



8x8

BRAND GUIDELINES

TABLE OF CONTENTS



Overview	3
Brand Positioning	4
Customer Journey & Messaging Matrices	8
Logo	14
Color Palette	22
Typography	26
Iconography	30
Photography	33
Pixel Grid	41
Abstract 8	44
Collateral	47

OVERVIEW

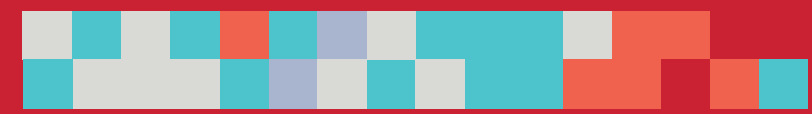
WELCOME TO MODERN

This is the updated style guide for the new, modern look and feel established for 8x8. The images and themes visually build upon the brand territory (Connect your future). Our design approach highlights forward momentum, modern landscapes, natural elements, collaboration, and portraiture close-ups to reflect what the future of the workforce could look like through a warm and inviting lens, while also introducing the 8x8 Pixel Grid as an ownable and purposeful design element/feature.

These guidelines outline how 8x8 think, look and feel as a brand. They help demonstrate visual details and tone of our brand so you have a clear understanding of when and how to use them. All creative decisions have been made intentionally, as to set up a system for maintaining a cohesive and unique 8x8 brand experience across all channels.

Please refer to the Table of Contents page for guidelines pertaining to each section.





BRAND POSITIONING

CONNECT YOUR FUTURE

WHAT THIS MEANS

'CONNECT'

Technology: Across channels, modes, devices, screens, APIs, etc.

Location: Office spaces, time-zones and geographic locations

Organization: Individuals and teams both internally and externally, inclusive of customers and end-users

'YOUR'

Business: Small and medium business, large enterprise

Industry: Retail, healthcare, education, legal, recruitment, retail, transportation, etc.

People: IT, business, admin, teams, individuals, end-users, customers, etc.

'FUTURE'

By making what you want to see tomorrow, a reality for today. For the future of how people work, connect, and communicate. For the future of business success, communication technology, and employee satisfaction. For the future of new opportunities, efficiencies, and sharing of ideas. A future powered by an always-on, communication cloud-native platform.



BRAND PERSONALITY & VALUES

PERSONALITY

Purposeful, Bold, Human, Driven

VALUES

Always Innovating: Tirelessly striving to create better communication technology that allows businesses to adapt and unlock their potential.

Trusted Partner: Building trusted relationships by identifying and delivering solutions while supporting each step of the way.

Connecting Humanity: Fueling the connection between our tools and the people who power business.



FULL BRAND ARCHITECTURE

POSITIONING
Our purpose / reason to choose 8x8

Connect Your Future

AMBITION
Our aspiration

Getting your business to its future, faster

PROMISE
The value we offer

SECURITY

Elevating business critical data security from an afterthought to the reliable competitive advantage your business needs to thrive

SEAMLESSNESS

One complete system of engagement that is flexible and customizable, unifying your workforce regardless of size, geography or communication need

INSIGHTFUL

The real-time business analytics and intelligence that provide actionable, insights for end-to-end solutions for businesses and end-users

ACCELERATION

A single platform on the cloud allows you to deploy faster, work smarter, connect your workforce and accelerate business beyond your competition

SOLUTIONS
Product offerings & proof points

CALL

Elevate communication and connection through phones and lines when and where you need them

COLLABORATE

Help ideas flourish by connecting your entire business across the channels that best meet their needs

CONTACT

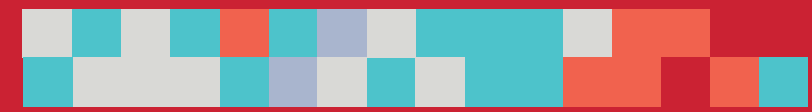
Empowering and engaging a workforce with tools that delight customers and support users

VALUES
What matters to us and customers

Always Innovating: Tirelessly striving to create better communication technology that allows businesses to adapt and unlock their potential
Trusted Partner: Building trusted relationships by identifying and delivering solutions while supporting each step of the way
Connecting Humanity: Fueling the connection between our tools and the people who power business

PERSONALITY
Our culture & voice

Purposeful, Bold, Human, Driven



CUSTOMER JOURNEY AND MESSAGING MATRICES

GEARED TOWARD OUR TWO KEY BUYERS:

IT DECISION MAKERS

Responsible for smooth digital transformation without disruptions to the business. They are looking for a reliable solution that works the first time (and tired of multiple solutions that fall short), without blowback from staff, or wasted time and money. They need fast, simple, and reliable solutions.

Messaging To Deliver:

- Cost-effective and/or reduced management time
- Easy integration
- Ease of use / Simplicity
- Low support requirements
- Scalability for future business growth
- Flexibility & Scalability
- Centralized solutions
- Security

"In many ways, this whole project is on my shoulders and I'll managing this once it's live, so it's critical that we find something that works for everyone—especially me."

BUSINESS DECISION MAKERS

Aware of the always changing competitive landscape, and it's up to them to make sure the company stays one step ahead of where they need to be. They need the right partners to grow strategically.

Messaging To Deliver:

- Value / Increased Operational Effectiveness
- Drive Revenue / Increase Business Bottom Line
- Actionable Insights and Analytics
- Ease of use / Simplicity
- Seamless migration & minimal disruption
- Innovative solutions
- Consolidation & simplification of vendor relationships
- Trust and Reliability
- Security

"This project could define the future of our business, so I need to make sure it is successful and bulletproof. Picking a vendor we can rely upon is mission critical."

STRATEGIC MESSAGING: IT DECISION MAKERS

	AWARENESS	INTEREST	INTENT	CONVERSION
MINDSET	Fear of solutions that break constantly, ready for a digital transformation to a single platform.	Looking to understand the tradeoffs of working with different technologies and their reliability.	What makes them different from a technical standpoint and are there trusted voices I can confirm with?	I need to trust you. I know this will cause disruption, I need to know it will be worth it.
CTA	Meet 8x8 Drive to 8x8 website Review 8x8 against other competitors (Gartner report or other)	Learn More	See Real Success Stories (Drive to guides and tech specs)	Talk with an expert Interested in learning more? Contact a solutions expert
RTBS	Proven Quality	Insightful Customization / Flexibility Control/Business Continuity Secure on the cloud / One platform	Cost effective Low support requirements Easy to use and integrate/ Quick implementation	Fast Deployment / Implementation Customer Experience Partnership / Easy to work with

STRATEGIC MESSAGING: IT DECISION MAKERS

	AWARENESS	INTEREST	INTENT	CONVERSION
MINDSET	Fear of solutions that break constantly, ready for a digital transformation to a single platform.	Looking to understand the tradeoffs of working with different technologies and their reliability.	What makes them different from a technical standpoint and are there trusted voices I can confirm with?	I need to trust you. I know this will cause disruption, I need to know it will be worth it.
CALL	Your future won't wait. Why should your communications system? Urgency	Your business isn't just like everyone else's. Your phone system shouldn't be. Connect with quality voice. Connect to your future. Customization / Cloud	Your future is calling. Compatible with yesterday, today and tomorrow. Ease of Integration	Connect faster, from anytime, any place. Easy to use phones and lines when and where you need them. Fast Deployment
COLLABORATE	Accelerate your business through a proven all-in-one easy to use communication platform. Business Impact / Proven	A single platform for simple administration and management so your teams can focus on what's really important: your customers. Control / Ease of Use	You can't afford to slow down. And our low rates will help get you there faster. Cost Effective	Leave cobbled-together phone systems in yesterday, and build your team's communication and collaboration of tomorrow faster. Fast Deployment
CONTACT	All your communication needs. Solved in one place. Simplicity	Real-time insights that drive your customer's experience faster, determine your businesses' future. Insightful / Speed	Your customer communications just got a whole lot easier with tools that are reliable, scalable, and secure. Ease of Use / Delivers on Need	A single platform that enables your business to deliver world-class customer service with support every step of the way. Easy to Work With/Trusted Partner
MEETINGS	Adapt to wherever the future takes you with one communications platform, always designed for your needs. Adaptability	A complete meetings experience across all your team's communication needs. From wherever. Whenever. Customization	A complete meeting experience across all your communication needs. Easily bring your teams to the table, wherever they are. Single-Platform / Low Support Requirements	Technology you can depend on with support when you need it. Easy to Work With / Trusted Partner

STRATEGIC MESSAGING: BUSINESS DECISION MAKERS

	AWARENESS	INTEREST	INTENT	CONVERSION
MINDSET	Need innovative solutions that work and allow them to stay ahead of competition and customer expectations.	Problem has come up, need to make a change that will help to future-proof my business.	What makes you different? Why is this best choice for the business?	I need to trust you, this is a big deal for me and I can't afford for this to not work.
CTA	Learn how 8x8 solutions can grow with your company and connect you to the future you want to create	Learn More about the value 8x8 delivers through their easy-to-use options. Link to reviews & sales demos	Learn more about 8x8 as a valued partner, trusted by top companies	Interested in learning more? Contact a solutions expert
RTBS	Future-Proof	Insightful Configurability Simplify Integrations	Cost effective Limited migration disruption Easy to use and integrate	Faster Deployment / Speed Customer Experience Trusted Partner / Easy to work with

STRATEGIC MESSAGING: BUSINESS DECISION MAKERS

	AWARENESS	INTEREST	INTENT	CONVERSION
MINDSET	Fear of losing relevance and need innovative solutions that work and allow them to stay ahead of customer expectations.	Problem has come up, need to make a change that will help to future-proof my business.	What makes you different? Why is this the best choice for the business?	I need to trust you, this is a big deal for me and I can't afford for this to not work.
CALL	Your future won't wait. Why should your communications system? Urgency	Unlock your team's potential with lines when and where you need them. Customizable	You can't afford a missed call. Connect to anyone, anywhere. Faster. At the same low rate. Cost Effective / Speed	We're with you for whatever comes next with 24/7 support. Trusted Partner / Customer Experience
COLLABORATE	Future-proof your business through an all-in-one easy to use and proven communication platform. Business Impact / Future-Proof	Communications and applications together in the cloud is a win for your business, your employees, and your customers. Cloud-based	Empower your teams with the tools and data necessary to make communications and collaboration happen. Simplicity / Ease of integration	Differentiated experiences every step of the way with employees and customers on the same communications platform. Customer Experience
CONTACT	All your communication needs. Solved in one place. Simplicity	Real-time insights that drive your customer's experience faster, determine your businesses' future. Insightful / Speed	Integrate across channels with ease. Connect your agents with customer's faster, from anywhere. Ease of Use / Speed	Let your agents focus on what's important; making your customers happy. Customer Experience
MEETINGS	Adapt to wherever the future takes you with one communications platform, always designed for your needs. Adaptability	See what you can do together. Collaborate and connect from anywhere, across any device. Simplify	It takes just one click to join or start a meeting from your device. Attendees don't even need an app to join. Easy to use	Connect to your future faster, through video and audio systems. Speed of Deployments

8x8



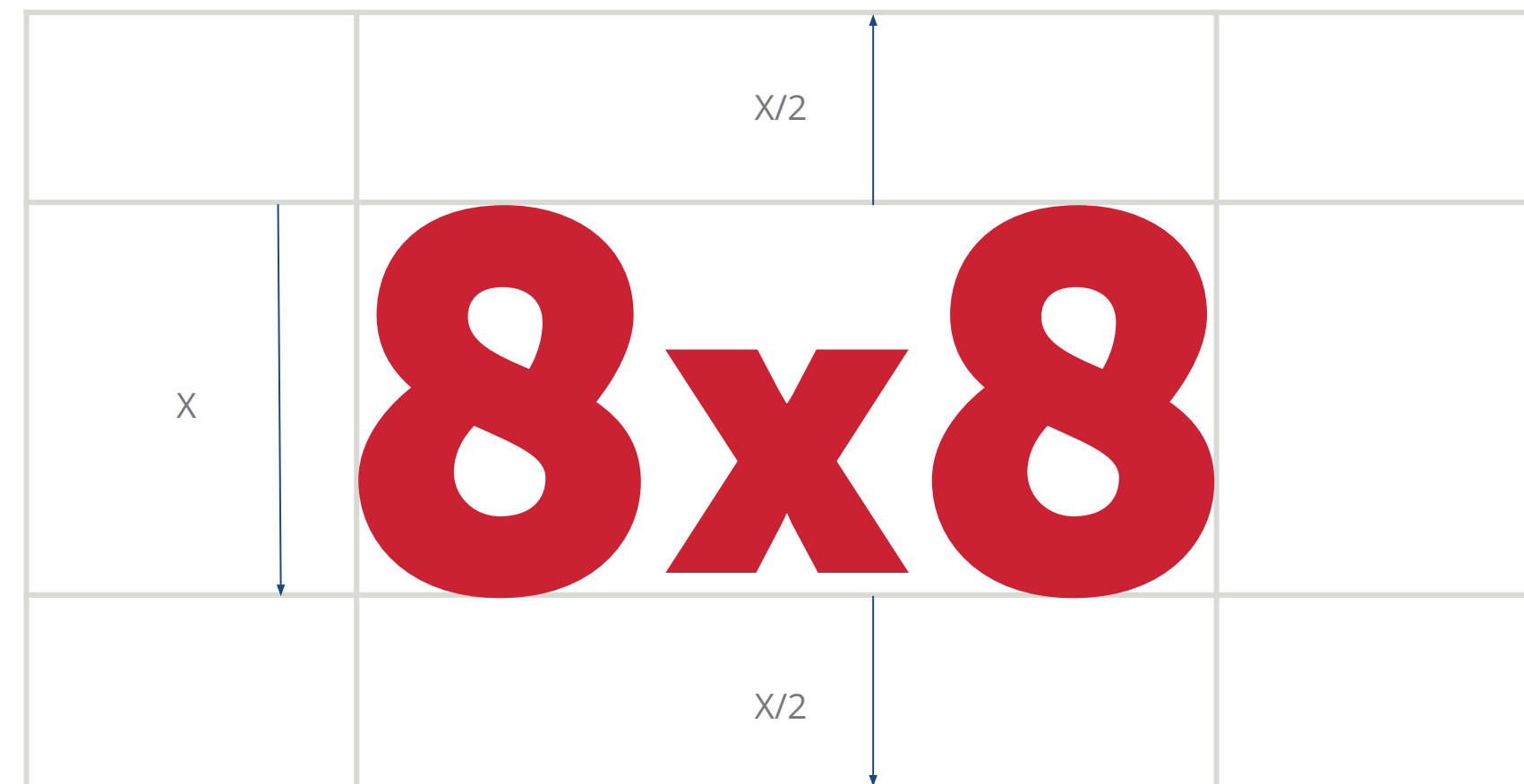
LOGO

LOGO

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, unless noted within this brandbook.

