

A large, light gray '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

# Contents

- Campaign overview
- Campaign creative and content
  - Infographic
  - Whitepaper
  - FAQ sheet
  - E-mails
  - Static banners
  - Social cards

# Campaign overview

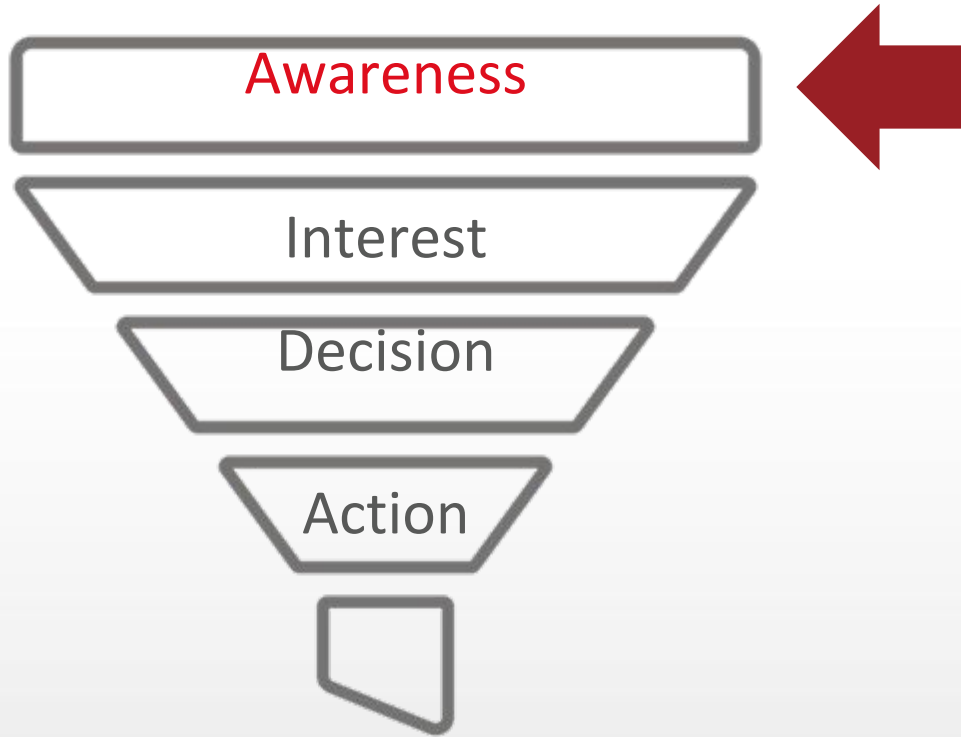


# Campaign Objectives

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.

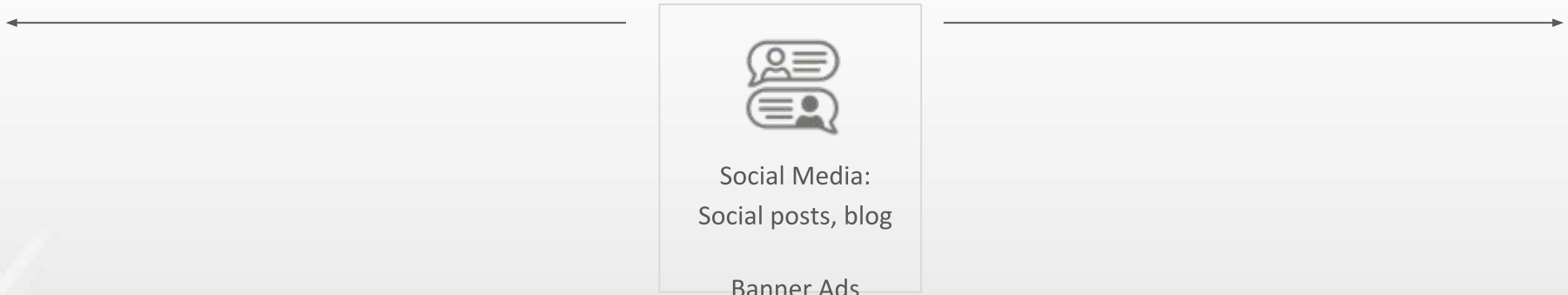
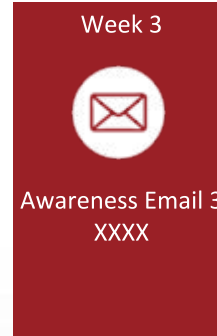
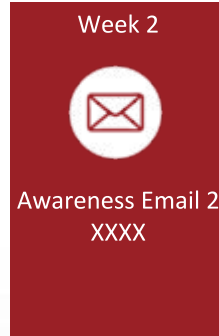
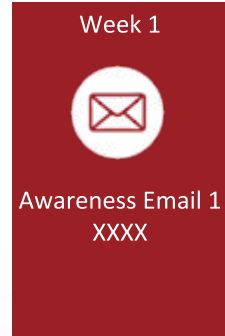
# Target Audience

