

A large, light grey 'X' graphic is positioned on the left side of the slide, extending from the top-left corner towards the center.

# ISDN Switch-Off Campaign

Campaign assets guide - January 2019

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# Campaign overview

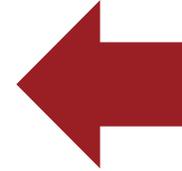
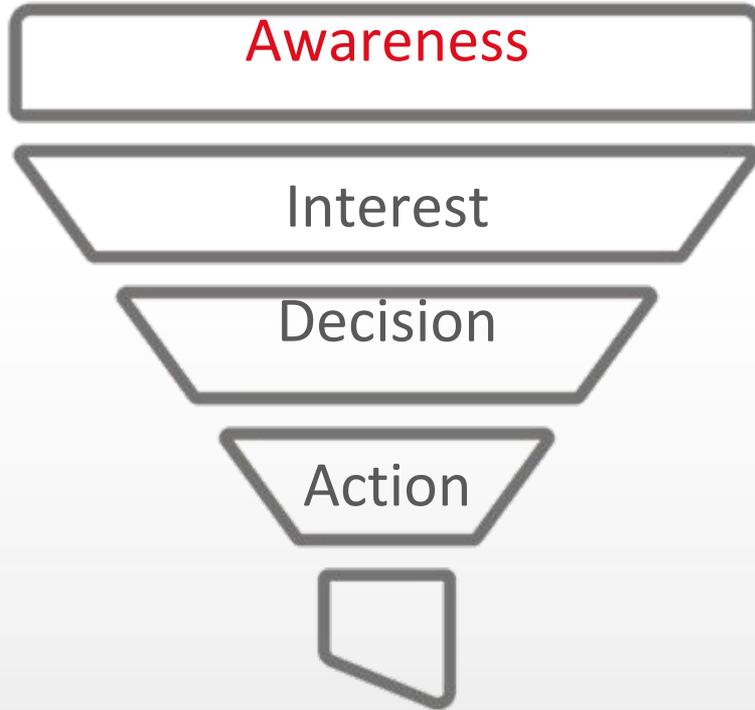


# Campaign Objectives

The objectives of this campaign are:

- Convert legacy system and install base customers
- Convert opportunities from ShoreTel and RingCentral to 8x8
- Position 8x8 as the clear choice for cloud communications

# Customer Purchase Cycle



The majority of contacts are expected to be in the **awareness** stage of the customer purchase cycle.

The campaign content is designed to engage contacts in the awareness stage of the purchase cycle.

# Target Audience

What's on their agenda	Key Positions
<p><b>IT Level</b></p> <ul style="list-style-type: none"><li>• Looking to reduce headaches, risks and costs</li><li>• Ease of deployment and administration</li><li>• Meet business goals</li></ul> <p><b>CIO/C Level</b></p> <ul style="list-style-type: none"><li>• Looking to grow/gain market share</li><li>• Stability and security</li><li>• Digital Transformation</li><li>• Shift from technology-provider to value-based service brokerage</li><li>• Innovation for differentiation and disruption</li></ul>	<p><b>SB and Mid-Market</b></p> <ul style="list-style-type: none"><li>• CIO, CTO, VP, IT Director</li><li>• COO, Head of Customer Support, Service, Experience</li></ul>

# Campaign Strategy

- This campaign is designed to leverage digital marketing strategies to reach a broader audience over the length of the campaign.
- Monitoring the level of engagement (opens clicks and downloads) will identify contacts who are most interested in the topics.

