.

Results: Reduced inventory costs, increased operational efficiency, and increased customer loyalty.

2. US-based online game and consumer electronics retailer with 4,000 stores

Challenge: Inventory management, customer service, and lack of mobile app.

Results: Increased operational efficiency, reduced inventory costs, and increased customer loyalty.

3. Regional automotive retailer with 300 stores & 125 sites

Challenge: Inventory management, customer service, and lack of mobile app.

Results: Increased operational efficiency, reduced inventory costs, and increased customer loyalty.

4. Regional distributor of major global food brand

Challenge: Inventory management, customer service, and lack of mobile app.

Results: Increased operational efficiency, reduced inventory costs, and increased customer loyalty.

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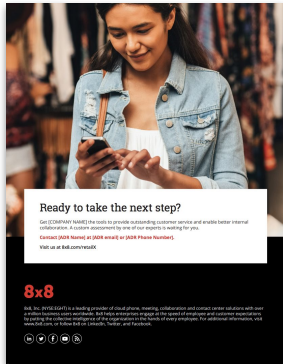


Checklist: 5 Best Practices for Modernizing Your Retail Experience

The retail landscape is changing rapidly, but it's not the end of retail as we know it. It's the beginning of a new era of retail.

- 1. Lower operational costs, improved quality**
- 2. Increase associate productivity**
- 3. The communications to create an exceptional experience**
- 4. Align digital with customer expectations**
- 5. Find the best possible best-selling customer channels**

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Ready to take the next step?

Let's connect. We'll help you take the next step in your retail customer experience. This means understanding the current and future expectations of your retail customers is key to creating a winning retail customer experience.

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Examples

NYSE signage

NYC Subway



Times Square



NYSE



Silicon Valley

Examples

The 8x8 Experience 2018
A VIP Customer Event. Your Experience is Everything

Today's Agenda:

8:30-9:30	Registration
9:30-9:45	Welcome
9:45-10:15	Bob Wilson and Future of Enterprise Communications
10:15-11:00	Bob Product Roadmap
11:00-11:45	Experience the X Live Performance
11:45-1:00	Lunch and Demos
1:00-1:30	Customer Meet & Greet
1:30-2:15	Bob Hands-on Training
2:15-3:15	Product Deep Dives
3:15-3:30	Break
3:30-4:30	Product Deep Dives
4:30-5:00	Wrap Up
5:00-7:00	Experience-Filled Evening Event

Are you a "Must See and a Must Do" join us for a premium show with Chicago Blues and Jazz legend, Martin Taylor, known as the "guitar player's guitarist." Enjoy the sounds of Blues while sipping the finest French and cornmeal ome at our VIP cocktail reception and dinner in the garden of the unique Greenhouse Loft.

Experience the X Live Performance

== ACT 1 ==
Watch employee collaboration at its best, increasing productivity and spending up to 50% less on the next level!

X2

- ✓ Integrate with content we need generation through registration
- ✓ Allow live user to chat to video with our risk
- ✓ Collaborate from anywhere on any device

X4

- ✓ Manage all teams across Slack and Twitter
- ✓ Control data integration on every communication
- ✓ Administer and manage one application for all engagement

== ACT 2 ==
See how speech analytics and collaboration performance management elevate call center, video agent's performance resulting in an amazing customer experience!

X6

- ✓ Assess your subject matter experts across any video with one click
- ✓ Engage with complete content via CRM integration
- ✓ Monitor and report on all customer engagements

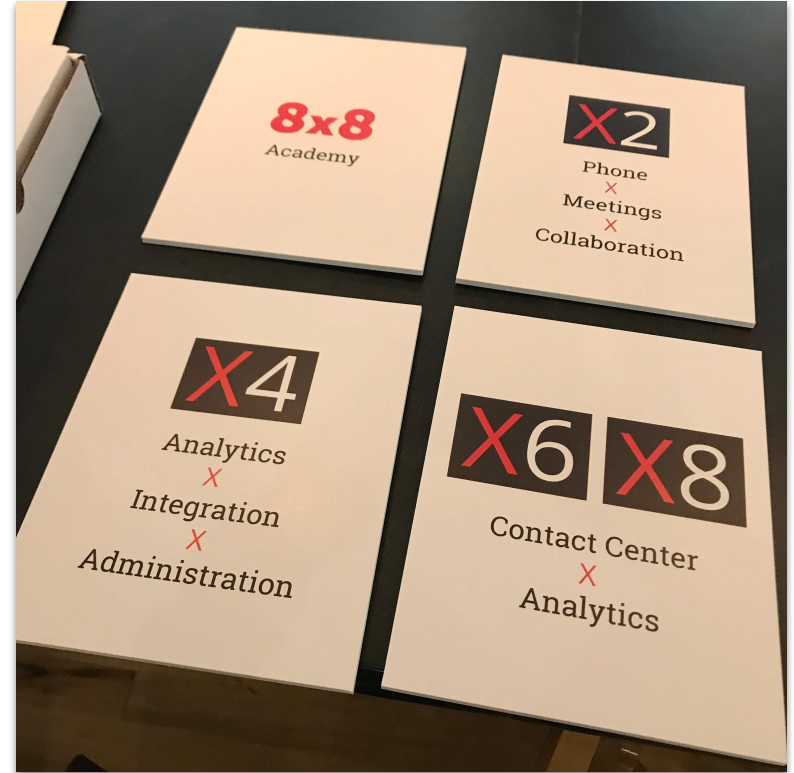
X8

- ✓ Custom data analysis on every communication
- ✓ Apply advanced speech analysis and quality management to every interaction
- ✓ Manage performance collaboration with video directions
- ✓ Engage through any channel with engaged user, email, web chat and social
- ✓ Increase agent productivity with analytics, customer insights
- ✓ Administer and manage one global team

