



# 8x8 Brand Guidelines

# Logos

## 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



Typing do

X Series

Typing don'ts

~~X series~~

~~x-Series~~

~~X-Series~~

~~x-series~~

~~X-series~~

~~x series~~

# Color

Color

Color specifications

Primary



Black  
#121111  
R18 G17 B17  
C73 M67 Y66 K83  
PMS neutral black c

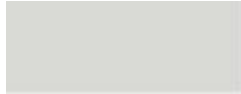


Red  
#E52920  
R229 G41 B32  
C6 M98 Y100 K1  
PMS 485 C

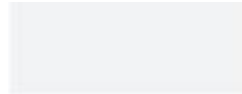
Neutrals



Dark gray  
#76787b  
R118 G120 B123  
C56 M46 Y44 K10  
PMS Cool Gray 9 C



Medium gray  
#D9D9D5  
R217 G217 B213  
C14 M10 Y13 K0  
PMS Cool Gray 2 C



Light gray  
#F1F3F4  
R241 G243 B244  
C4 M2 Y2 K0  
PMS Cool Gray 1 C



White  
#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

Secondary



Dark Red  
#9A2126  
R154 G33 B38  
C26 M98 Y91 K23  
PMS 7628 C



Purple  
#554B6A  
R85 G75 B106  
C72 M73 Y36 K20  
PMS 5275 C

Accent



New teal  
#00B5B5  
R0 G181 B181  
C75 M3 Y34 K0  
PMS 7466 C



Slate  
#5F8AA0  
R95 G138 B160  
C56 M24 Y11 K34  
PMS 5415 C



Light purple  
#C69BD1  
R198 G155 B209  
C21 M42 Y0 K0  
PMS 2567 C

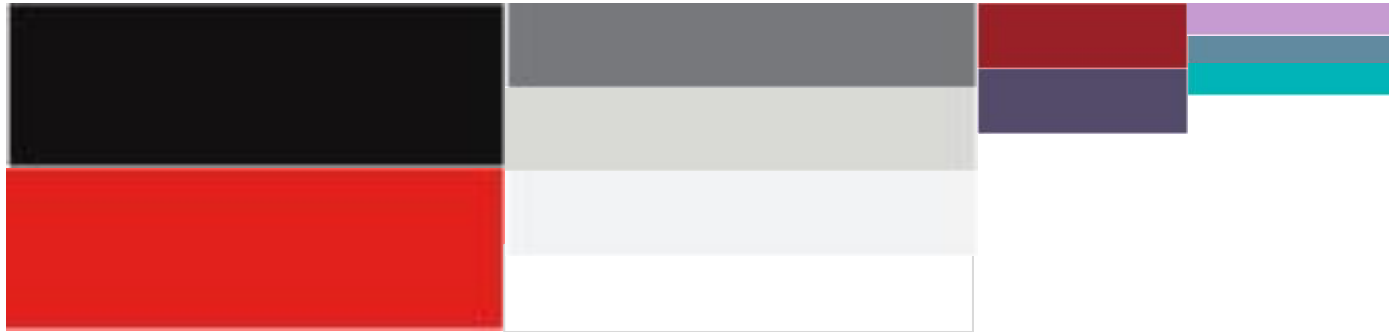
## Color

## 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



# 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.

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

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

**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**

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

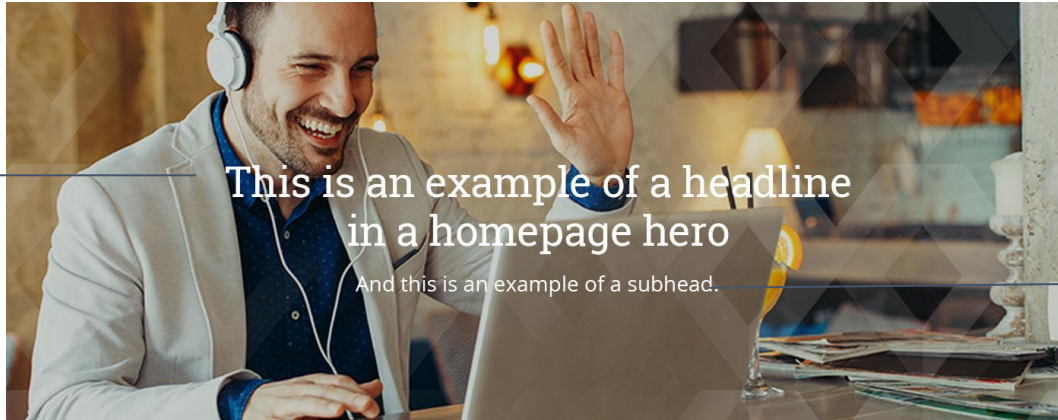
And this is a subhead example.