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 a 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

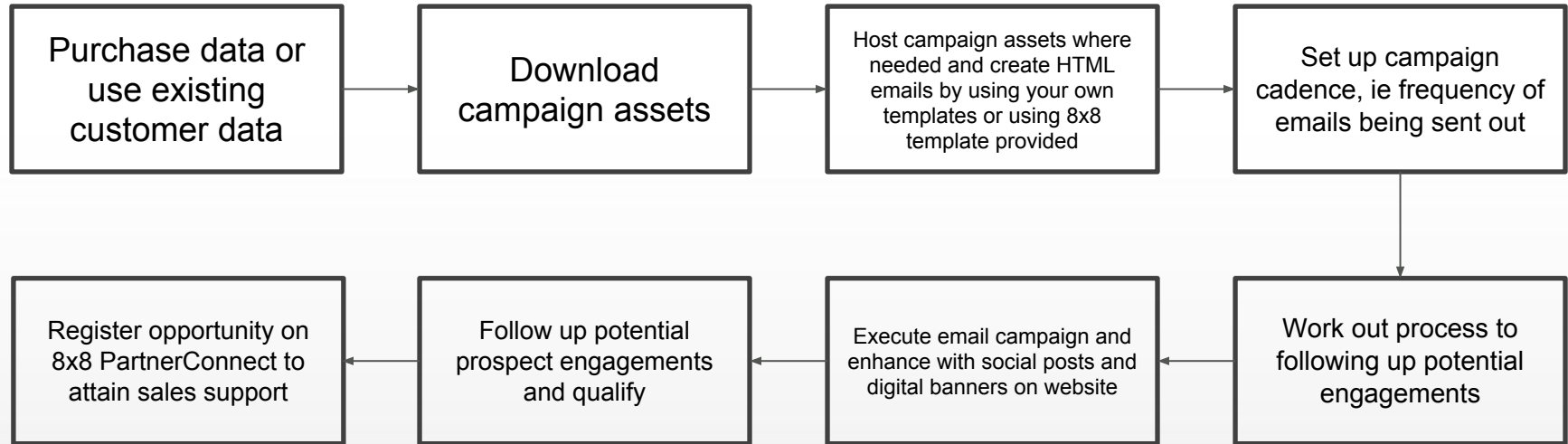


# Campaign Content

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



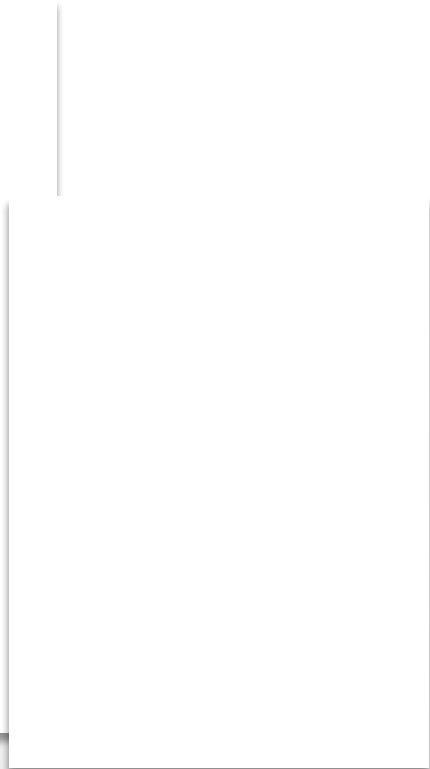
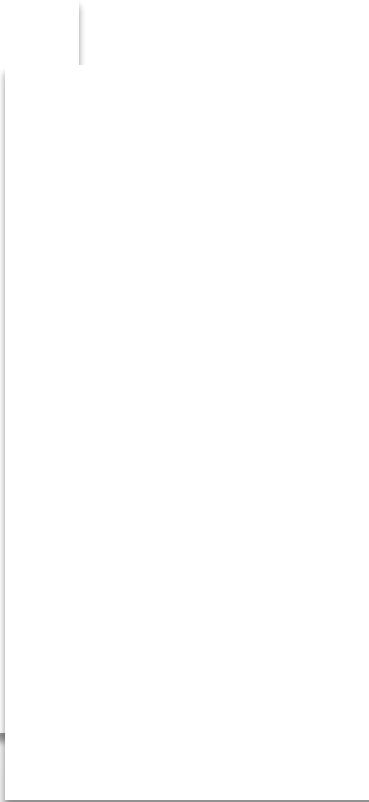
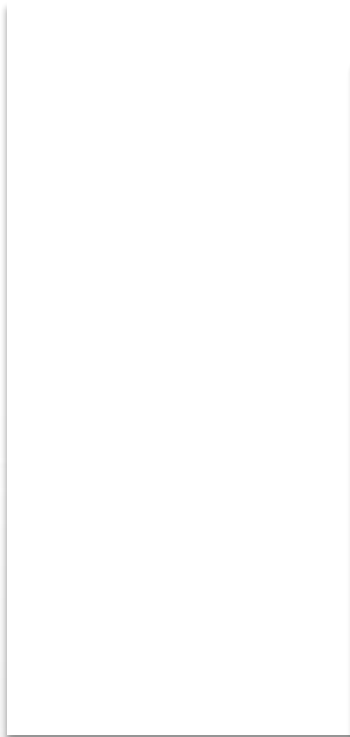
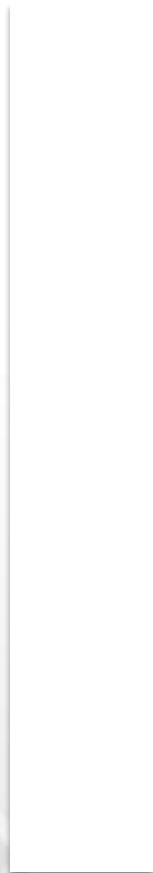
A woman with long brown hair is sitting at a wooden table in a rustic setting, smiling as she uses a smartphone. A laptop is open in front of her, and a cup of coffee sits on the table. The background features a stone wall, a large window with a view of trees, and a decorative antler. A semi-transparent geometric pattern is overlaid on the right side of the image.

Campaign  
creative



# Infographic

# Infographic



A large, stylized 'X' graphic composed of two intersecting diagonal bands. The bands are made of multiple parallel lines in varying shades of gray, creating a sense of depth and movement. The 'X' is positioned on the left side of the slide, extending from the top-left towards the bottom-right.

# Whitepaper

# Whitepaper

## Are you ready for the ISDN switch off?

5 reasons why your business should move to the cloud

### How your legacy systems puts your business at risk

Your traditional legacy system has served you well. It's reliable, it's sturdy, and it's got you up and running on the surface. But all changing your communications system is a significant undertaking and entails a certain amount of risk. However, it's up to you to take the time to evaluate the risks and the potential for improvement.