# Campaign - ISDN Awareness email

Week 1



Awareness Email 1  
XXXX

Week 2



Awareness Email 2  
XXXX

Week 3

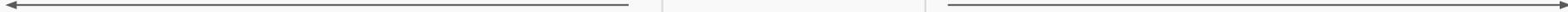


Awareness Email 3  
XXXX

Week 4



Awareness Email 4  
XXXX



Social Media:  
Social posts, blog

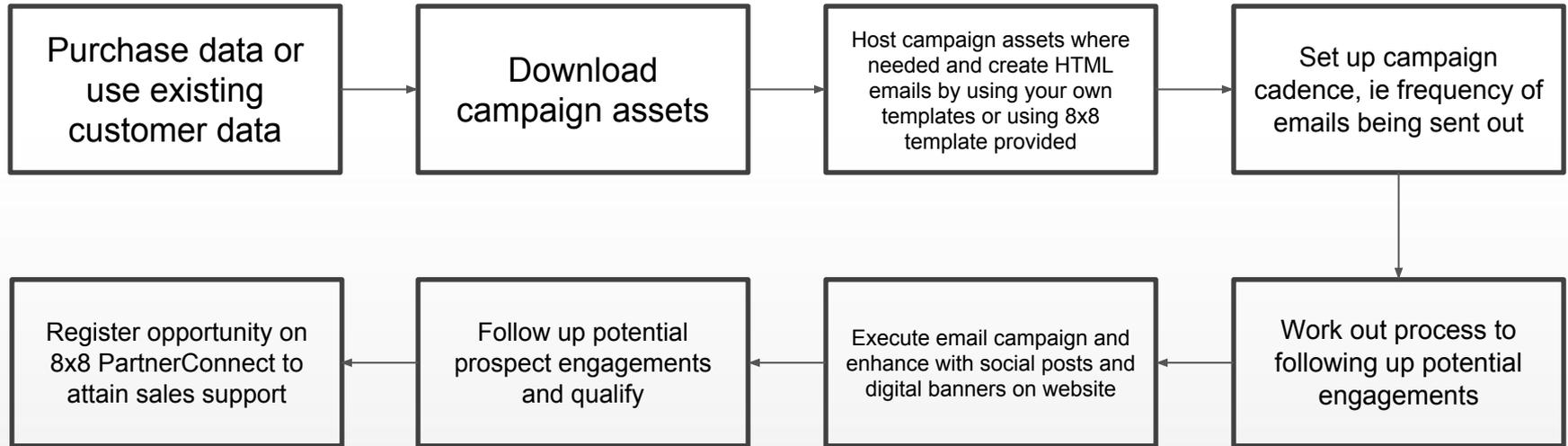
Banner Ads

# Campaign Content

Communications	Content Assets
<ul style="list-style-type: none"><li>● 4 emails</li><li>● 1 static banner (2 colour variants)</li><li>● Social cards 6 variants @ 3 Sizes</li></ul>	<ul style="list-style-type: none"><li>● Infographic: Don't switch off. Switch now.</li><li>● Whitepaper: Are you ready for the ISDN Switch off?</li><li>● FAQs</li></ul>

