

The 8x8 logo consists of the text "8x8" in white, bold, sans-serif font, centered within a solid red square. The background of the entire slide is a grayscale, high-angle photograph of a city skyline, with a large, semi-transparent silhouette of a person in a business suit holding a tablet overlaid on it.

8x8

Operate From Anywhere Webinar in a Box

Partner Implementation Guidelines



Welcome to the Channel Partner Guidelines for the 8x8 Operate From Anywhere Webinar in a Box. This document provides you with strategic guidance to use this asset in a turnkey manner as part of your overall Operate from Anywhere campaign.

Contents:

- Webinar in a Box Overview
- Implementation guidelines
- Webinar in a Box Content

Webinar overview

This is a 10 - 15 minute presentation, structured as a playbook, on the business value of being able to operate from anywhere using a cloud communications platform. This presentation includes compelling and incredibly timely statistics as well as a talk track that you can use during the blitz, but also as a short presentation to your clients or customers at any time.

Gartner has named “Operate Anywhere” as one of their top strategic technology trends of 2021, so this is a timely topic. This webinar is intended for IT or Contact Center director personas, but can be used for any director level or above business audience.

Implementation Guidelines

Implementation Instructions

Our suggestion is to use a gated registration page to invite your audience to this webinar. Provided separately in this kit:

- Suggested landing page copy
- Suggested email invite copy
- Suggested follow up email copy

You can use your own branding and templates for this webinar presentation or, or use previously provided Operate from Anywhere campaign templates. Related, feel free to use your own branded templates for this webinar content or add your organizations logo as a co-branded asset.

This webinar is turn-key except for the Next Steps and Resources slide which you may choose to edit to include different resources and your contact information. The following slide notes suggested ideas for the Next Steps and Resources slide content which are included as part of the kit and could be gated for additional lead generation

Suggested content for Next Steps & Resources slide

1. Change the Conversation
Read *Operate from Anywhere* eBook (Operate from Anywhere eBook pdf included in kit)
2. Assess Your Current Landscape
Take Ventana Research Assessment (online analyst assessment specific to Operate from Anywhere message [found here.](#))
3. Choose a Platform Approach
Evaluate/Compare Capabilities (8x8 Solution Guide pdf included in kit)
4. Justify the Benefits
View Related Research (blog post content to post on your own site included in kit)

Webinar Content

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2021 Operate from Anywhere Playbook

Leverage cloud communications
to lead in the evolution of work

Today's Discussion

1. Change the Conversation
2. Assess Your Current Landscape
3. Choose a Platform Approach
4. Justify the Benefits



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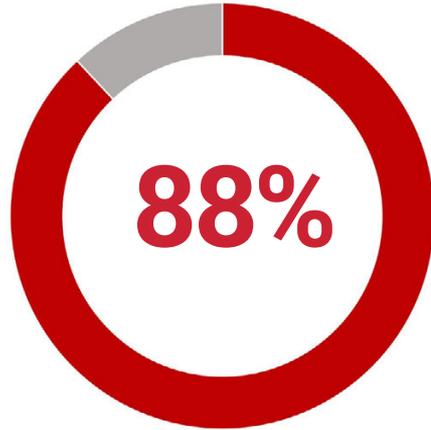
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Change the Conversation

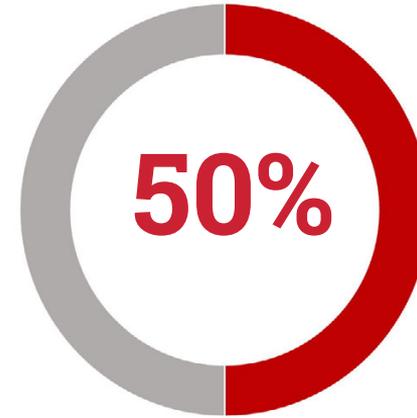
Work from home evolution

Before COVID-19	Early COVID-19	Today
<ul style="list-style-type: none">■ 3% of full-time employees worked remotely■ 17% of desktop users accessed VPN■ 20% of enterprises expected at least half of their enterprise workload to be in a public cloud within 12 months	<ul style="list-style-type: none">■ 64% of full-time employees worked remotely■ 81% of the global workforce (2.7B employees) impacted by stay-at-home orders■ VPN connections grew 72% from pre-pandemic levels■ 59% of enterprises expect cloud use to exceed plans	<ul style="list-style-type: none">■ 54% of organizations plan to make remote work a permanent option for roles that allow it■ 49% of organizations are trying to improve the current remote work experience■ 76% of organizations plan on long-term IT changes