The logo should always have a 'safe space' surrounding it to avoid being cluttered or obstructed. The safe space is defined by the height of the logo (which is X). Vertical safe space is X/2, so half of the logo height above and below the logo.



LOGO COLORS

Our red is our standard logo color and is preferred for color applications. Choose the color value for the appropriate medium.



Variations



LOGO USAGE

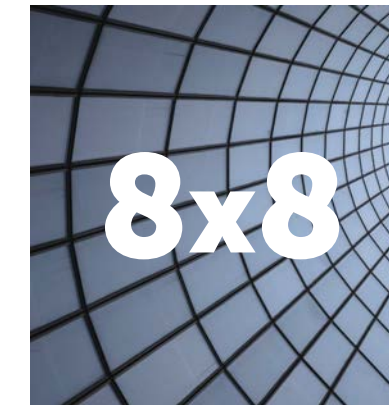
Our logo is versatile. It can be used in a variety of different ways, however, there are a few things to consider to ensure that it is presented in the best way possible.



DO make sure the logo is clean and legible.



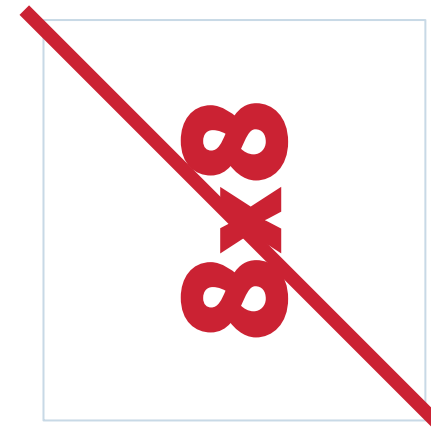
DO make sure the logo has enough space around it and isn't crowded.



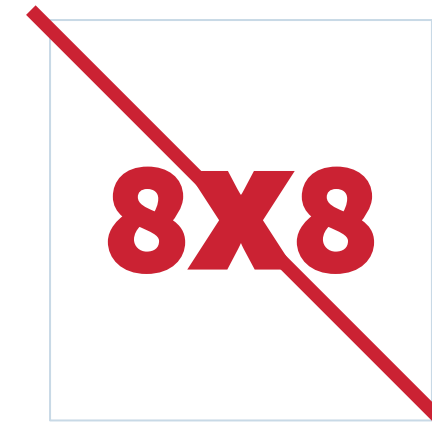
DO use imagery that is simple and clean so that the logo can be seen and read clearly.



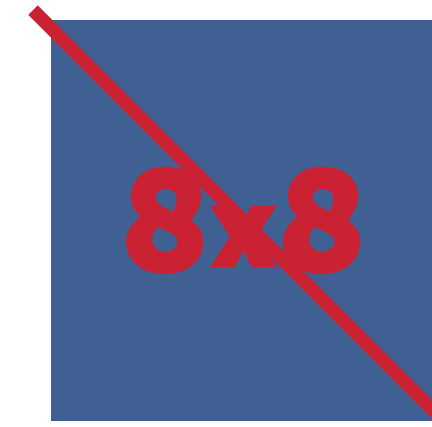
DO use brand colors.



DO NOT flip the logo in any way.



DO NOT use all caps.



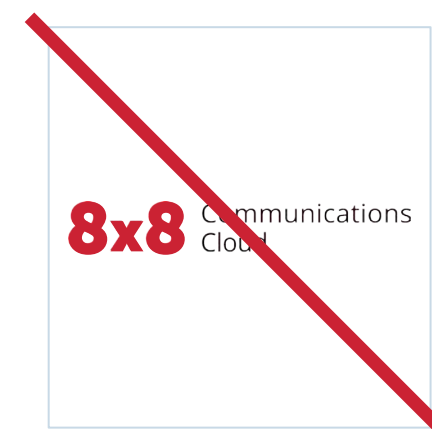
DO NOT use colors that do not provide enough contrast.



DO NOT place the logo on busy imagery.



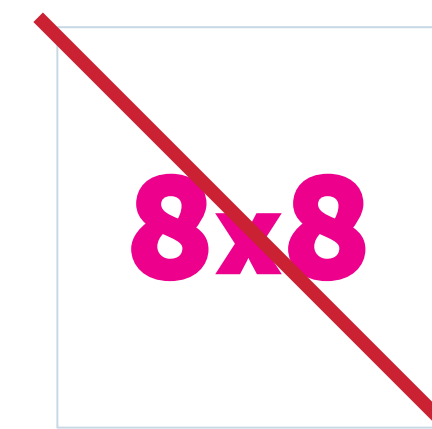
DO NOT use the old 8x8 logo.



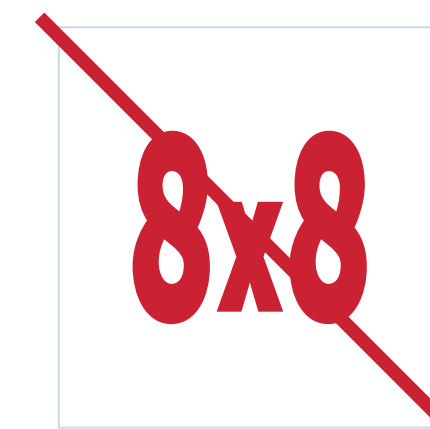
DO NOT use Communications Cloud logo.



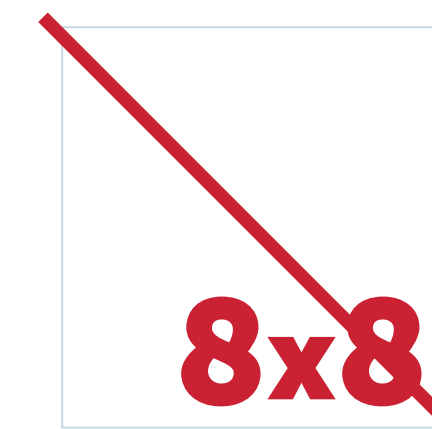
DO NOT use Global Cloud Communications logo.



DO NOT use any colors that are not brand colors.



DO NOT stretch the logo.



DO NOT crowd logo.

LOGO TAGLINE LOCKUPS

PRIMARY

The primary tagline lockups approved for use are the stacked versions, either to the right of the logo or below the logo.

Unless there are space constraints, these are the preferred versions to be used.

The font is Open Sans Regular, in black.

8x8 Communications.
Transformed.

x		x		x	x
2x	8x8	2x	Communications. Transformed.	2x	2x
x		x		x	x

	8x8		
3x		3x	
x	8x8	x	
3x		3x	
x	Communications. Transformed.	x	
3x		3x	

SECONDARY

Non-stacked versions of the tagline should only be used when space constraints are such that the stacked versions would not work in layout.

The font is Open Sans Regular, in midnight blue.

8x8 Communications. Transformed.

x		x		x
2x	8x8		Communications. Transformed.	
x		x		x

8x8
Communications. Transformed.

x		x
3x	8x8	
x		x
	Communications. Transformed.	
x		x

APPROVED LOGO LOCKUPS

The lockups to the right have been created for approved 8x8 programs.

The font used is Open Sans Regular, in color gray #76787B.

Do not create your own programs, contact marketing at email@8x8.com if you need support for a new program lockup.

x		x/2.5		x
x/2.5	8x8		Partner Program	x/2.5
x		x/2.5		x

8x8 | Advocates

8x8 | MyHR

8x8 | Partner Program

8x8 | Referral Program

8x8 | Support

8x8 | University

X SERIES LOCKUP

PRIMARY

The X Series lockup is the primary choice for 8x8.

X Series is always spelled **X Series** with capital X capital S, no hyphen

X Series Lockup

X Series



Typing DO

X Series

Typing DON'TS

- ~~X series~~
- ~~x-Series~~
- ~~X-Series~~
- ~~x-series~~
- ~~X-series~~
- ~~x series~~

X SERIES PLAN LOGOS

Use these logos when displaying the X Series plans visually.

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





COLOR PALETTE

COLOR

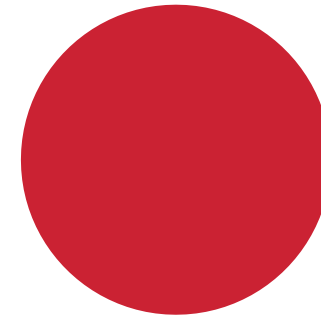
Our colors are the core of our brand identity. The colors we use should evoke a sense of sophistication and confidence.

The red color for the 8x8 logo can be used also for accents, backgrounds, CTA buttons, etc.

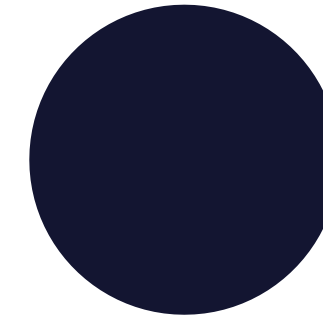
Our secondary colors may be used to support our primary colors but are used sparingly to bring a pop of color when required.

As 8x8's colors are a foundation of the brand, we ask that you use the colors as provided. Do not change any of the values, apply tints, change opacities or apply blending modes other than described in these guidelines.

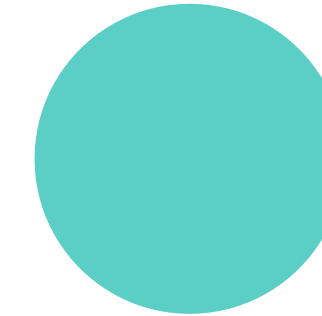
PRIMARY



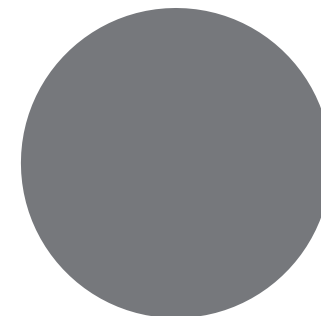
8x8 RED
C 14, M 100, Y 87, K 4
R 203, G 34, B 51
HEX #CB2233
PMS 186 C



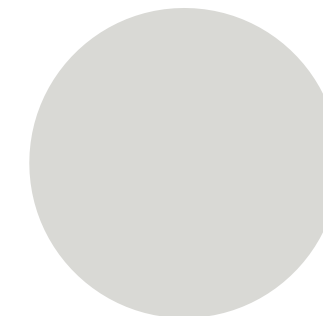
MIDNIGHT BLUE
C 91, M 86, Y 49, K 63
R 21, G 22, B 48
HEX #151630
PMS 20-0142 TPM



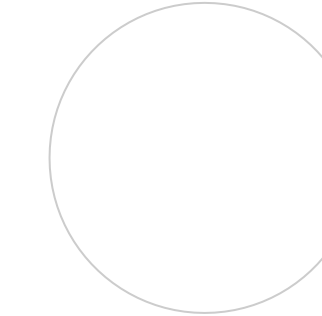
TEAL
C 57, M 0, Y 29, K 0
R 91, G 206, B 197
HEX #5EC5BC
PMS 325 C



GRAY
C 56, M 46, Y 44, K 10
R 118, G 120, B 123
HEX #76787B
PMS Cool Gray 9C



LIGHT GRAY
C 14, M 13, Y 10, K 0
R 217, G 217, B 213
HEX #D9D9D5
PMS Cool Gray 1C



WHITE
C 0, M 0, Y 0, K 0
R 255, G 255, B 255
HEX #FFFFFF

COLOR

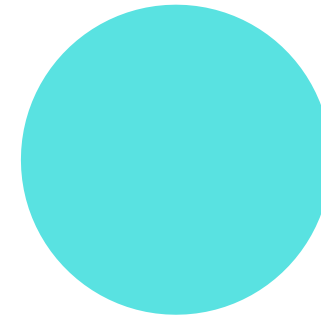
Our colors are the core of our brand identity. The colors we use should evoke a sense of sophistication and confidence.