# Campaign Implementation

How to run your campaign



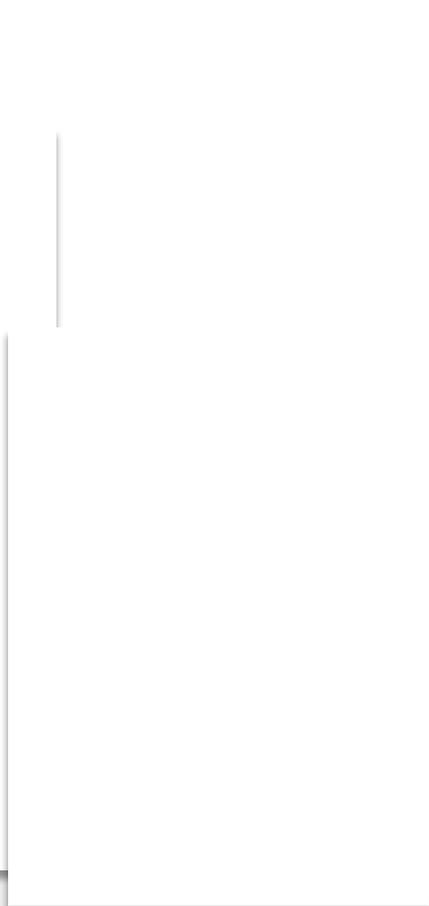
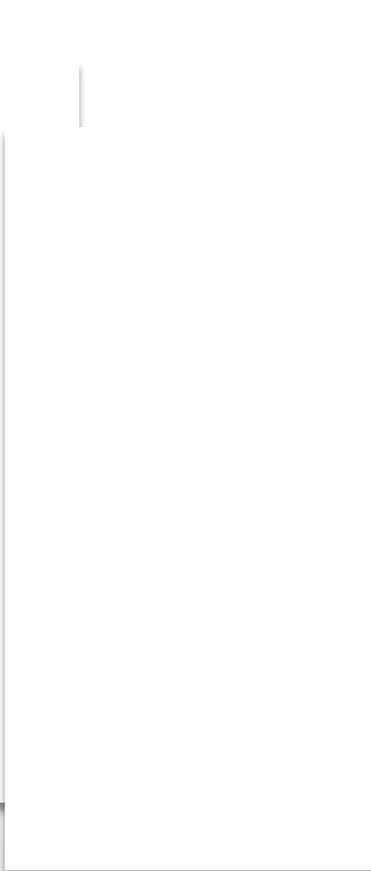
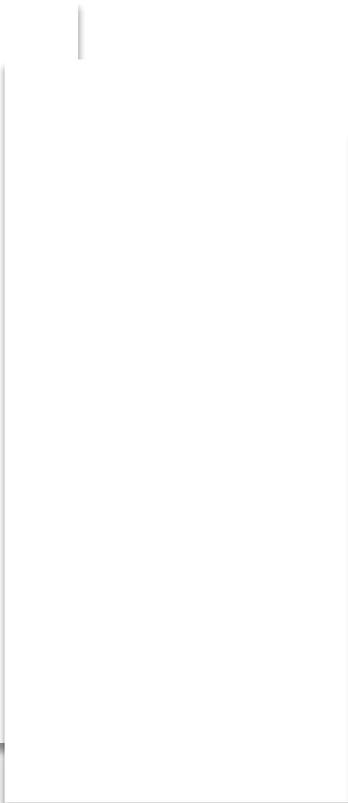
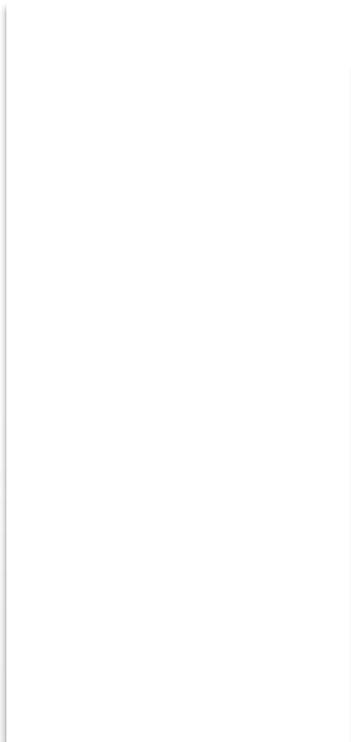
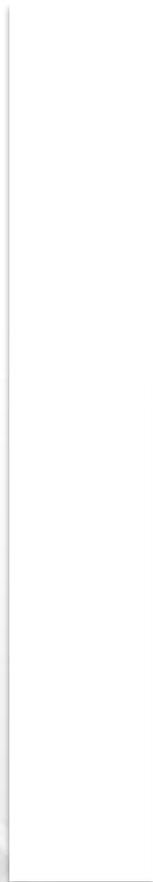


Campaign  
creative



# Infographic

# Infographic





# Whitepaper





# FAQs

# 8x8 FAQ Sheet



## 8x8 FAQs

### ISDN Switch Off

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#### What is ISDN?

Most technology that's running phone systems today is either ISDN or PSTN.

ISDN stands for 'integrated digital services network'. It's a network of digital lines carrying voice and data (the internet) into buildings. This powers your company's PBX system, letting everyone access both the phone and the internet simultaneously.

PSTN stands for 'public switched telephone network': it's the analogue phone lines that many of us have at home.

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#### When is ISDN being switched off?

In 2025, BT is switching off its traditional phone network: this means ISDN and PSTN lines will no longer work.

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#### Why is it happening?

It's old technology: BT is future-proofing communications, moving everything over to VoIP (Voice over Internet Protocol).

