

## Start Generating Revenue with Packet8 VoIP Solutions from 8x8, Inc.

8x8, Inc. the innovative Silicon Valley voice and video Internet phone service provider, has a solution for every channel partner. Whether you cater to residential, SOHO or small business end users, 8x8's Packet8 family of Internet phone services and endpoint devices make VoIP (Voice over Internet Protocol) affordable and easy-to-use.

### Residential Service Plans

- **Freedom Unlimited†**
  - Unlimited residential calling anywhere within the US and Canada
  - Unlimited worldwide calling to other Packet8 subscribers
- **Freedom Annual†**
  - Unlimited residential calling anywhere within the US and Canada
  - Unlimited worldwide calling to other Packet8 subscribers
  - \$100 annual savings over monthly plan
- **Freedom Unlimited Global**
  - Unlimited calling in the US and Canada
  - Unlimited calling to popular international locales in Europe, Asia, Latin America and the Middle East
  - Unlimited worldwide calling to other Packet8 subscribers
- **Freedom Fax**
  - Incorporates T.38 protocol -- VoIP industry's most reliable faxing solution
  - Includes 300 minutes of outgoing fax service plus incoming faxes
  - Extra domestic outgoing fax minutes billed at 3.5¢
- **Packet8 Softtalk - Basic (FREE)**
  - PC-based voice and video softphone
  - Unlimited IP to IP voice and video calling within Packet8 network
  - Requires PC or laptop running Microsoft Windows, headset and webcam
- **Business 2000**
  - 2000 anytime PSTN minutes for US and Canada calls

### Business Service Plans

- **Virtual Office Unlimited Extension\*†**
  - Unlimited calling in the US and Canada
  - Numerous hosted PBX features such as voicemail, auto-attendant and conference bridge at no extra fee
  - Geographic independence and flexibility
- **Virtual Office Metered Extension\*†**
  - Includes 250 outbound calling minutes to the US and Canada plus standard Virtual Office PBX calling features
- **Virtual Office Global Extension\***
  - Includes unlimited calls to the US, Canada and select international locations plus standard Virtual Office PBX calling features
- **Virtual Attendant**
  - Powerful automated call routing solution
  - Enables small businesses to connect wired, mobile, home phones and other Virtual Office extensions under a single phone number
  - Can be used as an independent service
- **Fax Extension\***
  - Incorporates T.38 protocol -- VoIP industry's most reliable faxing solution
  - Includes 300 minutes of outgoing fax service plus incoming faxes
- **Packet8 Softtalk Office Extension**
  - PC-based voice and video softphone
  - Gives subscribers access to all Virtual Office PBX features
  - Includes 200 minutes of incoming and outgoing calls within the US and Canada

\* PLUS Plans also available (no upfront equipment costs)  
† Extremely low International rates also available.

## Partner Programs

8x8 offers a number of lucrative opportunities for individual agents, resellers and other business organizations to succeed in the VoIP market. Each of the following partner programs is supported by training, merchandising and promotional tools as well as individual account management supervision.

### Affiliates

The Affiliate program is designed for businesses whose existing customer or client base (not necessarily in telecommunications) is likely to have broadband (Cable or DSL) connections at home or at the workplace. The program pays commissions based upon the number of customers who sign up. Applicants must have a capacity to bring on 100 subscribers within one calendar year to remain active.

### Retailers and Etailers

Retail opportunities feature product commissions with each service subscription sale. Our products provide an excellent margin through optional promotional bounties which are upfront in some cases, such as when a customer signs up for Packet8 service following the purchase of a Packet8 endpoint device.

### Reseller/Co-Brand

The Packet8 Co-Branded offering enables resellers to leverage the value and reputation of their brand with Packet8's high quality VoIP phone service. This quick-to-market solution (2-4 weeks) differentiates your organization as a technology savvy VoIP pioneer, generating high commissions without having to "reinvent-the-wheel." Packet8 will customize a co-branded website with your brand, color scheme, look and feel and contact information. Additional benefits include a customized email welcome letter and co-branded fulfillment package (logo, stickers, inserted marketing materials, etc).

To qualify for the Co-Branded offering, resellers must have a large existing customer base or sales organization capable of marketing solutions to a large audience through demonstration sales or widespread exposure. Resellers must generate 2,000 activations within 6 months of launch and 500 activations monthly thereafter and must also have the financial, web design, and sales depth to co-market a "Powered by Packet8" offering. \$10K NRE for residential, \$20K for SME.