The longer you keep your legacy system, the greater your risk of obsolescence. Here are 5 reasons why your legacy system is putting your business at risk:

1. **Legacy systems are difficult to maintain.** Legacy systems are difficult to maintain, and the longer you keep them, the more difficult it becomes. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them.
2. **Legacy systems are expensive to maintain.** Legacy systems are expensive to maintain, and the longer you keep them, the more expensive it becomes. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more expensive it becomes to find the right people to maintain them.
3. **Legacy systems are difficult to integrate.** Legacy systems are difficult to integrate, and the longer you keep them, the more difficult it becomes. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them.
4. **Legacy systems are difficult to scale.** Legacy systems are difficult to scale, and the longer you keep them, the more difficult it becomes. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them.
5. **Legacy systems are difficult to secure.** Legacy systems are difficult to secure, and the longer you keep them, the more difficult it becomes. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them.



### 4. Gain critical visibility and insight into your communications.

When it comes to gaining the effectiveness of your communications, visibility is key. This means having a clear view of what is happening in your communications system, and being able to act on that information. This is why it's so important to have a system that can provide you with critical visibility and insight into your communications.

Cloud VoIP offers high availability, disaster recovery, and business continuity by design. Unlike legacy systems, cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With a cloud-based platform, you can gain profitable insights from all your communications. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With the existing and transparent insight from cloud communications you can make a more informed decision about the future of your business. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

### 5 reasons to move to the cloud

There are many reasons to move your legacy PBX system and protect your communications in the cloud. Here are the top 5 reasons.

#### 1. Eliminate disjointed, inefficient multi-vendor communications.

1. **Eliminate disjointed, inefficient multi-vendor communications.** Legacy systems often use multiple vendors, which can lead to disjointed and inefficient communications. This is because each vendor has its own set of protocols and standards, and it can be difficult to integrate them all into a single system.
2. **Reduce costs.** Legacy systems can be expensive to maintain, and the longer you keep them, the more expensive it becomes. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more expensive it becomes to find the right people to maintain them.
3. **Improve security.** Legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them. This means you are more likely to be vulnerable to security breaches.
4. **Scale your business.** Legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them. This means you are more likely to be unable to scale your business.
5. **Integrate with other systems.** Legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them. This means you are more likely to be unable to integrate with other systems.

Cloud VoIP offers a single, unified communications platform that can integrate with all your other systems. This means you can have a single point of contact for all your communications, and you can be up and running in minutes, even in the event of a disaster.



### 5. Maintain communications at all times, even during unforeseen disasters and events.

Of the many shortcomings of traditional legacy systems, their lack of adequate disaster recovery and business continuity is one of the most significant. This is because legacy systems are often built on outdated technologies, and the longer you keep them, the more difficult it becomes to find the right people to maintain them.

Cloud VoIP offers high availability, disaster recovery, and business continuity by design. Unlike legacy systems, cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With a cloud-based platform, you can gain profitable insights from all your communications. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With a cloud communications system, your business stays connected. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.



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

As your business grows, your communications system needs to grow with it. This is because a system that is too small for your business will be inefficient and expensive. Cloud VoIP offers a scalable communications system that can grow with your business, and is not subject to the same risks as legacy systems.

Cloud VoIP offers a single, unified communications platform that can integrate with all your other systems. This means you can have a single point of contact for all your communications, and you can be up and running in minutes, even in the event of a disaster.

### 8 Questions to Ask When Assessing Cloud Communications Providers

Cloud communications clearly offer superior advantages over traditional PBX. But not all cloud communications providers are alike. It's essential to do your homework and ask the right questions.

#### Here are eight topics to ask a cloud communications vendor:

1. **Security and compliance.** Do they offer third-party validation compliance with standards such as GDPR, HIPAA, and others? How do they ensure your data is secure?
2. **Service coverage.** Where are they based, and where do they provide service? Do they have a global presence, or are they limited to a specific region?
3. **Reliability.** How do they ensure high availability and uptime? What is their SLA?
4. **Integration.** How do they ensure seamless integration with your other systems?
5. **Scalability.** How do they ensure your system can grow with your business?
6. **Cost.** How do they ensure competitive pricing?
7. **Support.** How do they ensure timely and effective support?
8. **References.** Can you provide references from other customers?

Asking these questions can help you assess a cloud communications provider and ensure you are making the right choice for your business.

With a cloud communications system, your business stays connected. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With a cloud communications system, your business stays connected. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.



