8x8 Video Meetings

Free Standalone Meetings Solution Guide for Partners

Key Sales Points for Partners

- A free standalone video meetings solution attracts new users and customers for 8x8 solutions.
- 8x8 is targeting individual users from companies >100, but 8x8 Video Meetings is a great solution for enterprise-sized users as well.
- Regardless of company size, video meeting users are individual users, and they might not be actual buyers.
- Engage the users of the product to create a buzz that influences buying decisions. Especially effective if a group of users are a revenue producing line of business within an organization, showing improvement for free.
- Our goal with our partners is to get users to register and host free meetings with 8x8 Video Meetings. Once you've built a user base who understands the solution, you can explore different monetization paths.

User Scenarios and Responses

Persona: Customer who has / knows 8x8 X Series platform and prospects / IT buyers in the pipeline for X Series

Customer Statement: "Hey, I just signed up for the 8x8 Video Meetings free offer, what's that about?"

Response: "That's great!" | "Did you try it?" | "What do you think?"

Explanation: The 8x8 Video Meetings (standalone) solution you see offered for free is a standalone version of the video conferencing service 8x8 offers as part of the unified X Series platform.

The big difference is that 8x8 Video Meetings (standalone) is browser based and does not require any downloads (although 8x8 does offer apps). You can start a meeting in a matter of seconds and have your invitees join with only a few clicks. It provides HD audio and video communications, screen sharing, cloud recordings, calendar sync, personal meeting ID and URL and host and participant controls.

But, being a standalone service, it does not integrate into the Virtual Office. As you probably know, when offered as a part of the X Series package, 8x8 Video Meetings comes integrated with Virtual Office, which means it has all the features listed above as well as call out, voice, chat integrations and a collection of back end features for the admin including company directory integration, active directory, OKTA and SSO, user management, feature controls and advanced analytics. X Series is built for broad organizational roll-out.

We're providing 8x8 Video Meetings (standalone) for free to let new users experience 8x8 Video Meetings without any limits. It's built for smaller businesses and individuals.

(See page 2 for additional customer scenarios and response guidance.)

User Scenarios and Responses (cont)

Persona: Net-new user who wants to learn more

Customer Statement: "Hey, I just saw the 8x8 Video Meetings free offer, what's that about?"

Response: "That's great!" | "Did you try it?"

Explanation: 8x8 Video Meetings (standalone) is browser based and does not require any downloads (although 8x8 does offer an app). You can start a meeting in a matter of seconds and have your invitees join with only a few clicks. It provides HD audio and video communications, screen sharing, cloud recordings, calendar sync, personal meeting ID and URL and host and participant controls.

I'd recommend you use 8x8 Video Meetings for free and invite your colleagues and friends to try for free as well.

When you're ready, we can talk about 8x8's X Series platform. That would provide you with voice services, as well as a more robust video conferencing service.

As you probably know, as part of the X Series package, 8x8 Video Meetings comes integrated with Virtual Office, meaning it also offers call out, voice, chat integrations and collection of backend features for the admins. It's built for broad organizational roll-out.

For more information on helping your customers get up and running with 8x8 Video Meetings for free, contact your 8x8 Channel Account Manager.

Persona: Existing customer with ongoing roll-out strategy

Customer Statement: "I just saw the 8x8 Video Meetings free offer, perhaps we only need that and X1 instead of X2?"

Explanation: 8x8 Video Meetings (standalone) offers similar video conferencing functionality as the X2, but it does not offer:

- **Call-outs:** The ability to the bridge call in a participant.
- **Voice and chat:** Including the ability to escalate one voice call to a video conferencing meeting with a single seamless click (though this is coming soon).
- **Integration with the X Series platform:** Enabling Okta integration, single sign-on, company directory integration, private chat, advanced analytics and integrations with Salesforce, Netsuite, Zendesk, etc.

If downgraded to X1, you'd be running two independent applications, losing features that would disassemble the unified experience, spoil the continuity of data tracking and alter security protocols. It would also diminish the ease of use you've become accustomed to by no longer offering access to the company directory and resources. Costs due to inefficiency would quickly outgrow the savings from downgrading.

There is a tremendous amount of value in the extra $10/month you pay to be on X2 as opposed to X1 plus free standalone.

8x8

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 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.

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