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

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

### 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

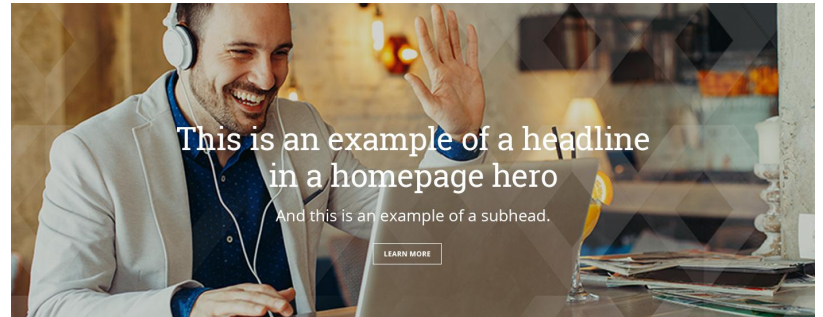


### Outline photography

to be used on photography or on a black background



### Outline black



# Photography

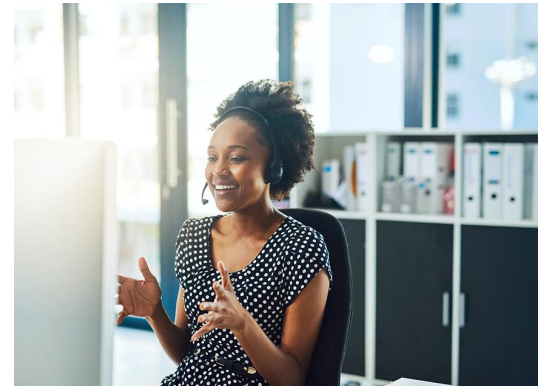
## Photography

## 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

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



# Iconography



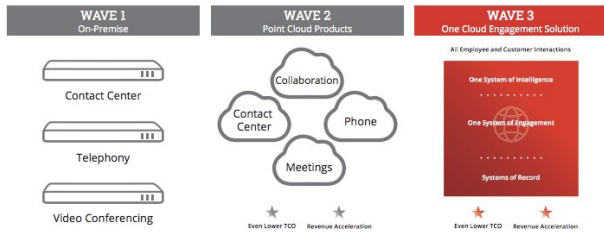
# Examples

# 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 has served you well. In all likelihood, it's already paid for itself. So you have a certain incentive to do with it. That might seem like a good reason to do nothing. After all, it's the way you've done things for so long. At the end of the day, however, it may be for making a shift in your communications and install a cloud-based system. However, it may be for making a shift with an old date and underperforming on-premise PBX.

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

- Lower margins and compressed margins that turn your business, reputation, and productivity.
- High upgrade costs associated with keeping server environments up to date.
- Long periods to complete with customer communication capabilities – not to mention what your outdated communications do about your business, reputation, and productivity.
- Ability to replace critical components to dated technology (voice mail, CRM, etc.).
- A lack of in-house expertise required to maintain legacy infrastructure.

Knowing that your company is relying on dated communications isn't only a scary thought – it's a reality. Managing legacy communications systems are more complicated than most professionals, but they can cost millions of dollars. Complete your research and see how, however, they're probably expensive. And they'll be kept up, eventually, and handle the advantages of cloud alternatives.

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

A recent system might include a PBX for core call control, and different solutions for services such as instant messaging, directory services, video conferencing, web conferencing, and contact center software.

Businesses hoping to simplify communications on the web may find that as one vendor to meet all their needs, they still must deploy individual solutions, such as media and public. Channel capabilities such as these are having a roughing effect on the productivity and effectiveness of your core 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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### 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.

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#### 2. Easily scale communications as your business grows.

Traditional communications platforms are too rigid to accommodate growth. As businesses undergo mergers and acquisitions, move offices, launch new international locations, and hire new employees, their communications needs become more complex. Traditionally, they must add new offices or floors or branches, employees can't move without significant communication costs in a matter of weeks versus several months. And because cloud systems offer complete multiplatform capabilities, you can readily scale and add phone services, but ensuring that enterprise resources – phones, conferencing, contact center – are all communications, they provide capabilities – increasingly 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 legacy PBX, upgrading a BYOD system is a painful endeavor. Using these systems, it often isn't feasible to bring even such basic communication features such as "find-me/follow-me" call forwarding and external voicemail 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 centers for more productive when the CRM applications they rely on are communications enabled, with built-in messaging and analytics, communication data, 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, connectivity and recovery over the network, and with minimal if any downtime. 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't get a complete picture of what's going on. You can't get a complete picture of what's going on. You can't get a complete picture of what's going on.

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 reduce churn and improve with data-driven 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 a outage from natural disasters and other events.

For example, diversification due to aging PBX infrastructure components, transportation delays, and major equipment failures can shut down even a part of a PBX system without warning. The same can happen for other reasons, ranging from hundreds of thousands of dollars an hour. Moreover, communications failures can shut employees and customers out 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 communication system. 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 a team of experts. In addition, cloud communications are continuously monitored and managed by a team of experts. In addition, cloud communications are continuously monitored and managed by a 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).

