



Program Overview

The 8x8 Accreditation Program is a carefully designed, benefit-driven initiative that values strong partnerships.



Our aim is to work hand-in-hand with our partners, ensuring that together we deliver an exceptional customer experience. By meeting the program criteria, partners enjoy a range of supportive benefits that help grow their CX (Customer Experience) capabilities.

Accreditation Criteria

Most TCO calculations for an on-premises or hybrid UCaaS/ To be considered for the Accreditation Program, partners are kindly asked to meet the following requirements:

Certification Requirements:

- At least **3 individuals** must be certified in each of these key areas:
 - CX Sales
 - CX Build
 - CX Support
 - CX Deployment
- **Eligibility:** Participation is open exclusively to those who have successfully completed the CX certifications.

Partner Eligibility:

The program welcomes both:

- **Existing Certified Partners:**
 - Partners who have ongoing installed base renewals and in-year bookings.
- **Newly Onboarded/Certified Partners:**
 - Partners who have completed the CX certifications.
 - Partners who have developed a CX-focused business plan with 8x8, complemented by an active marketing plan.
 - Partners who maintain a healthy pipeline of at least 3-5 active CX opportunities that are either in negotiation or nearing closure.

Infrastructure and Support:

- A clear, well-established infrastructure is essential – one that is capable of effectively selling, delivering, supporting, and understanding the CX customer journey.
- A dedicated Tier 1 Support function within your organization is also an important aspect of the program.

Customer Feedback Commitment:

- We ask that you participate in regular Customer Satisfaction (CSAT) surveys, helping both 98yourself and 8x8 work together to ensure the best customer experience.

Partnership Vision:

- We look for partners who are excited to build a true collaborative relationship with 8x8 – one where we stand side by side, committed to mutual success and growth.

The Program

When accepted into the program, a partner will be required to:

Follow the 'Crawl, Walk, Run' methodology

- **Crawl:**
 - Pre accreditation
 - All minimum certification levels have been met
 - 8x8 Professional Services will be purchased and this team will complete the deployment
 - Partners 'ride-along' with the 8x8 team

- **Walk:**
 - During accreditation
 - Partner deploys services
 - 8x8 Expert Services can be purchased to assist
 - Partner will review deployment at defined gateways throughout the deployment process
- **Run:**
 - Partner is accredited
 - Partner deploys services
 - 8x8 Expert Services can be purchased to assist
 - Partner completes quarterly, half yearly and, if required, yearly audits

Existing accredited partners will only be required to complete the 'Walk, Run' element of the program.

Program Benefits

As an accredited partner, you will enjoy a suite of exclusive benefits designed to support your journey:

1. CX Coaching Services:

- On completion of Accreditation, you will be entitled to a number of coaching hours as per your Partner Program Tier.
- *Note:* At this time, CX accreditation is offered to Apex and Summit partners.

2. Discount on Expert Services:

- Enjoy a 20% discount on the Expert Services delivered by the 8x8 Professional Services team. This benefit is currently available to all partners, with a preference for those who are CX Accredited.
- *Note:* At this time, CX accreditation is offered to Apex and Summit partners.

3. Featured Partner Status:

- Receive prominent visibility as a featured partner on the 8x8 Partner Finder.

4. Early Access to NPI Program:

- Benefit from early access to the New Product Introduction (NPI) Early Access Program.

5. Advanced CX Specialization Badges:

- Earn advanced CX specialization badges after achieving **5+ CX wins** within a 12-month period, supported by strong post-deployment CSAT scores and customer testimonials that meet our established CX guidelines.

6. Custom Masterclasses:

- Benefit from early access to the New Product Introduction (NPI) Early Access Program.

7. Customer Success Stories:

- Have the opportunity to feature two 8x8 paid customer success stories on our website for qualifying CX-led opportunities.

Summary

The 8x8 Accreditation Program is more than a set of requirements – it's a commitment to a shared vision of excellence in customer experience. We warmly invite partners who are passionate about growth and collaboration to join us. By meeting the outlined criteria, you not only gain access to a host of valuable benefits but also a trusted partnership with 8x8, dedicated to nurturing your success.

For more information or to explore your eligibility, please feel free to reach out to your 8x8 representative.



8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combining Contact Center, Unified Communication, and CPaaS APIs. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, X, and Facebook.

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