The red color for the 8x8 logo can be used also for accents, backgrounds, CTA buttons, etc.

Our secondary colors may be used to support our primary colors but are used sparingly to bring a pop of color when required.

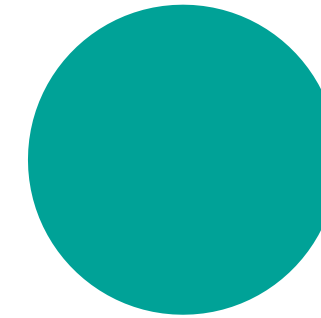
As 8x8's colors are a foundation of the brand, we ask that you use the colors as provided. Do not change any of the values, apply tints, change opacities or apply blending modes other than described in these guidelines.

SECONDARY



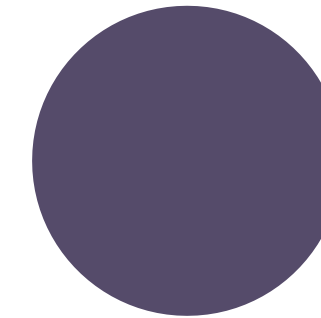
LIGHT TEAL

C 52, M 0, Y 19, K 0
R 89, G 226, B 225
HEX #59E2E1
PMS 3242 U



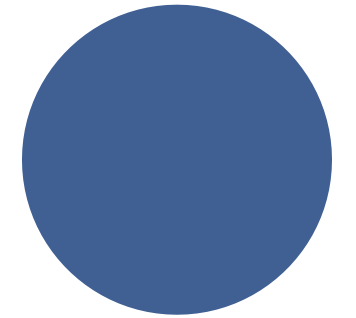
DARK (WEB) TEAL

C 80, M 13, Y 47, K 0
R 0, G 162, B 151
HEX #00A297
PMS 356 C



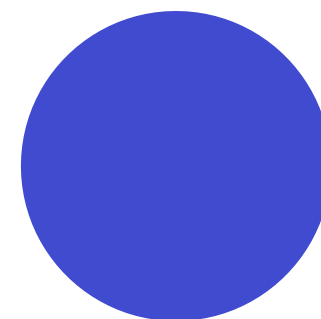
PURPLE

C 72, M 73, Y 36, K 20
R 85, G 75, B 106
HEX #554B6A
PMS 5275 C



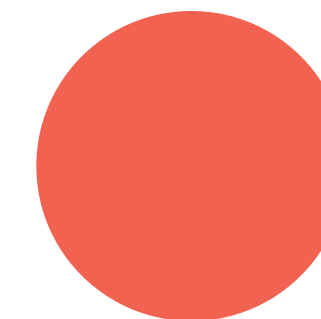
BLUE

C 81, M 64, Y 21, K 4
R 70, G 96, B 143
HEX #46608F
PMS P 106-16 U



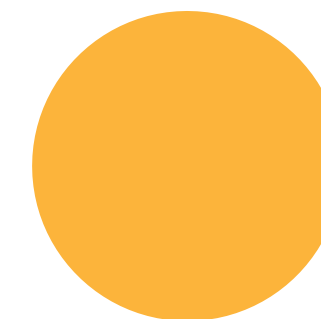
INDIGO

C 81, M 75, Y 0, K 0
R 65, G 75, B 208
HEX #414BD0
PMS 2726 C



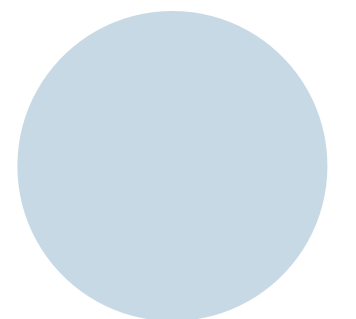
PASTEL ORANGE

C 0, M 71, Y 68, K 0
R 225, G 110, B 82
HEX #FF6E52
PMS P34-7 U



PASTEL YELLOW

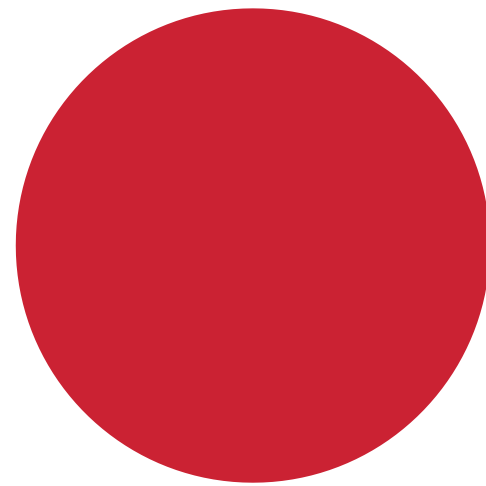
C 0, M 31, Y 78, K 0
R 253, G 185, B 82
HEX #FDB952
PMS 1225 U



PASTEL LIGHT BLUE

C 19, M 9, Y 5, K 0
R 203, G 216, B 228
HEX #CBD8E4
PMS 9422 C

COLORS USAGE



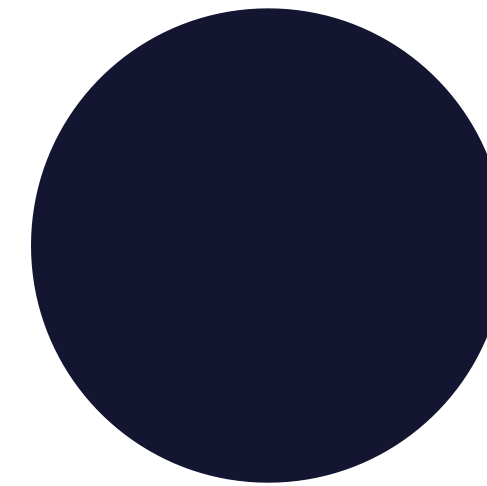
8x8 RED

USAGE

Used for 8x8 logo color.

Refreshed brand color to be used sparingly in instances such as:

- headlines & subheads
- accents for various collateral material

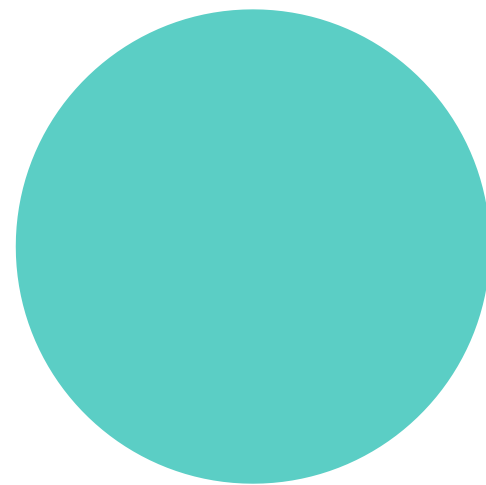


MIDNIGHT BLUE

USAGE

Text color in compliance with AA standard contrast ratios. Used for the following:

- body copy
- CTAs
- reversed logo
- replaces black in most cases

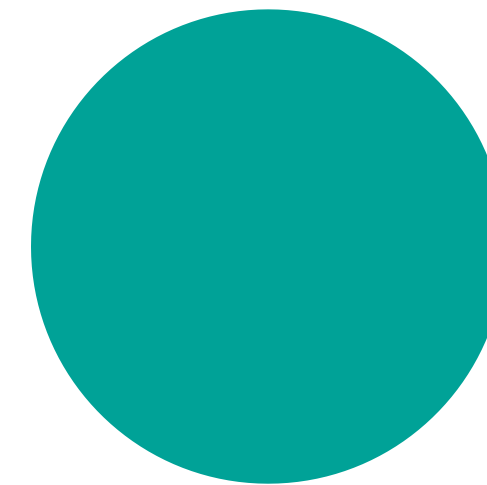


TEAL

USAGE

Primary accent color used for the following:

- Infographics
- Illustrations
- Pixel Grid



DARK (WEB) TEAL

USAGE

Text color in compliance with AA standard contrast ratios. Used for the following:

- web interactive elements (CTA's and hyperlinks).



TYPOGRAPHY

TYPOGRAPHY

Montserrat is a contemporary sans serif that helps communicate in a human, approachable manner.

Use Montserrat Bold 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.

MONTSERRAT BOLD (HEADLINES)

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxy
1234567890?@#%&

OPEN SANS REGULAR (BODY COPY)

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxy
1234567890?@#%&

TYPE USAGE

Headline font is **Montserrat Bold**, with letter spacing (tracking) set to 20. Headlines should always be sentence cased with punctuation.

Body copy font is **Open Sans Regular** and should only be used for body copy, title slides and captions.

TYPE CASE

Headlines: Sentence case

Subheads: Sentence case

Exceptions:

Titles: Title Case

(for ebooks, webinars or white papers)

Titles: ALL CAPS

(presentations and wayfinding/signage)

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.

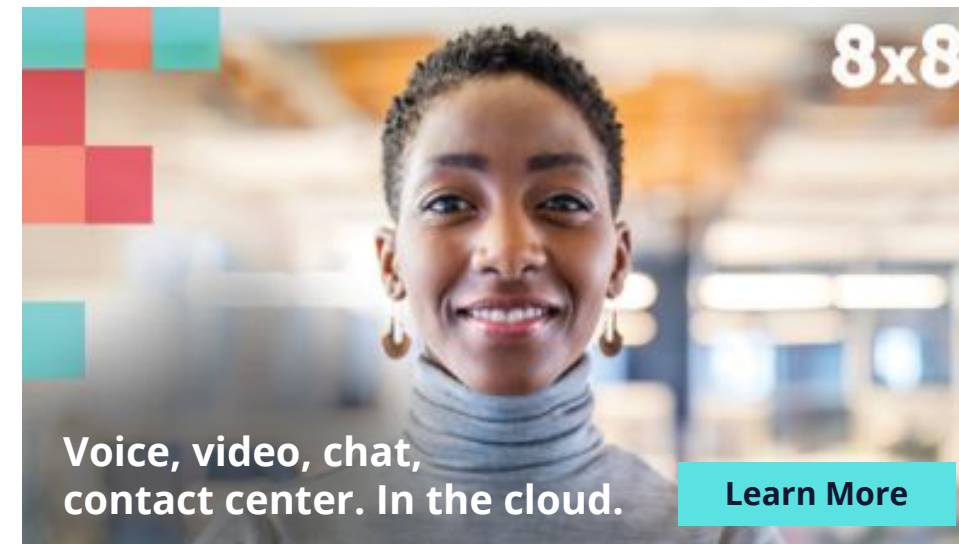


CTA BUTTON

PRIMARY CTA BUTTON

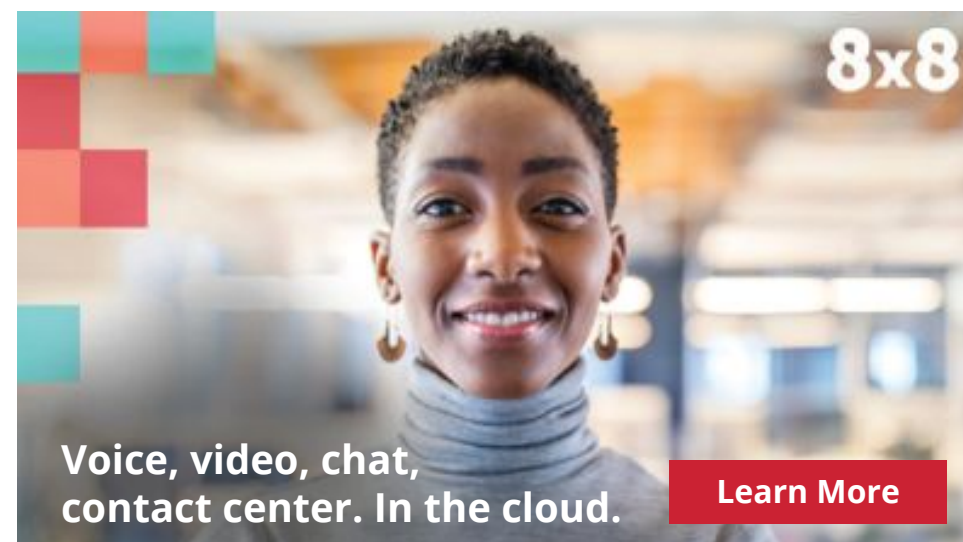
Primary CTAs should be solid color, titlecase and set in Open Sans Bold. Do not use punctuation. If a CTA is included within a sentence or paragraph, match the case of that sentence.

DO NOT mix two different color buttons on the same graphic.