Enjoy the experience!
8x8.com/x-series

8x8.com/x-series

Experience tour collateral



Examples

Experience tour collateral

8x8
One Cloud Solution
Phone X Meetings
Collaboration X Contact Center

X Series
The experience is everything
8x8.com

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Thank you to
our sponsors

Polycom™
 NETXUSA
An INGRAM MICRO Company

X Series
The experience is everything
8x8.com

The 8x8
Experience 2018

First name
Last name
Company

The 8x8
Experience 2018

First
Name
Title
company

8x8 Staff

The 8x8
Experience 2018

First
Name
Title
company

Partner

The 8x8
Experience 2018

First
Name
Title
company

Customer

The 8x8
Experience 2018

First
Name
Title
company

Special Guest



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Your on-premise PBX is strangling your business

As your company changes and grows – and as your customers and employees demand more – you'll need more from your communications system.

Hit the wall with your hardwired PBX?

8x8 X Series offers you one system of engagement and one system of intelligence that includes cloud phone, video, meetings, messaging and collaboration capabilities - with deep interaction analytics - all in one solution.

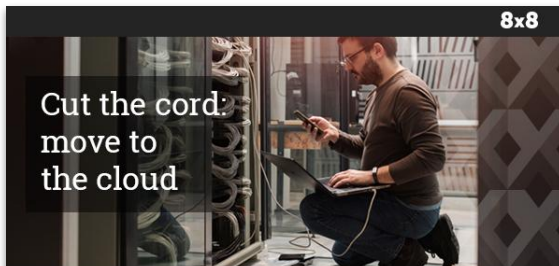
And X Series grows with you. Easily extend your investment to continuously meet the evolving needs of your employees and customers at a much lower cost.

Learn more about whether your business is ready for a switch: [5 Reasons to Ditch Your PBX for Cloud Communications.](#)

[DOWNLOAD NOW](#)

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Cut the cord, move to the cloud

Thinking about making the move to the communications cloud? You're not alone. Fortunately, a lot can be learned from your peers who have made the migration.

The webinar, [Why I Ditched My PBX](#), explains the transitions two companies made from on-premise PBX to communications in the cloud. You'll hear directly from the IT leaders who navigated their organizations to cloud, avoiding the potential pitfalls and reaping the rewards.

Moving to 8x8's cloud solutions yielded these IT pros some big wins, including:

- Cost savings
- Greater IT resource efficiency and productivity
- Improved business agility
- Enhanced customer experience benefits

Watch the [webinar](#) to see how you can take your business to the cloud.

[WATCH NOW](#)

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Multiple communication system mayhem. Too complex?

Many IT Pros are failing to realize the full potential of their communications and collaboration systems, according to research from Spiceworks.

The culprit: silo'd communication systems. Fragmented solutions require more IT resource and end-user training. No integration between voice, video, chat and team collaboration causes IT and end user time and money.

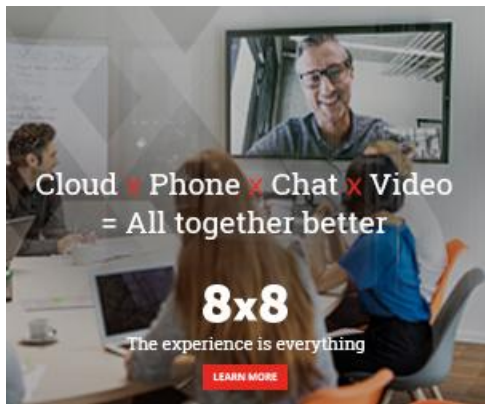
When you're considering a unified communications and collaboration system, think **simplicity: a single solution to address all your needs.** **The single cloud solution from 8x8 delivers phone, video, meetings, messaging and collaboration** - reducing cost and IT burden while improving the employee experience.

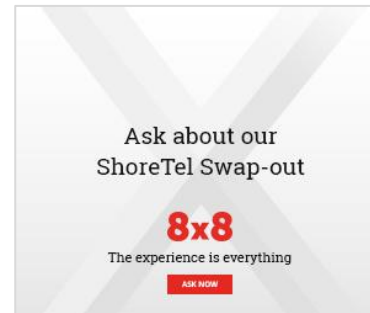
Get the Spiceworks [infographic](#) to learn more.

[DOWNLOAD NOW](#)

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Enterprise Connect Experience







The end