#### 3. Add new communications features your business needs to survive and thrive.

As your business grows, you need to add new features to your communications system. This is because a system that is too basic for your business will be inefficient and expensive. Cloud VoIP offers a feature-rich communications system that can grow with your business, and is not subject to the same risks as legacy systems.

Cloud VoIP offers a single, unified communications platform that can integrate with all your other systems. This means you can have a single point of contact for all your communications, and you can be up and running in minutes, even in the event of a disaster.

### Conclusion

It is no longer a question of if, but when your legacy system is going to give better service to your customers than a cloud-based system. The answer is, sooner rather than later.

Cloud VoIP offers a single, unified communications platform that can integrate with all your other systems. This means you can have a single point of contact for all your communications, and you can be up and running in minutes, even in the event of a disaster.

### 8x8

8x8 is a leading provider of cloud-based communications solutions. We offer a wide range of services, including voice, video, and messaging. We are committed to providing the highest quality service to our customers.

With a cloud communications system, your business stays connected. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With a cloud communications system, your business stays connected. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

With a cloud communications system, your business stays connected. This is because cloud VoIP is hosted in the cloud, and is not subject to the same risks as legacy systems. This means you can be up and running in minutes, even in the event of a disaster.

A large, stylized 'X' graphic composed of several overlapping diagonal bands in various shades of gray, extending from the top-left to the bottom-right of the slide.

# FAQs

# 8x8 FAQ Sheet



## 8x8 FAQs

### ISDN Switch Off

#### 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.

#### 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.

#### 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.

#### 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.

#### 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.

#### 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.

**8x8**

A large, stylized 'X' graphic composed of several overlapping diagonal bands in various shades of gray, extending from the top-left to the bottom-right of the slide.

# E-mails

# E-mails - Infographic

**8x8**

**Don't cut off your customers**  
Decommissioning of ISDN services starts next year.


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.



**Infographic**

Equip yourself with the facts and insight you need to plan a seamless migration to the cloud, while ensuring your business avoids the ISDN cliff-edge.

[FIND OUT MORE](#)

**8x8**

**8x8**

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


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.



**Infographic**


Take a look at our infographic to get some quick facts that will help you take the first steps in switching to cloud, relieving your business of the ISDN burden.

[FIND OUT MORE](#)

**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.

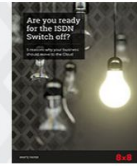
Dear [Name]

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.  
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](#)

## 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](#)



A large, stylized 'X' graphic composed of several overlapping diagonal bands in various shades of gray, extending from the top-left to the bottom-right of the slide.

# 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

## **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.

**Twitter Size**  
1200x600

## **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.

LinkedIn Size  
1200x627

## 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.

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



Facebook Size  
1200x628

## 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.

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



Twitter Size  
1200x600

## 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.

The ISDN switch-off affects  
over 70% of businesses.  
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.**

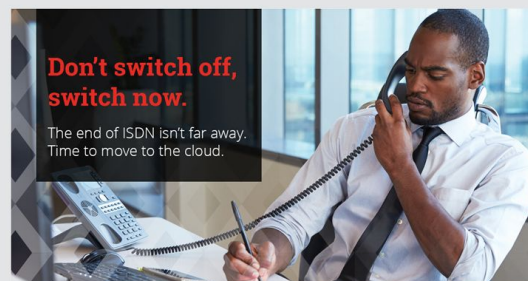
The end of ISDN isn't far away.  
Time to move to the cloud.

Facebook Size  
1200x628



**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.**

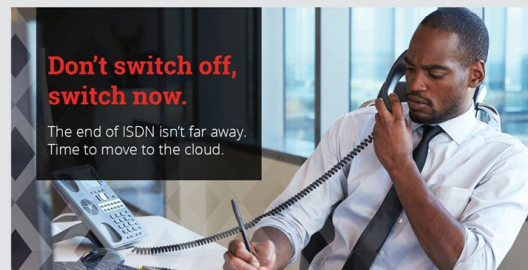
The end of ISDN isn't far away.  
Time to move to the cloud.

Twitter Size  
1200x600



**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.

Thank you