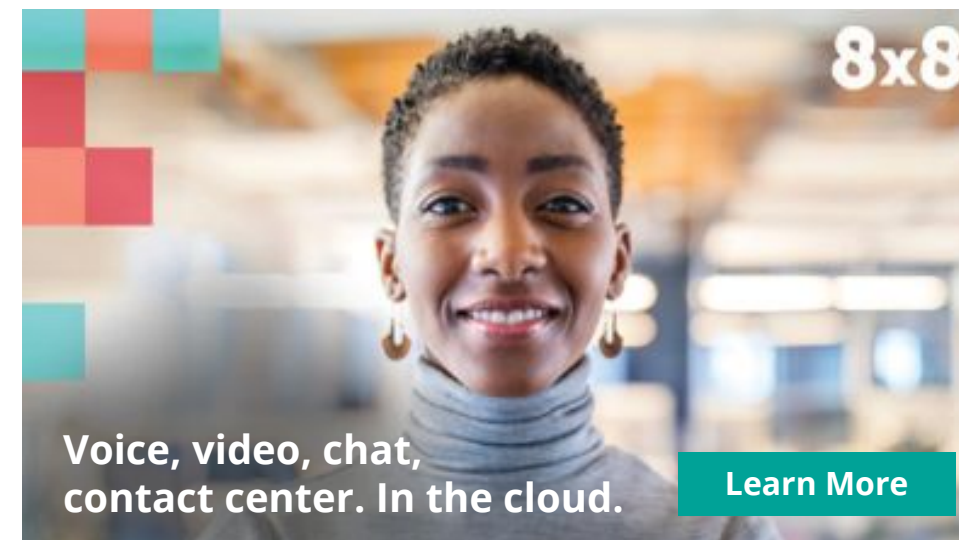
SOLID LIGHT TEAL

Use on a photograph or white or black background. Do not use drop shadows. Use only with Midnight CTA copy.



SOLID RED/WHITE TEXT

Use on a photograph or white or black background. Do not use drop shadows. Use only with White CTA copy.



SOLID DARK TEAL

Use on a photograph or white or black background. Do not use drop shadows. Use only with White CTA copy.

SECONDARY CTA BUTTON

Secondary CTAs should be outlined, titlecase 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.



OUTLINE WHITE

Use on darker photography or on a black background



OUTLINE RED

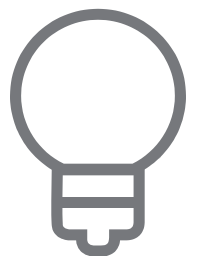
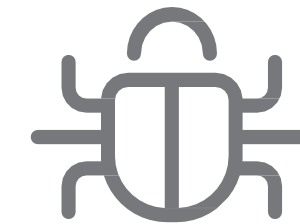
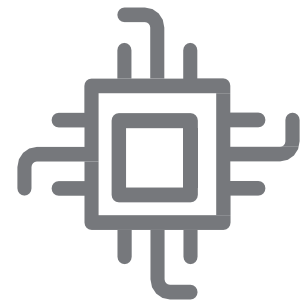
Use on lighter photography or on a white/light background



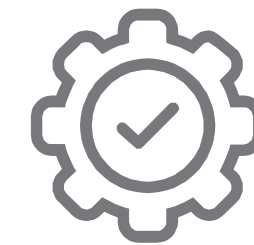
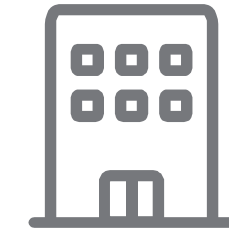
ICONOGRAPHY

ICONOGRAPHY

Our icons are meant to be sleek, simple, and informative. While conveying a sense of travel and exploration, they also serve an important functional purpose. We use stylish and modern illustrations in either white or one of our neutral colors.



ICONOGRAPHY





PHOTOGRAPHY

PHOTOGRAPHY

Proposed key images focus on friendly portraits of a diverse workforce of the future in a variety of settings (office, collaboration space, home, outdoors) to frame 'Connecting Your Future' as connecting the new type of a workforce 8x8 is ready to support regardless of where the work gets done.

The supporting photography focuses on progress by showcasing forward direction and movement, combined with modern architecture, unexpected textures and interesting perspectives.

A combination of the abstract themes and relatable imagery of people connecting in a variety of ways, adds a unique interest and intrigue, capturing the viewer and driving their engagement.

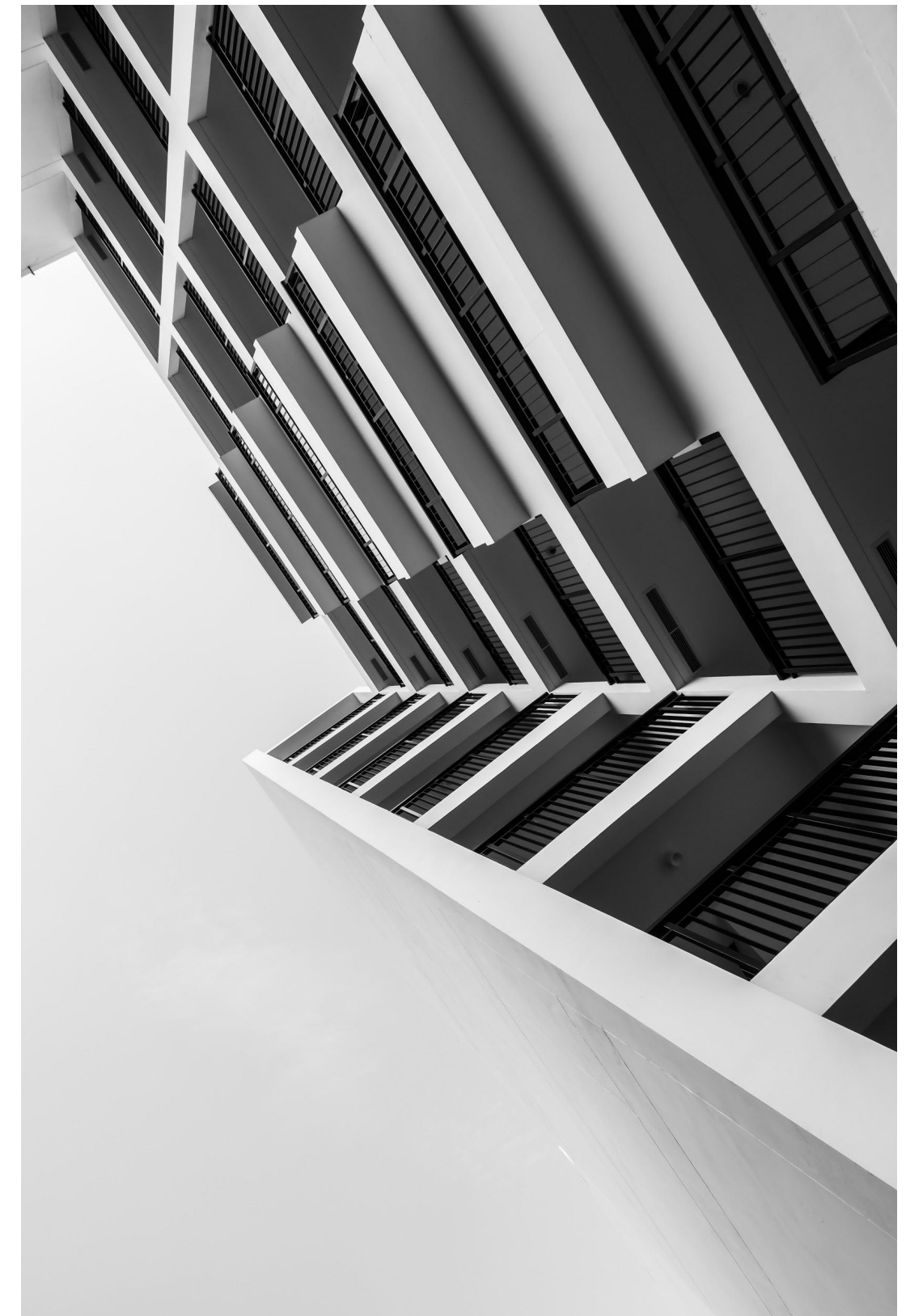
All images are shot with natural light and provide a negative space in order to feel organic and un-staged and drive trust, while offering space for additional messaging and calls to action.

Look out for images with:

- organic lighting
- natural expressions
- modern workplace
- negative space
- forward momentum
- open body language
- unique perspectives
- diversity amongst people
- unexpected textures
- interesting architecture

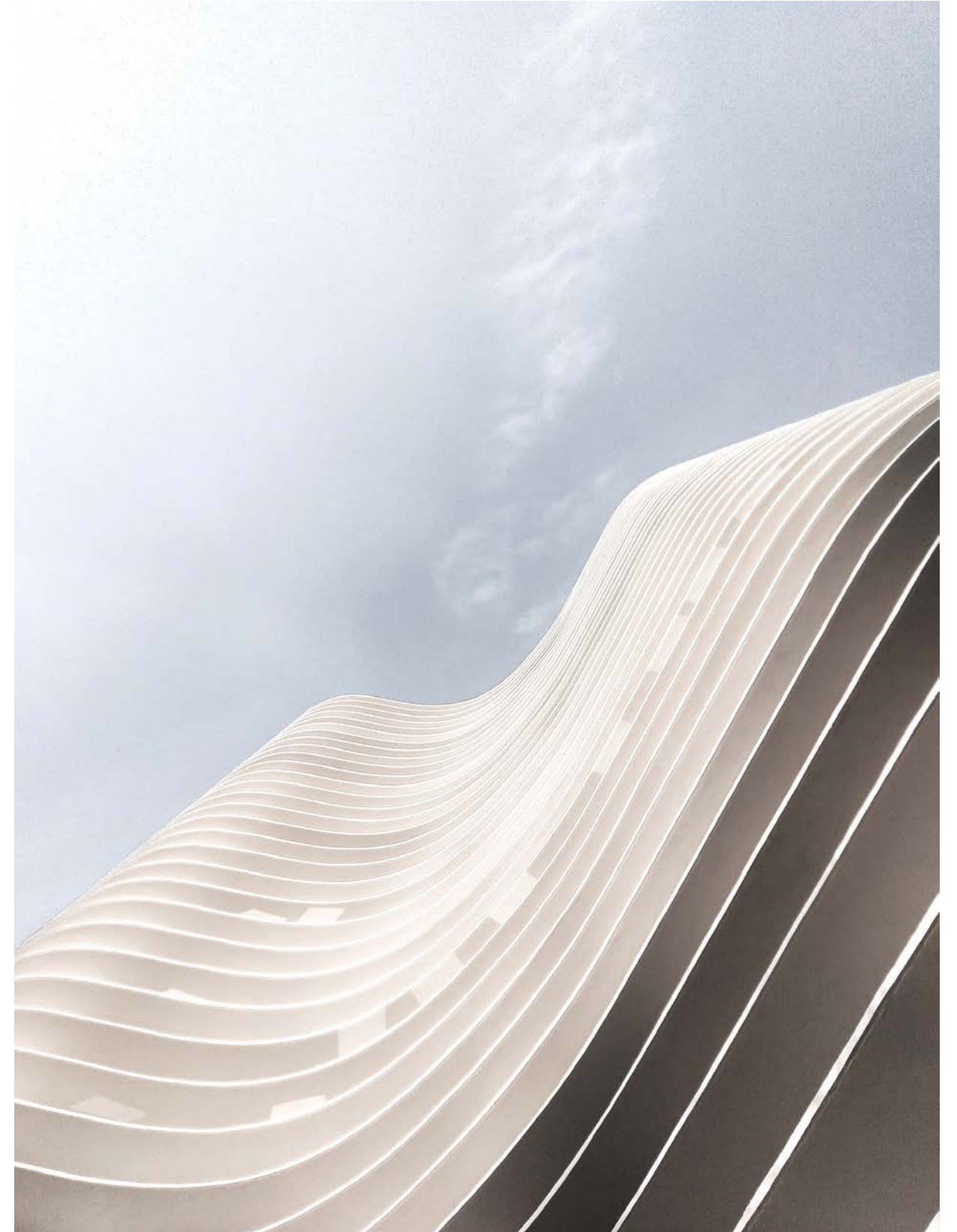
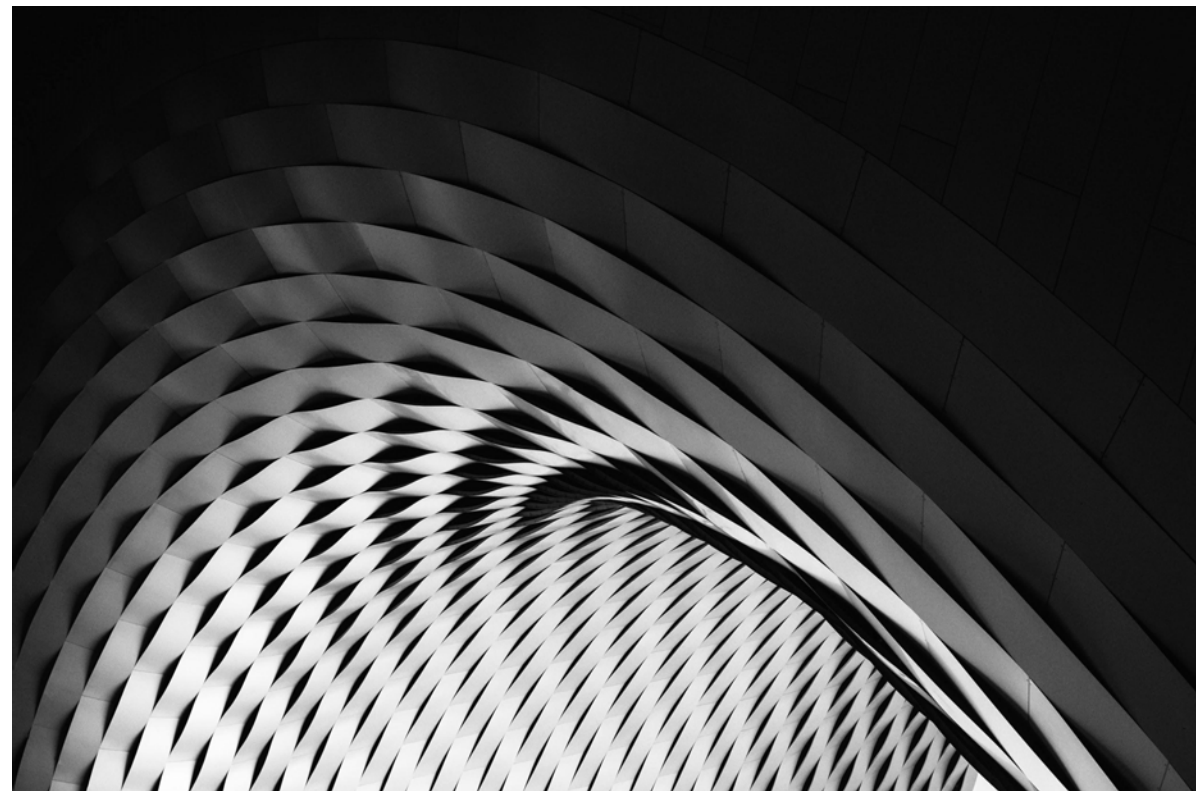
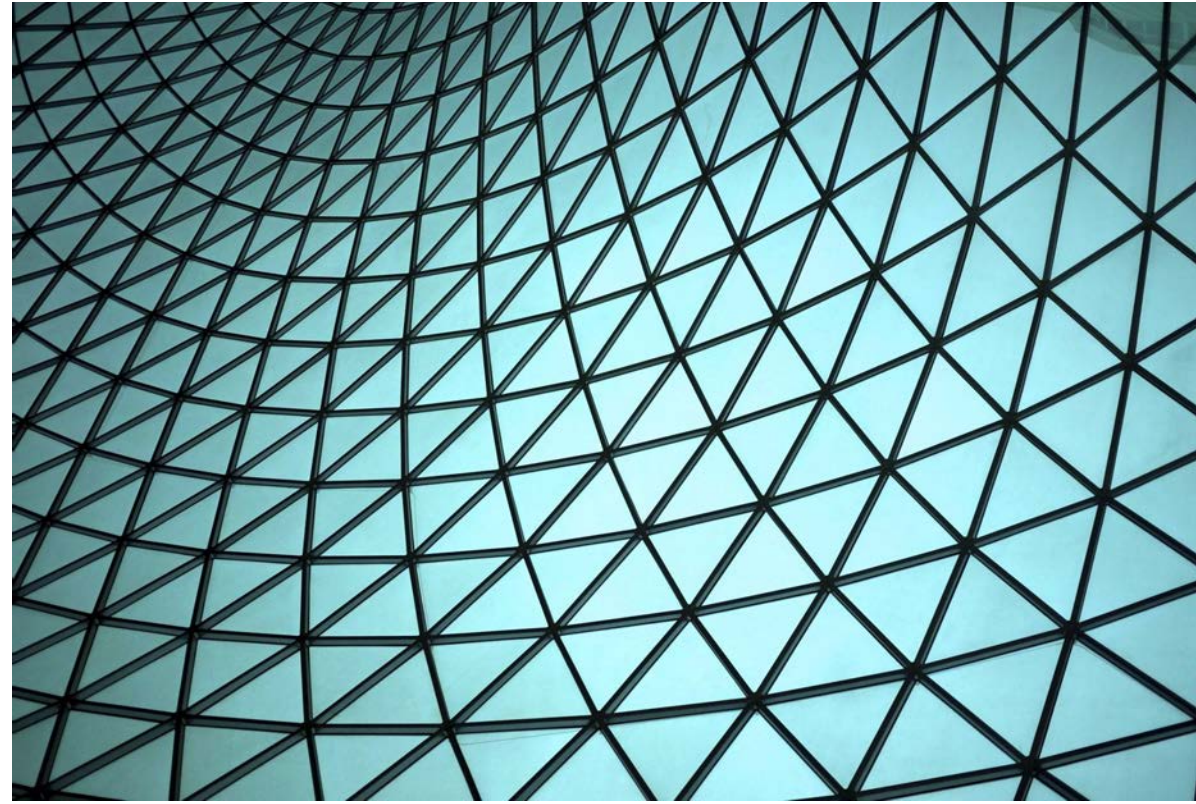