They're doing this because these multiple legacy systems are expensive for BT to run and maintain.

In addition, from the customer's point of view, moving to VoIP also has advantages, such as:

- You have more flexibility over your system - with the ability to scale up and down much faster.
- You can move your phone number around with you - wherever and whenever you need.

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#### Why is the ISDN switch-off such big news?

Because much of the UK is either unprepared or unaware of what's going on:

- Three in four businesses are still using ISDN or PBX phone systems.
- 74% of the UK is still using this old technology.
- A third of the UK isn't aware that it's being turned off in 2025.
- And, from 2020, you won't be able to purchase any more ISDN or PSTN systems from BT.

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#### Why move to the cloud with 8x8?

With phased decommissioning due to start next year, it's an ideal moment to move your communications to the cloud.

Wrestling new functionality from your old PBX is going to be a costly and unending struggle.

You may have heard of next generation on-premises converged communication systems: these can cost millions of pounds. Compared to cloud communications, they're prohibitively expensive, and lack the agility, functionality, and hassle-free advantages of cloud alternatives.

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#### Moving to the cloud with 8x8:

- Offers cost benefits - low capex and hardware requirements.
- Provides a better customer experience - including powerful analytics tools to leverage data in real-time.
- Provides flexibility and scalability.
- Offers improved functionality - including both UCaaS and CCaaS functionality and multiple customer contact channels.
- And will help future-proof your business.

Migrating to the cloud isn't just about being prepared for 2025, it's an opportunity to transform your business digitally, drive innovation and meet the ever-changing demands of today's customers.

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**8x8**



# E-mails

# E-mails - Infographic



Dear [name]

When the UK's last ISDN connection switches off in 2025, leaving PBX and other phone systems obsolete, will you still be able to engage with customers in the way they expect?

By thinking ahead, you can ensure that's one problem you won't have to face

#### Plan your move to the cloud.

As our infographic shows, businesses are embracing cloud-hosted communications at an ever-increasing rate. Small wonder when the rewards include lower costs, less capex, unprecedented scalability, plus a host of other features to empower your people, revolutionise the effectiveness of your data and take customer service to a whole new level.



**8x8**



Dear [Name]

Are you still using premises-based systems, multiple vendors and disparate solutions for your communication and contact centre needs?

This could be costing you too much. 8x8's X Series could provide better return on investment by integrating all your communications into one cloud solution: it's a scalable service that covers voice, video, chat, meetings, contact centers and more.

X Series offers multiple benefits, including:

- A range of advanced communication, collaboration, analytics and monitoring capabilities.
- Full context with every live interaction, helping you personalise calls and build stronger relationships with customers.
- Instant cross-platform team messaging, right across your organisation.



**8x8**

# E-mails - Whitepaper

**8x8**



**Don't switch off.  
Switch now.**

By 2025, all ISDN services will switch off

**Dear [name]**

If your business relies on a PBX or other on-premises phone system, you may be operating on borrowed time. By 2025, all ISDN services in the UK will be switched off, rendering most conventional phone systems obsolete.

**An opportunity, not a threat.**

As our white paper makes clear, the ISDN switch-off could be a perfect incentive to upgrade your communications and transform your business for the future.

By migrating to an integrated, cloud-hosted solution like 8x8's X Series, you can lower costs, reduce capex, empower your people and - most importantly - access features and capabilities that take your customers' experience to a whole new level.



White paper

Take a look at our whitepaper to see how you can take the first steps to switching to cloud, relieving your business of the ISDN burden.

**FIND OUT MORE**

**8x8**

**8x8**



**Don't cut off  
your customers.**

The end of ISDN isn't far away.  
Time to act.

**Dear [Name]**

It's a problem that affects over 70% of UK businesses. By 2025, all ISDN services in the UK will be switched off, effectively spelling the end for most on-premises and PBX phone systems.

**Plan your move to the cloud.**

Being cut off from your customers is not an option. By considering the alternatives now, you can put in place a new, fit-for-purpose communications system that's more scalable, cost-effective and packed with features to revolutionise both customer and employee experience.