Thinking long term



Even pre-Covid, 88% of organizations were using cloud infrastructure in some form.



Gartner predicts that by 2022, CCaaS will be the preferred model for 50% of organizations.

Change the conversation from work from home to operate from anywhere

“A typical crisis plays out over three time frames: **Respond**, in which a company deals with the present situation and manages continuity; **Recover**, during which a company learns and emerges stronger; and **Thrive**, where the company prepares for and shapes the ‘next normal.’”

- Workforce Strategies for
Post Covid-19 Recovery, Deloitte



Assess Your Current Landscape



The response phase: making work from home work

\$15B

extra spend weekly during first 3 months of pandemic on band-aid WFH solutions

- average team currently uses at least 4 different communication tools
- 48% say their #1 collaboration hurdle is ineffective communication
- average team wastes more than 20 hours/month, 6 workweeks/year due to poor communication and collaboration
- siloed contact center agents spend 15% of their day trying to find information to serve customers

A woman with short, curly dark hair and black-rimmed glasses is looking off to the side. She is wearing a top with a geometric pattern in shades of blue, yellow, and white. She is holding a light blue tablet computer with both hands. The background is a bright, out-of-focus office environment with other people and computer monitors visible.

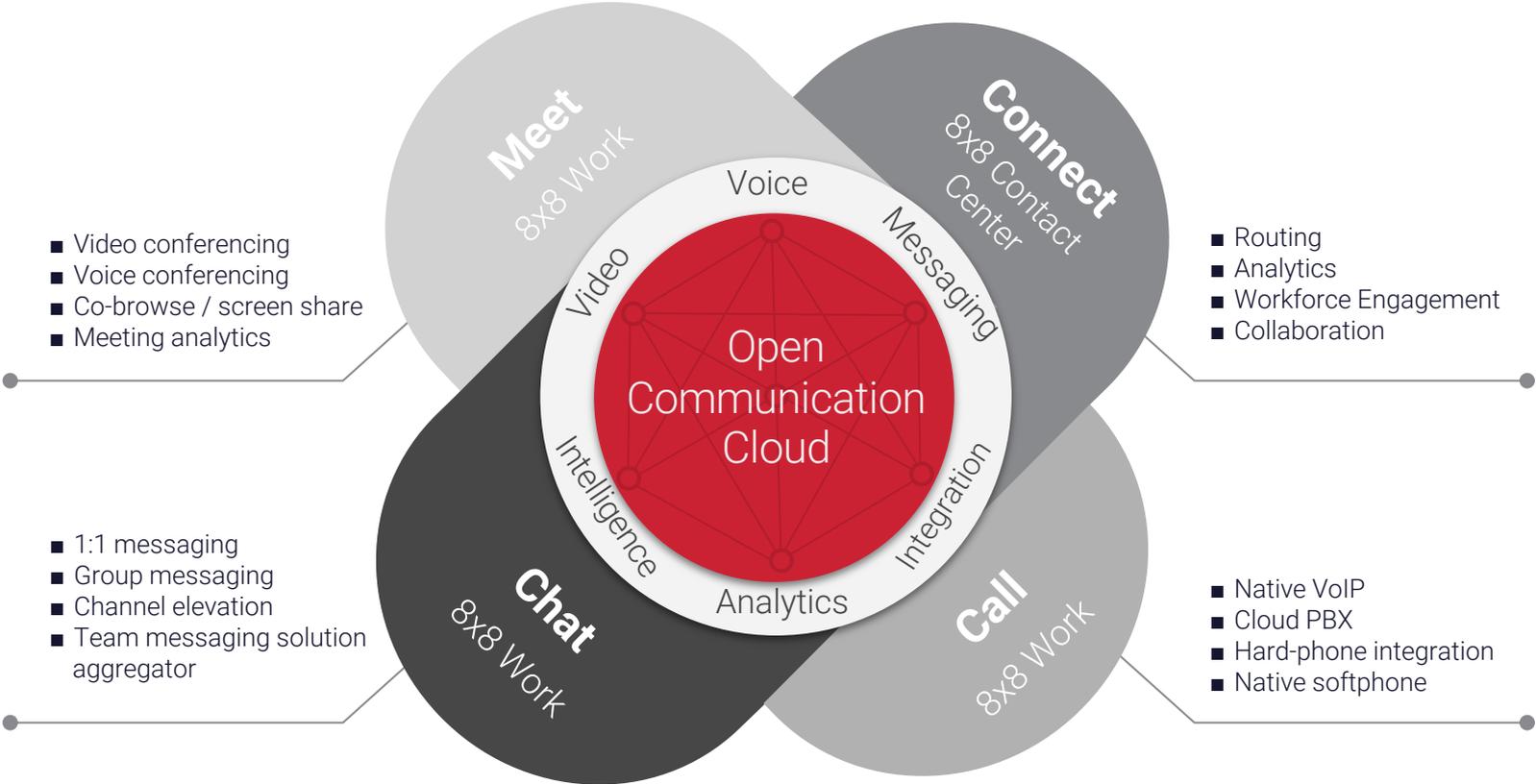
**Consider a
Platform Approach**

Recover and thrive phase: What if you could...

- Increase productivity and business agility by unifying communication and collaboration across video, phone, messaging, chat, devices, key business applications, and even your contact center?
- Monitor, manage and analyze all related data to improve, inform business decisions and increase revenue?
- Increase the security and resiliency of your communications infrastructure?
- Stand out as an employee and customer experience leader, while reducing costs?



Consider a Cloud Platform



Respond > Recover > Thrive