ARCHITECTURAL

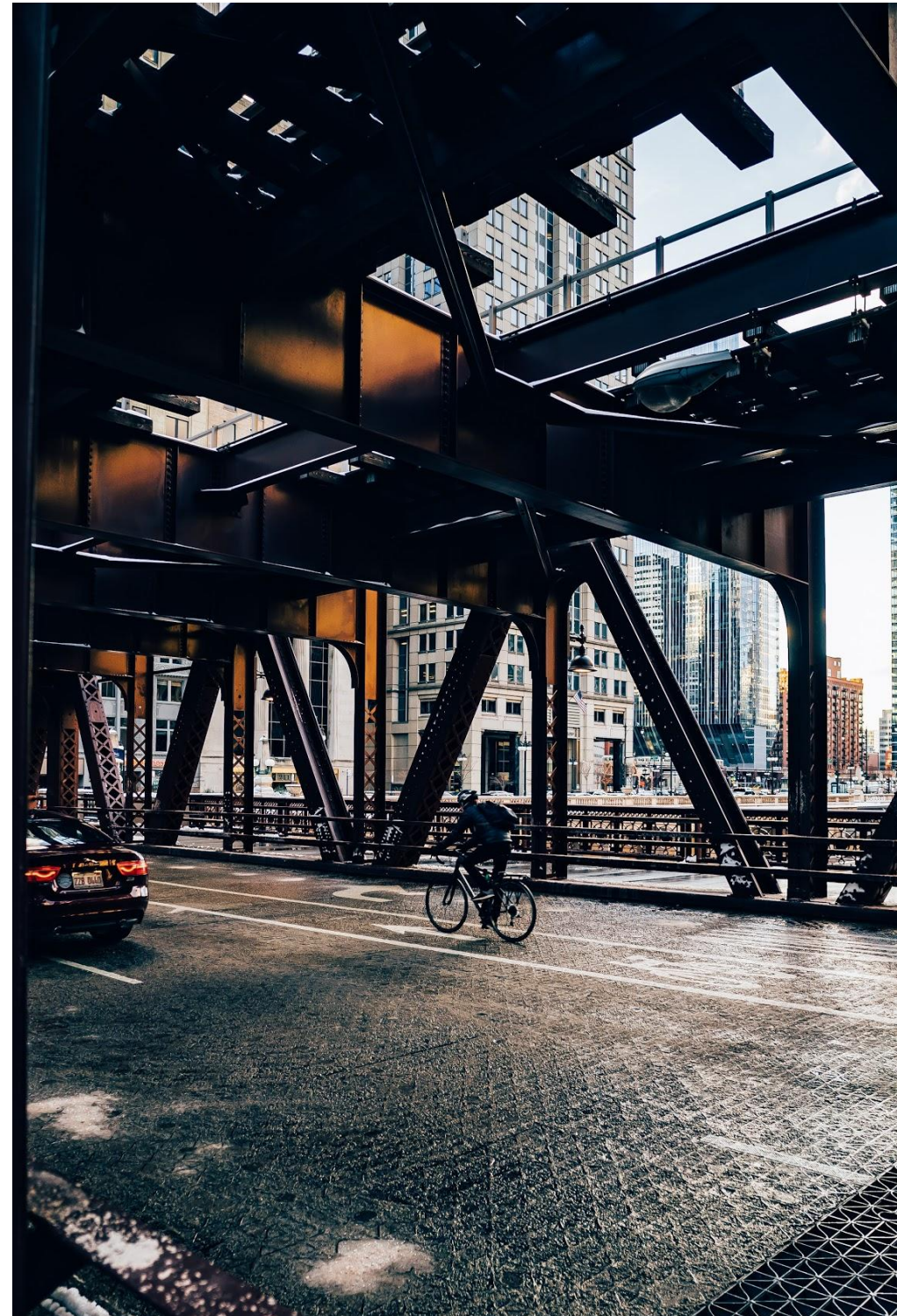


8x8

ARTISTIC



SPEED/MOVEMENT



AUTHENTIC PERSON



COLLABORATION

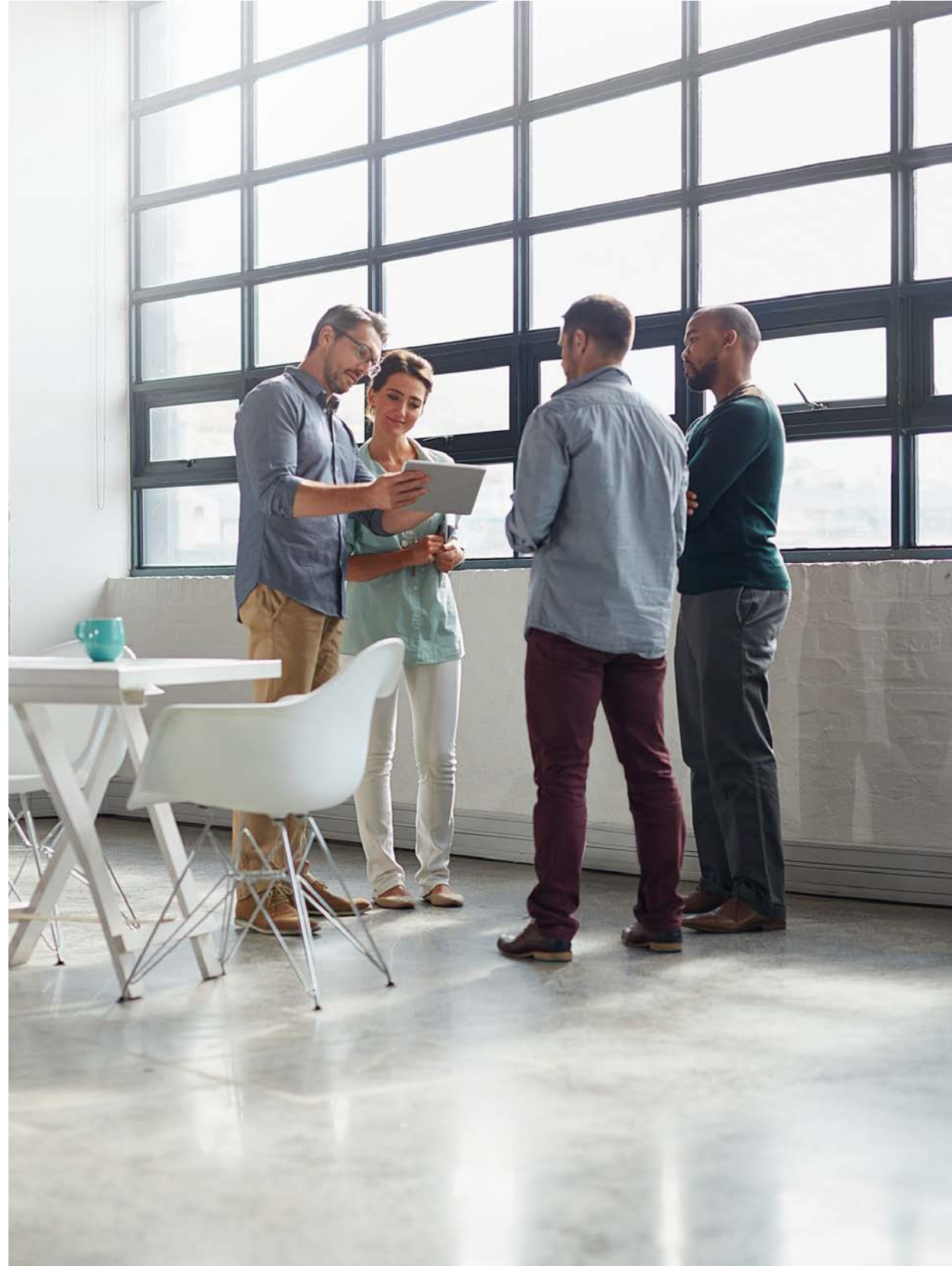
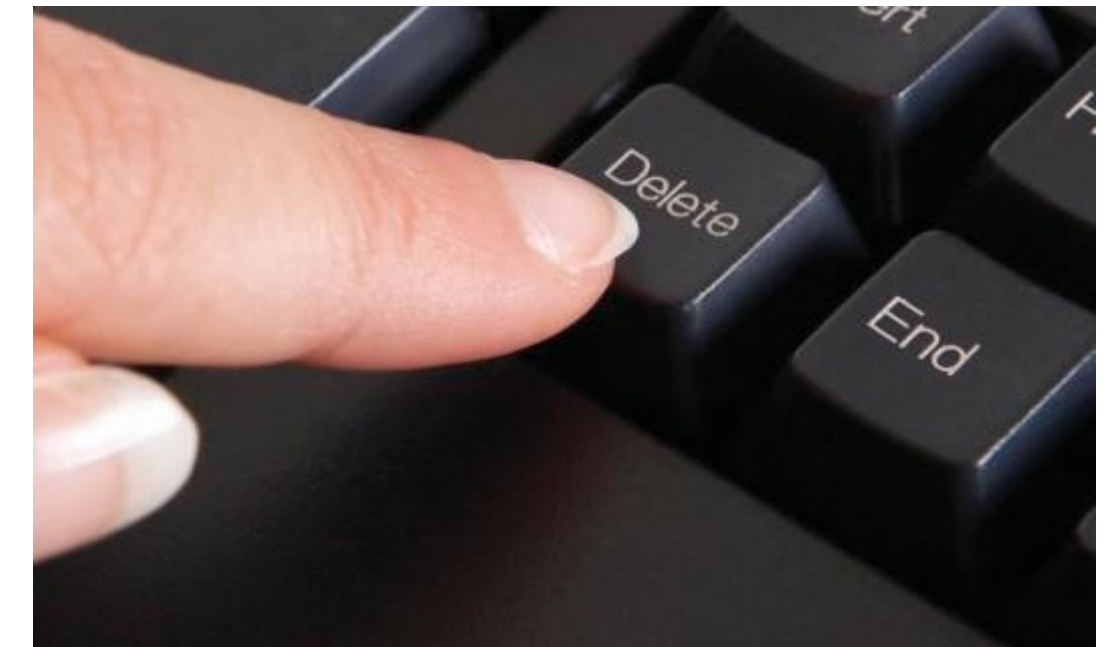


PHOTO DON'TS

Avoid photography that's staged or uses unnatural lighting. Stay away from photos that include people who are not warm and inviting.