#### 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 equal. It's essential to look beyond features 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 toll-free? Do they offer local carrier pricing services? Do they offer international toll-free? Do they offer local carrier pricing services 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 MOS (mean opinion score) or better? Do they offer a service level agreement (SLA) for a minimum of 99.99% uptime with service backup?
- Deployment: What's their average time to deployment?
- End-to-end communications: Do they offer the full breadth of capabilities you need across business, contact center, unified communications, conferencing and mobility?
- Application integration: Do they offer the full set of the integrations with CRM and other business productivity tools?
- Analytics: Do they offer more than just Call Detail Records? Do their analytics tools include more than just call data?

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#### Conclusion

It may be painful to contemplate, but the reality is that your PBX is no longer getting better with age. In today's competitive environment, meeting the needs of your business is no longer an option. Continue to pay for aging systems, cloud communications are not only more effective, low risk, future-proof, and can be scaled and managed on demand. And unlike your PBX, cloud-based systems give your communications an energy advantage, enabling business lines to be able to add new advanced technology and explore the many competitive advantages of cloud communications.

## 8x8

8x8 is a NYSE-listed leading provider of cloud phone, meeting, collaboration and contact center solutions with over 20 million business users. We help empower growth in the quality of employee and customer experiences by providing the complete capabilities of their operations in the cloud. Contact us for additional information, visit us at 8x8.com, or follow us on LinkedIn, Twitter, and Facebook.

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Company Logo

# The [Company Name] Experience

[Subhead]

**Industry Trends**  
Top Trending in the New Retail Equinox

**Business Stories**  
A Retailer Goes Wild with Tech Using the Power of Experience

**Checklist**  
5 Best Practices for Modernizing Your Retail Experience

**8x8**

Dear [FIRST NAME],

As I'd like to know the customer focused companies (CDMP/AM) have recognized how important the customer experience is to their success. In fact, our research shows that the best performing retailers have the most customer focused employees. And our research shows that the best performing retailers have the most customer focused employees. And our research shows that the best performing retailers have the most customer focused employees.

Over the next few pages, you will find additional retail stories - like and our research shows that the best performing retailers have the most customer focused employees. And our research shows that the best performing retailers have the most customer focused employees.

Best regards,  
[CDMP/AM]

**8x8**

## Top Trends Driving the Retail Experience

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

**88%** of respondents report they're more knowledgeable about products, services and pricing than ever before.

**80%** of consumers are influenced by mobile.

Consumers know what they want, and control when they buy

**60%** of respondents report they're more knowledgeable about products, services and pricing than ever before.

**92%** of consumers believe it's a matter of when they'll buy, not if they'll buy.

Retailers either get the experience right or lose the customer forever

**82%** of consumers report they're more knowledgeable about products, services and pricing than ever before.

**96%** of consumers believe it's a matter of when they'll buy, not if they'll buy.

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

**91%** of respondents report they're more knowledgeable about products, services and pricing than ever before.

**68%** of consumers are satisfied with their experience when they visit their store and when they visit their website.

Updating your technology continuously increases efficiency and gives your customer base

**67%** of respondents report they're more knowledgeable about products, services and pricing than ever before.

**3X** is the rate of improvement for firms who consistently update their technology.

For more information, call 800-999-8888 or visit us online at 8x8.com

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

While the closing of stores and the loss of retail jobs has been reported, the retail industry is not going to end. In fact, it's growing and will continue to grow for the foreseeable future.

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## Rethinking your retail customer experience

Understanding your retail customer experience is the first step to rethinking your retail customer experience. It's about understanding your retail customer experience and rethinking your retail customer experience.

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

From increasing operational efficiencies to enhancing their customer experiences, thousands of retailers have achieved win-win by rethinking their retail experience.

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## Checklist: 5 Best Practices for Modernizing Your Retail Experience

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## Ready to take the next step?

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Examples

NYSE signage

NYC Subway



Times Square



NYSE



Silicon Valley



# 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.

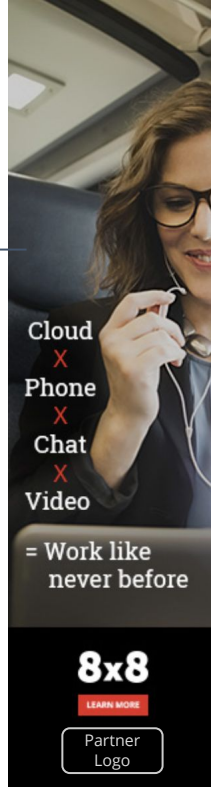
The specifics of logo placement will vary by the banner aspect ratio.

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, there is a paragraph of text, a list of three bullet points, and a "Get started today!" call to action. 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 "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. Allstate.

### 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**  
CCXAG Magic Quadrant Leader 2012-2017  
#1 Cloud UC Leader 2014, 2015, 2016, 2017

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

**Gartner**  
CCXAG Magic Quadrant 2015-2017

**Toll**  
2017 Superior Voice Quality

**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)