Digital leaders are widening the gap with their investments in cloud and SaaS platforms, making them “**better positioned to pivot and scale into new opportunities**, leaving behind organizations that resist, or are unable to invest in, their innovation journey.”

— Harvey Nash/KPMG CIO Survey 2020

A man with glasses and a blue and white checkered shirt is sitting at a table in a cafe, working on a laptop. The background is a blurred cafe interior with pink flowers and wooden tables.

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Justify the Benefits

Operate from anywhere: cloud platform benefits

Cost Benefits	Strategic Benefits	Business Process Benefits
<ul style="list-style-type: none">■ CAPEX + OPEX■ Solution consolidation■ Reduced upgrade, IT costs <p>Adopting a single-vendor approach results in a 56% lower TCO versus a multi-vendor strategy</p>	<ul style="list-style-type: none">■ Integrations■ Workforce flexibility■ Regulatory compliance■ Business agility <p>20% are leveraging video to deliver new revenue - generating services such as distance learning</p>	<ul style="list-style-type: none">■ Improved productivity■ Enhanced CX■ Actionable insights■ Business continuity <p>Integrating UCaaS with CCaaS results in a 57% increase in customer satisfaction</p>

More cloud contact center benefits

50%

increase in agent productivity for unified communication-enabled contact centers

- 2.9x average case handle time improvement YoY
- 80% decrease in customer complaints
- Significant gains overall cost savings, customer satisfaction, customer retention, customer lifetime value (CLV), and overall company revenue

“It’s not just the operational value when it comes to the platform - it’s the data insights, and the ability to which you can make those insights readily available across the organization to help us do our job better.

“The more we can use the data to help us make informed business decisions -- it all comes back to ROI.”



Brian Himstedt
Sr. Director, Technology



“If IT and communications teams focus on enablement and usability through better underlying integration of communication tools, they will produce eminently more satisfied workers and better business results.”



Dion Hinchcliffe
VP, Principal Analyst



Next Steps & Resources

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Q&A