Don't use generic buildings and office spaces.

Avoid negative imagery that hints at technical frustrations or obsolete systems.



8x8



8x8 PIXEL GRID

PIXELS

The 8x8 Pixel Grid is a visual design element that connects the brand's past, present and the future. Derived from legacy colors and the actual 8x8 pixel grid, it offers a new platform to communicate new concepts via a dynamic and constantly evolving visual presence.

The Grid can be adopted to identify specific product lines, but can also be used as an interstitial animation, transition in a video communication, or a large iconic visual, changing colors dynamically.

The pixel grid/accent changes in the amount you see/don't see depending on what looks visually balanced for each particular deliverable

How to use pixels:

- Crop pixel grid accordingly
- Don't cut individual pixel squares
- Transparency should be set between 60-80%
- Grids should be used as an overlay over images
- Play with the interaction of pixels and imagery and see what works best (use at your discretion)
- Use more or less rows of pixels depending on your image

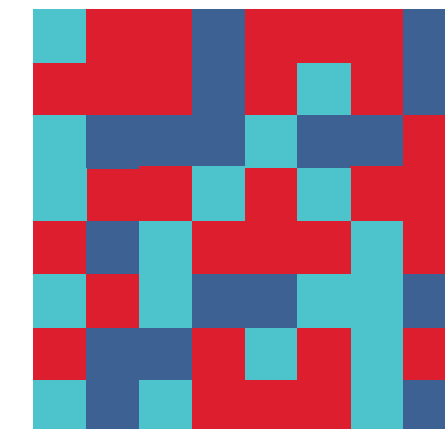
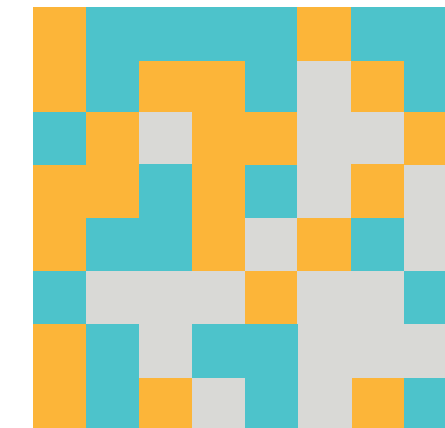
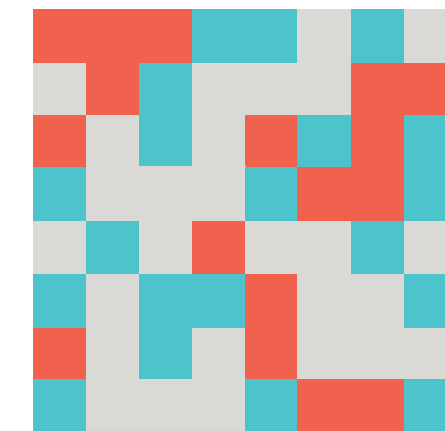
Paired of colors

Applications should not exceed five pixels of same color next to each other

Option for additional pairing color



Pairing color options



Transparency

Should be set between 60-80%

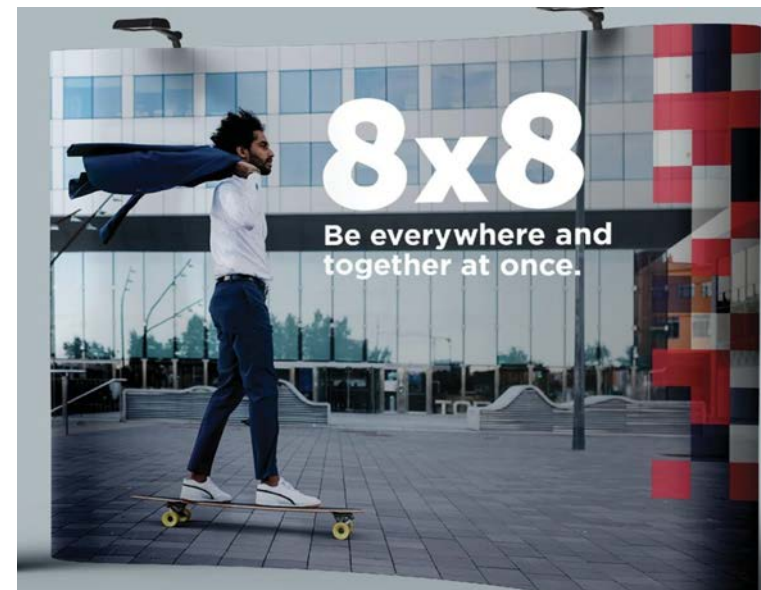
PIXELS

PIXEL ACCENTS

Pixel accents conceptually tie into our name and the underlying technology of video compression. They can be used in a variety of ways and are always a subtle and ancillary element to creative. They should not be repetitive, obstructive or take away from the existing visuals, messaging or concept they are meant to support.

Overlays

Used on edges of imagery or in negative space to reinforce color and brand essence. Primarily for event signage or on the 1st page of long-form collateral, this shouldn't be overused or in conjunction with other pixel treatments.



One Cloud Communications Platform

8x8 provides one global cloud communications platform that helps small, mid-market and enterprise businesses match the speed of customer expectations. We believe that businesses who succeed consistently deliver exceptional employee and customer experiences.

8x8 breaks down silos between sales, service, help desks and customers to get your people working together to solve problems, identify opportunities and deliver a better experience for everyone. By providing voice, video, chat and contact center on one cloud-based platform, 8x8 helps you delight customers and thrive in a competitive business environment.

Corner Frames

Larger pixels move behind other elements like photography or content boxes to create a framing effect. These corner accents help define clearer edges while reinforcing brand colors.

Convenient Communications
Enhancing responsiveness with anytime, anywhere, on-any-device communications

There are a number of factors making it difficult for providers and clinics to deliver optimal experiences. Two factors often going underappreciated are the negative impact of outdated technology and the positive impact of convenient communications. But times are changing. In fact, 49 percent of health care providers are in the process of transforming their practice model over the next 12 months, which is the highest percentage of any industry! And 16 percent have already begun the process over the past two years.¹⁾

Health care providers are using 8x8 cloud communications to increase productivity, reduce costs and super-charge their commitment to exceptional care and service.

1) Statista, 2018 Q3 Agenda - A Health Care Provider's Perspective, April 2018

Blocks

A subtle way to lock imagery to white space or define repetitive elements such as logo placement or page numbers.

8x UCAAS HQ Leader Gartner
8x Superior Voice Quality Tolly Group
8x 2018 Winner Call & Contact Center Expo Best Communications Provider

Over the last 17 years, we've built cloud communications solutions that work simply, integrate seamlessly and perform reliably. We've earned more than 175 patents—a testament to our innovative thinking—and the trust of more than 52,000+ satisfied companies around the world.

We offer the most complete suite of cloud communications solutions including voice, video, chat and contact center solutions. 8x8 solutions provide Fortune 500 features for one office OR many offices—around the flexibility to easily grow and scale your business at your own pace, when you're ready.

8x8 empowers your business to collaborate anywhere, on any device, to drive phenomenal communications. Period.

Experience the new speed of business. Call us today to learn more: 1-866-835-2979 or visit us at: 8x8.com.

- Publicly traded on NYSE: "EIGHT"
- Used by 52,000+ organizations
- 1M+ Users Worldwide
- 15 global data centers serving customers in 157 countries
- Global 24/7/365 follow-the-sun customer support

8x8
8x8, Inc. (NYSE: EIGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ®, ™, or ™ are registered trademarks, trademarks, or services marks respectively of 8x8, Inc.

in t f u s

Grids

Additional pixel grids can be used on solid colors as visual accents for messaging or to help balance negative/white space.



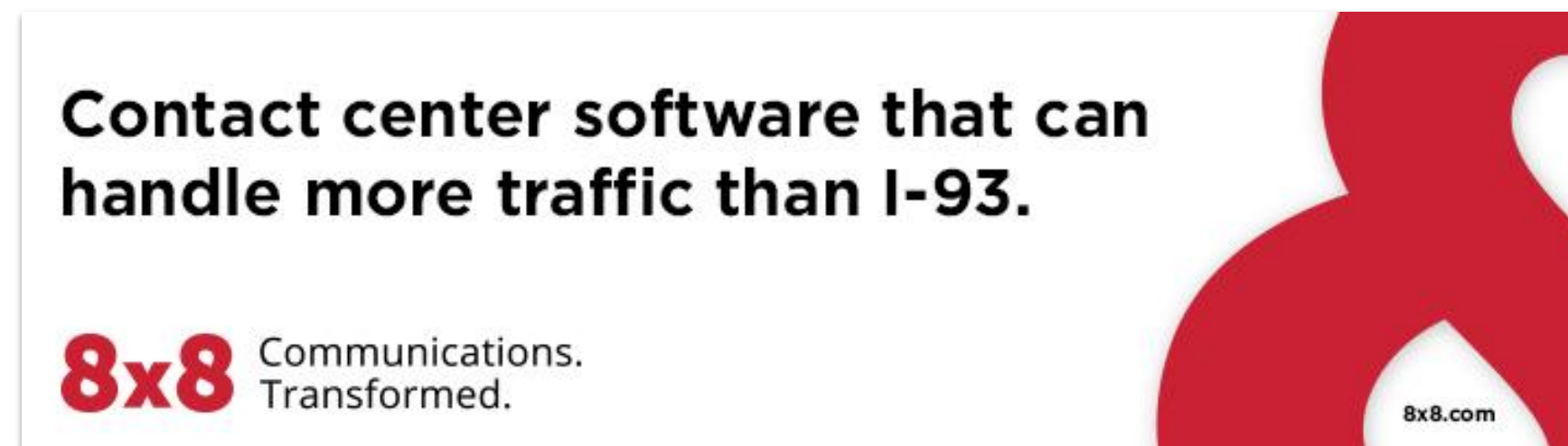
ABSTRACT 8

ABSTRACT 8

This design elements should be reserved for 8x8 brand/messaging

How to use Abstract 8:

- Crop at the lower right corner
- Abstract 8 should be anchored to the lower right and use the asset's border to define the edges.
- No obscuring the 8 with additional graphics or imagery like people text.
- Do not place the Abstract 8 in other locations (top left, centered, etc.).




We've got business communications down pat(s). **LET'S TALK**

8x8 Communications. Transformed.



Voice quality more reliable than a nor'eastah in wintah. **LET'S TALK**

8x8 Communications. Transformed.



We've got business communications down pat(s).

LET'S TALK

8x8 Communications. Transformed.



Voice quality more reliable than a nor'eastah in wintah.

LET'S TALK

8x8 Communications. Transformed.