Our white paper shows how cloud-hosted communications like 8x8's X Series are helping businesses transform themselves for the future, while gaining a priceless head-start on the competition.



Get the white paper

Discover the countless benefits of cloud and take your first steps towards avoiding the ISDN cliff-edge.

**FIND OUT MORE**

**8x8**



# Static Banners

# Banners – Red Copy



**Don't switch off.  
Switch now.**

By 2025, all ISDN services will switch off

[LEARN MORE](#)

**8x8**



**Don't switch off.  
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By 2025, all ISDN services will switch off

[LEARN MORE](#)

**8x8**



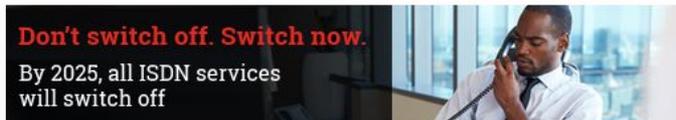
**Don't switch off.  
Switch now.**

By 2025, all ISDN services will switch off

**8x8** [LEARN MORE](#)

**ISDN switch off.  
Switch now.** [LEARN MORE](#) **8x8**

**ISDN switch off.  
Switch now.** [LEARN MORE](#) **8x8**



**Don't switch off. Switch now.**

By 2025, all ISDN services will switch off

**8x8** [LEARN MORE](#)

# Banners – Blue Copy



**Don't switch off.  
Switch now.**

By 2025, all ISDN services will switch off

[LEARN MORE](#)

**8x8**



**Don't switch off.  
Switch now.**

By 2025, all ISDN services will switch off

[LEARN MORE](#)

**8x8**



**Don't switch off.  
Switch now.**

By 2025, all ISDN services will switch off

**8x8** [LEARN MORE](#)

**ISDN switch off.  
Switch now.** [LEARN MORE](#) **8x8**

**ISDN switch off.  
Switch now.** [LEARN MORE](#) **8x8**

**Don't switch off. Switch now.**

By 2025, all ISDN services will switch off

**8x8** [LEARN MORE](#)



# Social Cards

**LinkedIn Size**  
1200x627

## **R.I.P. ISDN.**

The ISDN switch off affects  
over 70% of businesses.  
Is yours one?

## **Don't be cut off from your customers.**

Time to plan your  
move to the cloud.

**Facebook Size**  
1200x628

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**Twitter Size**  
1200x600

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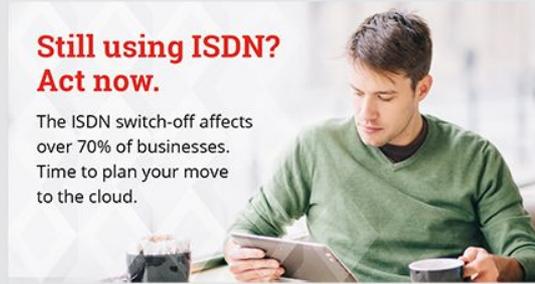
## Still using ISDN phone lines?

As BT readies to switch off ISDN,  
it's time for a more flexible, scalable  
and powerful alternative.



## Still using ISDN? Act now.

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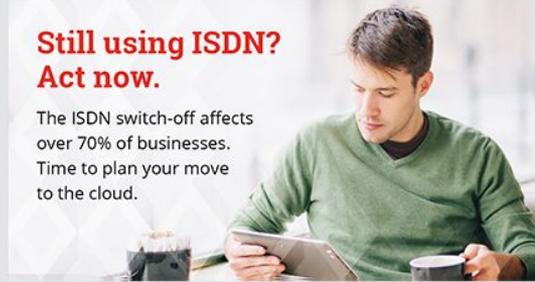
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Time to plan your move  
to the cloud.



LinkedIn Size  
1200x627



**Don't cut off your customers**

The ISDN switch off affects over 70% of businesses. Time to plan your move to the cloud.



**Don't switch off, switch now.**

The end of ISDN isn't far away. Time to move to the cloud.

Facebook Size  
1200x628



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Twitter Size  
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**Don't switch off, switch now.**

The end of ISDN isn't far away. Time to move to the cloud.

Thank you