### Wholesale/Private Label

The Packet8 Wholesale/Private Label offering provides companies with an opportunity to brand, price, and market their own private-label Internet phone service. The "raw" offering frees you from "cookie cutter" constraints, but requires resources for API and back office customization and development. With the Wholesale/Private Label offering, customers can enter profitable new vertical or geographic markets without investing in technology. Wholesale customers must be able to manage their own fulfillment, support and billing.

To qualify as a wholesale partner, customers must activate 20K subscribers within one year of launch and commit to \$150K NRE. Partners must also be able to demonstrate the financial wherewithal and engineering talent (API and web customization) to launch such a complex undertaking. Wholesale clients must be prepared to invest considerable time, financial, and personnel resources to insure success and should expect a minimum of 6+ months development time prior to launching.



## About 8x8, Inc.

8x8, Inc. (Nasdaq: **EGHT**), originator of the Packet8 Internet Phone Service ([www.packet8.com](http://www.packet8.com)), is one of the industry's leading VoIP (Voice over Internet Protocol) and videophone communications service providers. Since its inception in 1987, 8x8 has contributed to the advancement of voice and video communications on both technology and service provision levels. The company holds more than 65 US patents with additional patents pending.

The Packet8 residential phone service, introduced in November 2002, incorporates 8x8's proprietary, standards-based technology in an affordable, easy-to-use calling service delivered over DSL, cable modem or other high-speed Internet connections. The Packet8 Virtual Office System is a full-featured hosted PBX VoIP solution for small to medium sized businesses. In addition to voice-only Internet phone service, 8x8 offers affordable high quality videophone devices and services known for exceptional quality, ease of use and consumer friendly pricing.

8x8 has achieved a unique and reputable position in the VoIP industry with a robust, well rounded set of offerings for home and business use.

### What is Packet8?

Packet8 is a VoIP phone service that works on any high-speed Internet connection (DSL, cable, etc) to deliver calls to and from any phone in the world. Packet8 utilizes IP communication endpoints (ie, desktop adapter) which, when used in conjunction with the Packet8 network software and any standard telephone, enable plug-and-play installation and a familiar dial tone user interface. The Packet8 service also uses web-based technologies to enable account setup, account management, billing and customer support. Substantially, all of the underlying technologies of the Packet8 service have been developed internally.

### What is VoIP?

VoIP is a technology that enables voice communications over the Internet through the compression of voice into data packets that can be efficiently transmitted over data networks and then converted back into voice at the other end. There are numerous and distinct advantages for employing VoIP instead of traditional phone service. In addition to making broadband Internet access more cost-effective as a monthly expense, VoIP service offers users significantly cheaper long distance calls and advanced phone features, such as the ability to send voicemail messages to email addresses. As a result of the potential cost savings and added features of VoIP, consumers, enterprises, traditional telecommunication service providers and cable television providers view VoIP as the future of telecommunications.

*"We are very excited that 8x8 has chosen LinkShare as its partner in developing a world-class affiliate marketing program. Through this alliance, 8x8 will be able to leverage our established base of over 500 merchants and on million affiliates in the LinkShare network, as well as our industry-leading merchandising and tracking tools."*

Heidi Messer, President and COO, LinkShare.

*"Businesses everywhere are becoming aware of the cost efficiencies and performance advantages of VoIP phone service. The Packet8 Virtual Office system is a complete VoIP business phone solution that will help our customers save money and increase operational efficiency."*

John Lostroscio, Vice President of Technology Merchandising, Office Depot.

*"We are excited about our partnership with 8x8. 8x8 VoIP solutions are well suited for the business and home user. We are proud to add these solutions to our product offering. Our agreement to distribute the 8x8 products is a very exciting opportunity for ASI. The product line will be extremely beneficial for our customer base as VoIP increases its importance, especially in the SMB market."*

Henry Chen, Vice President of Business Development, ASI Corp.

*"With the introduction of BellSouth® digital Phone Service, we are broadening our portfolio of consumer services. This new service is another example of our commitment to providing customers with the greatest choice when it comes to their communications and entertainment services."*

Martin Chandler, Vice President/Product Management, BellSouth.

# Residential and Business VoIP Phone Solutions



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