COLLATERAL

8x8

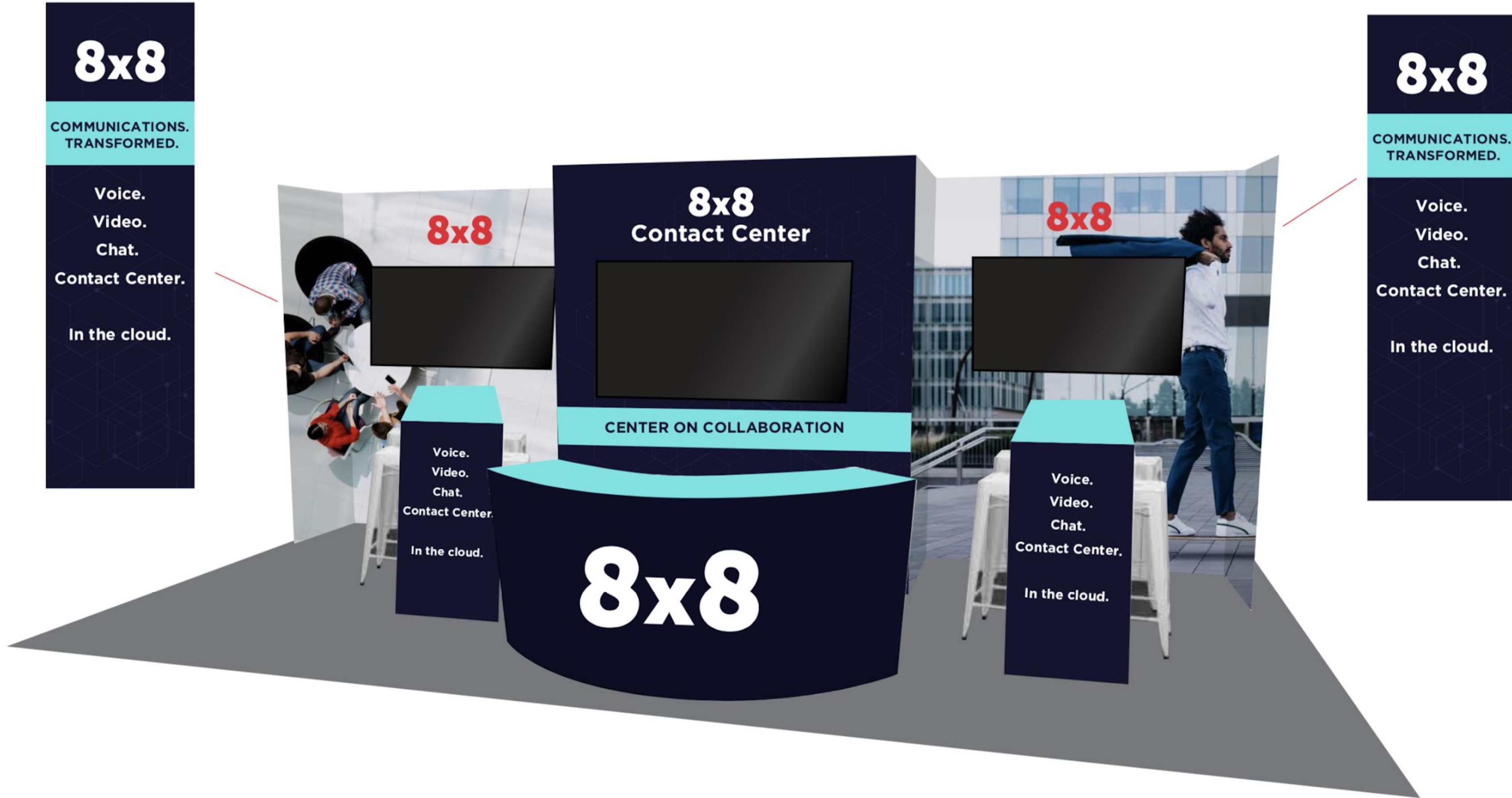
EVENT



8x8
COMMUNICATIONS.
TRANSFORMED.
Voice.
Video.
Chat.
Contact Center.
In the cloud.



Side Panel



8x8

OOH

COLLATERAL

8x8

Collaborate faster.
Work smarter.

8x8

8x8

OOH

COLLATERAL

Reach the future, faster.

Voice, video, chat, contact center. In the cloud



8x8

DATASHEET

Data Sheet

Cloud Communications and Collaboration

8x8

Cloud Communications and Collaboration

8x8's cloud based communication platform provides one solution for voice, video and chat across any device, anytime and anywhere.

Do you have an aging and outdated PBX system that needs to be replaced? Are the costs of maintaining and supporting multiple systems taking a toll on your IT budget? Do you have to manage different applications for voice, video and chat?

The race to the cloud is underway, with different companies implementing a wide range of point solutions, each catering to a specific need. For a communications solution, this means that there is one application for calls, another one for messaging and a third one for video conferencing. What you end up with is a hodgepodge of applications, fragmented systems causing data silos that make accessing data a tedious and costly process, not to mention having to deal with multiple vendors to meet all your communication and collaboration needs. This is exactly what we're difficult about on-premise systems, because in an integrated solution for voice, messaging and video conferencing addresses these issues and allows you to optimize your communications systems and ensure the highest level of quality, security and reliability that your business demands.

8x8 by 8x8 delivers an integrated communications solution—one application that provides a consistent experience and allows you to communicate and collaborate with external partners and customers across diverse platforms. X Series brings all your fragmented systems together, allowing everyone to work together on one system of engagement. Our cloud communications platform means each employee only needs one account and that everyone can communicate securely with internal and external partners, without worrying about breaking corporate data governance policies. Employees can deliver a superior, personalized experience to customers. All with 8x8's class-leading voice quality, uptime and security compliance.

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

Cloud Communications and Collaboration

Global Reach[®] Network

Our patented geo-routing algorithms route communications quickly and efficiently to the cloud data center, resulting in crystal clear connections and superior voice quality. This technology gives us the unique ability to deliver a consistent user experience over inconsistent networks, the ones you guarantee it in our contract.

15 Data Centers in 15 countries
89 Local Numbers in 89 countries
8 Global Deployments/Support Teams in 8 countries
157 Customers in 157 countries
122 Toll-Free Numbers in 122 countries

Centralized Administration

Administer locally, deploy globally with our centralized Configuration Manager. Easily deploy and manage all users and sites in one place. Administrators can onboard individual users or whole departments with a few clicks of a button, including setting up and managing features such as call queues, ring groups, paging and call monitoring capabilities.

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

Cloud Communications and Collaboration

Key Components of 8x8's Cloud Communications Solution

Cloud Phone

It starts with modernizing your phone system. 8x8's cloud phone is powerful, modern and easy to use. It includes rich features such as HD call quality, industry standard (128-bit) encryption for secure voice, unlimited global calling to up to 47 countries and more. With 8x8, you aren't tied to your desk phone—take your office number with you anywhere, on any device. Communicate seamlessly using your desk phone, computer, smartphone or tablet so that your team can stay productive on the go.

Team Messaging

Unlike other team messaging applications, 8x8 Team Messaging provides instant access to all employees by connecting to the corporate directory so they can collaborate across departments, business units and project teams and get just what you need in the moment.

Team Messaging supports both public and private "rooms" so you can choose the audience with whom you collaborate on different topics. For example, your legal team may want to collaborate on projects in an invite-only private room whereas marketing may prefer a public "room" through which they can share company-wide updates and encourage transparency. You can @ mention people, share files, view read receipts, see presence and follow or unfollow specific rooms as necessary to control your notifications and reduce the overall noise often associated with team messaging applications.

Get More with 8x8 Cloud Communications and Collaboration

The power of one

- One application for voice, video and chat across desktop and mobile devices, including cross-platform operability that lets you use your preferred messaging application.
- One global directory provides automatic availability and instant access to all employees.

Save money with lower total cost of ownership (TCO)

- No upfront capital investment
- No maintenance/support cost for system upkeep

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

Cloud Communications and Collaboration

Capability	Lobby	X1	X2	X3	X4
Cloud Phone System					
Unlimited global calling for US phone	US, Canada	14 countries	32 countries	47 countries	
Phone number and extension					
HD voice & Secure voice (SLS and SRTP)					
Active directory - Authentication					
Hot desking					
Caller ID, extension to extension calling					
Number porting - Self service or managed					
Call waiting, call park, call transfers					
Phone paging (Physical devices only)					
Hold music					
Workgroups (Auto attendant, ring groups/hunt groups)					
Single Sign-On					
Stenogram					
Web browser click-to-dial					
Power keys along Lamp fields					
Desktop and mobile apps					
Call queues					
Switchboard pro [®]					
Barge Monitor/Whisper					
Call recording and media storage for meeting and call recording		5GB	1GB	5GB	10GB

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

Cloud Communications and Collaboration

Meetings

With 8x8 Meetings, you can move from call to chat to video conferencing in one click, maintaining content and context along the way. With reliable HD quality video and audio conferencing, start a meeting from your computer, iPad, iPhone, Android or a conference room phone for up to 100 participants. 8x8 Meetings also integrates with your calendar system so you can schedule a meeting with just one click.

Real-Time Analytics and Reporting

Having issues with voice quality? Dealing with network latency? 8x8 offers a robust suite of web-based tools that provide enterprise-level analytics, democratizing information to make more informed business decisions. With access to both historical and real-time data associated with all extensions and devices in an organization's phone system, you can now create and schedule custom reports to view call quality trends and other metrics.

Do you want to track calls coming in so you can optimize your business hours? With our built reports that show metrics such as call volume during business hours and off hours, you can create a more data-driven process to determine your store operation hours and adjust staffing needs accordingly.

Get More with 8x8 Cloud Communications and Collaboration

Analytics that make you smarter

- Develop custom dashboards and reports on system usage, call traffic and call quality trends to drive an informed decision making process.
- Get analytics on every customer and employee interaction.
- Integrations that power your ecosystem.
- An integration framework that makes it simple to embed communications into your business applications using industry standard APIs and templates.
- Faster ROI for all applications with one dataset that enables actionable insights and drives efficiency and innovation.

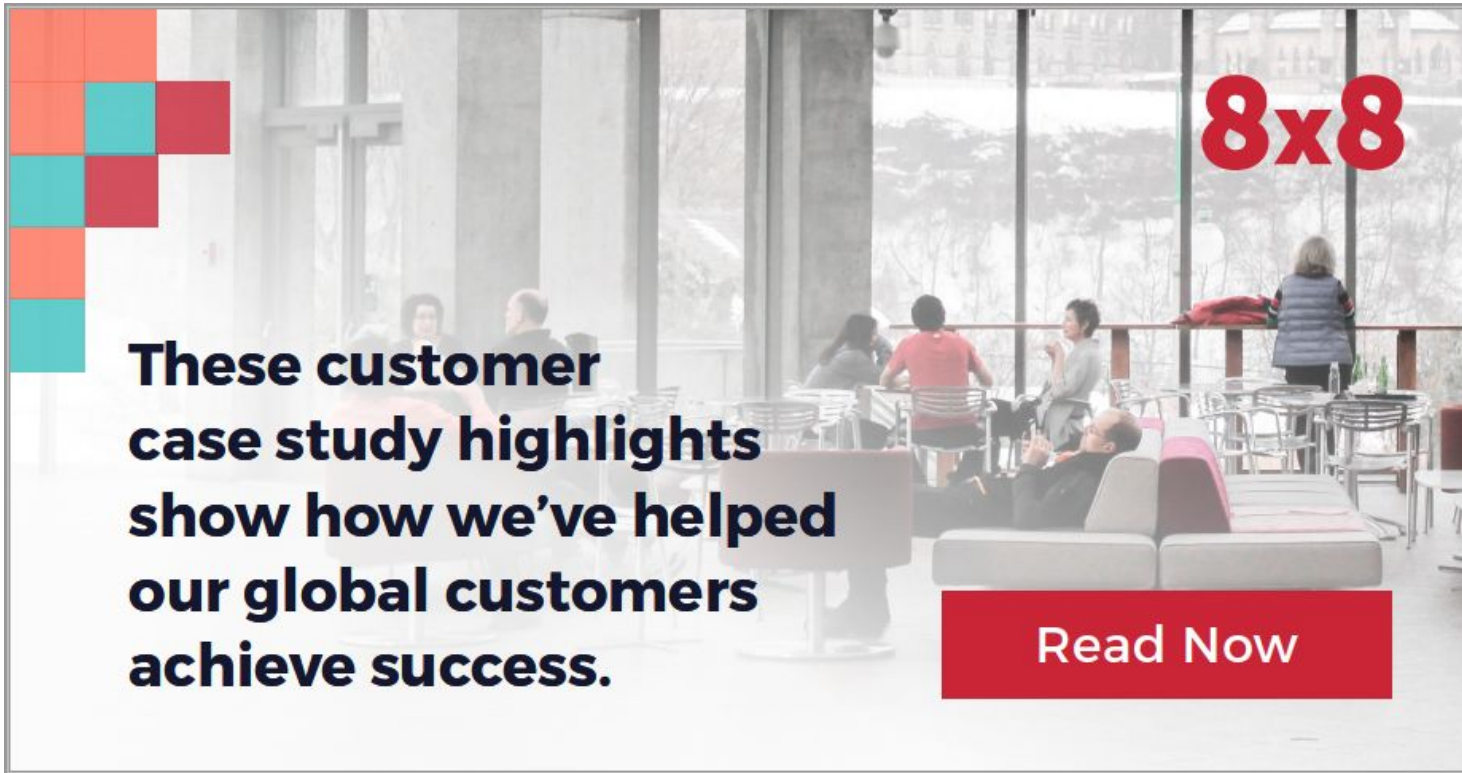


For more information, call 1.866.879.8647 or visit 8x8.com

Cloud Communications and Collaboration

Capability	Lobby	X1	X2	X3	X4
Team Messaging					
One-to-one team messaging: presence detection					
Seamless cross-platform team messaging with Chat, Slack, etc.					
Business SMS					
Unlimited internet fax [®]					
Meetings					
HD video and audio conferencing with meetings	per only	100 participants	100 participants	100 participants	
Instant screen sharing across multiple windows and monitors					
Record meetings					
Integr and scheduling with Microsoft Office 365/Outlook, Google Calendar extension					
Analytics on Every Interaction					
Analytics - Extension					
Analytics - Service Quality					
Analytics - Supervisor					
Integrations to your Core Systems					
Security and authentication - Okta					
CRM/ERP software such as Salesforce Sales Cloud, Microsoft, Bullhorn					
Service and support applications such as Zendesk, Salesforce Service Cloud					
Productivity applications such as Office 365, G Suite, Slack					

8x8, Inc. (NYSE:EGHT) is transforming the future of business communications as a leading Software as a Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers and drives productivity to connect individuals and teams in their own offices, on their own terms, and work smarter. 8x8 empowers and drives productivity to connect individuals and teams in their own offices, on their own terms, and work smarter. 8x8 empowers and drives productivity to connect individuals and teams in their own offices, on their own terms, and work smarter. 8x8 empowers and drives productivity to connect individuals and teams in their own offices, on their own terms, and work smarter.

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



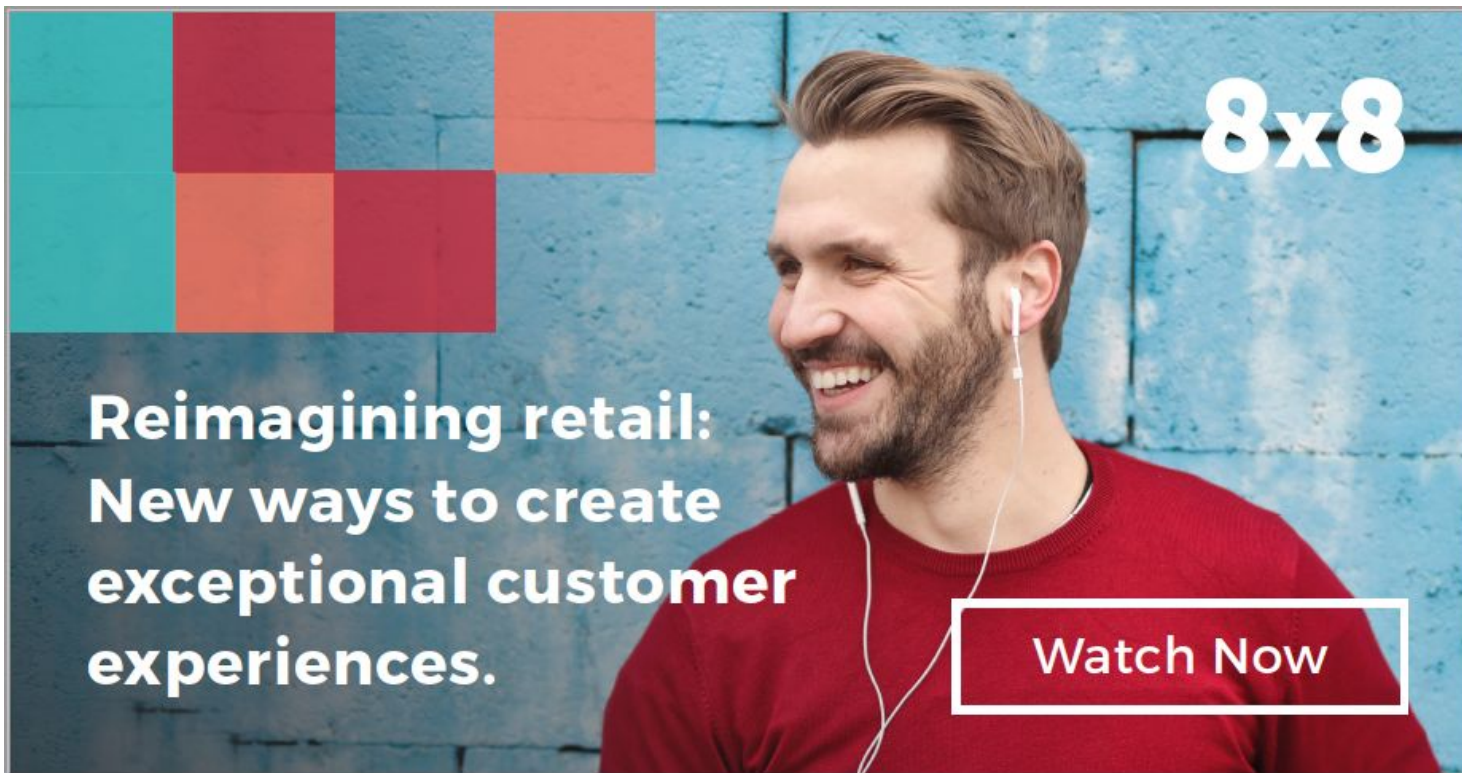


These customer case study highlights show how we've helped our global customers achieve success.

[Read Now](#)



Reimagining retail: New ways to create exceptional customer experiences.

[Read Now](#)



Reimagining retail: New ways to create exceptional customer experiences.

[Watch Now](#)



Happy #8x8 Day!



Dear Customer,

You have been carefully selected to upgrade your existing 8x8 services to X Series (no cost to you). You'll receive special white glove treatment during the upgrade, and we want you to be fully aware of the changes.

X Series is our new cloud communications platform that enables one system of engagement across voice, video, chat, and contact center on one system of intelligence delivering data-driven, actionable insights across the customer journey.

Upgrading is simple! **Please visit this link to view plan comparisons, and start the upgrade now.**

Once your upgrade is complete you will receive a confirmation email within one business day with additional information about your account and any other applicable details. Thank you for being a valued 8x8 customer.

All the best,

The 8x8 Team

[Learn More](#)



**Named a Leader
in Gartner Magic
Quadrant for 8th
Consecutive Year**



**An 8-time
Leader in the
Gartner UCaaS
Magic Quadrant**



Communications. Transformed.




**Named
a Leader
in Gartner
Magic
Quadrant
for 8th
Consecutive
Year**



Communications.
Transformed.

**8x8 Named a
Leader in Gartner
Magic Quadrant for
8th Year in a Row**

DECK



Presentation title goes here and here
Presentation subtitle goes here and here

8x8

Key topics

- Defining moment
- How to ensure you are prepared
- My story
- Innovation—the product is just the beginning!
- Company ecosystem
- Enterprise sales model
- Key takeaways
- Q&A

8x8

Experience the new speed of business with 8x8

- Guaranteed call reliability, quality
- Leading security and compliance
- Global capabilities
- Enterprise team messaging
- Proven, trusted partner



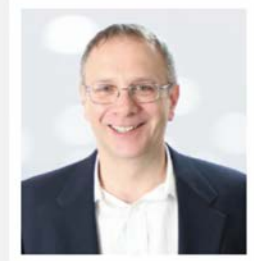
8x8

Multiple communications apps in the enterprise

- User defined tools, explosion of tools in play
- Uneven adoption of IT supported tools
- End user expectations vary across user groups
- Need to support many workstyles
- Dynamic user requirements

85%
of companies use two or more collaboration apps


8x8



“
The 8x8 solution is a no-brainer. This is a solution I would recommend without hesitation to anyone.
”

— Paul Patti, VP of IT, RPM Performance Coating Group

8x8



8x8
For tips, updates and the latest information

- 8x8.com
- @8x8
- facebook.com/8x8Inc
- linkedin.com/company/8x8
- youtube.com/8x8Inc

8x8

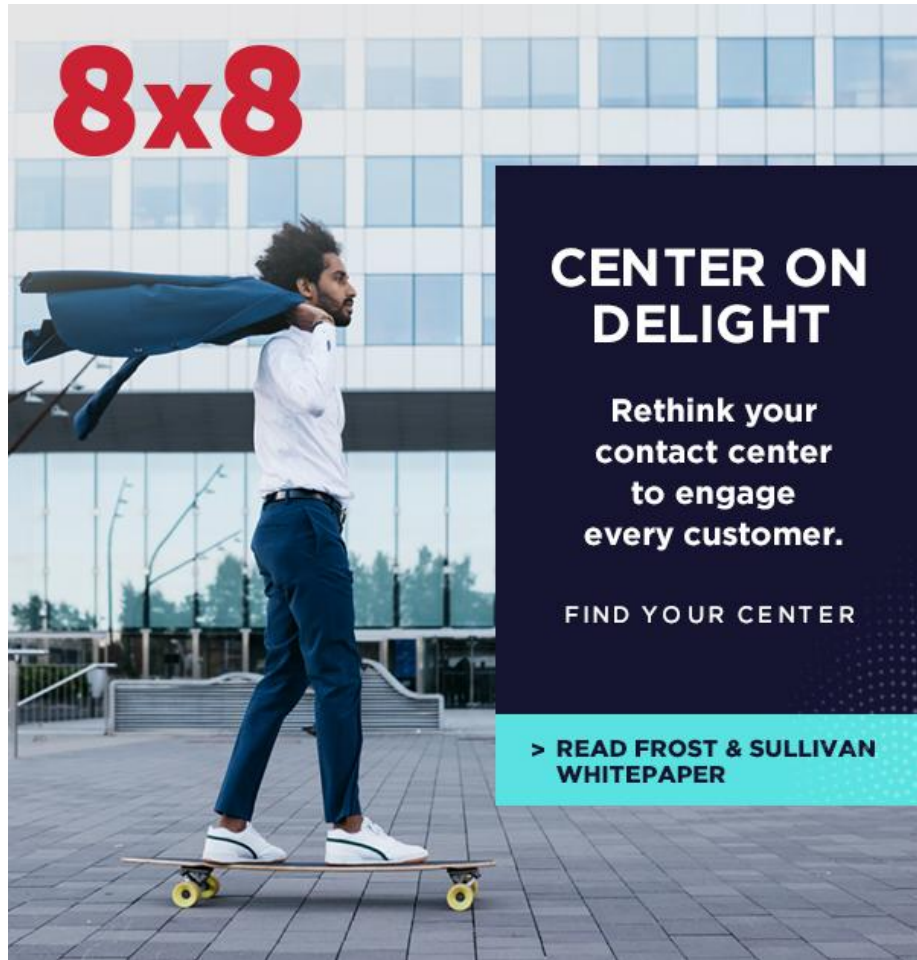



CENTER ON TOGETHER

Boost collaboration with 8x8 Contact Center.

FIND YOUR CENTER

[▶ WATCH VIDEO](#)



CENTER ON DELIGHT

Rethink your contact center to engage every customer.

FIND YOUR CENTER

[▶ READ FROST & SULLIVAN WHITEPAPER](#)



CENTER ON SUCCESS

Maximize every interaction with 8x8 Contact Center.

FIND YOUR CENTER

[▶ READ THE REPORT](#)



CENTER ON SIMPLICITY

Reduce IT complexity with 8x8 Contact Center.

FIND YOUR CENTER

[▶ READ WHITEPAPER](#)



CENTER ON LOYALTY

Reshape your CX with 8x8 Contact Center.

FIND YOUR CENTER

[▶ READ THE EBOOK](#)





CENTER ON AMAZING


Make your agents superheroes with 8x8 Contact Center.

FIND YOUR CENTER

[▶ READ THE BLOG](#)





MAKE IT MOVING.
HD Video Meetings.
Now part of X Series.




MAKE YOUR MEETING WITH 8x8.

[> GET STARTED](#)

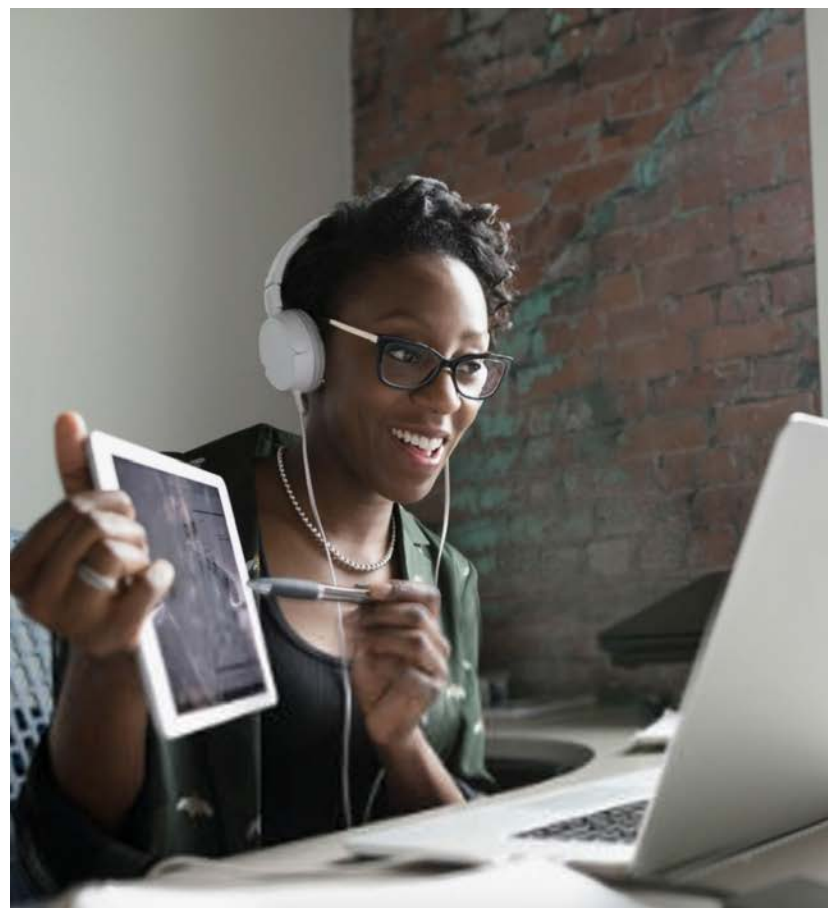



MAKE IT SIMPLE.
MAKE YOUR MEETING WITH 8x8.




HD Video Meetings. Now part of X Series.

[GET DEMO](#)





MAKE IT LIVE.
HD Video Meetings. Now part of X Series.




MAKE YOUR MEETING WITH 8x8.

[GET DEMO](#)



MAKE IT COMPLETE.
HD Video Meetings. Now part of X Series.



MAKE YOUR MEETING WITH 8x8.

[GET DEMO](#)



THANK YOU