



## The Skytap Customer Reference Program

Skytap invites you to join our Customer Reference Program and share your success with Skytap's Environments-as-a-Service.

The Skytap Customer Reference Program provides you with a variety of ways to gain positive exposure for your organization. Engage with peers in your industry, leverage press and analyst communities and be promoted as an industry thought leader.

### *Program Benefits:*

- Generate positive exposure to highlight your organization's success
- Receive recognition as a thought leader in the industry
- Engage with industry peers, Skytap executives and press and analyst communities

### *Reference Activities:*

- Logo use
- Reference Call
- Customer Testimonial
- Customer Success Story
- Speaking Opportunity
- Analyst Interview
- Press Interview

### How to Participate

To join the Skytap Customer Reference Program or for additional information, please contact your account manager. You can also send an e-mail to the Skytap Customer Reference Manager at [customerreference@skytap.com](mailto:customerreference@skytap.com).

# Reference Activities

Joining our program is very simple and allows you to customize your reference activities and participation frequency. As a Skytap advocate, you will have the option to participate in reference calls, customer testimonials, success stories and much more!

*Any activities you participate in will be given to you to fully review and approve before being published and made public.\* Approved content may be posted to Skytap.com, used in marketing materials, displayed at Skytap events, and may be promoted via Skytap social media channels.*

*\*Excluding press and analyst activities.*

## Logo Use

Showcase and promote your organization's logo in the context of being a Skytap Customer.

## Reference Call

A peer reference is a private one-on-one customer phone conversation focused primarily on the Skytap solution and your overall satisfaction with Skytap's products.

## Customer Testimonials

A testimonial features your company's success and benefits gained by using Skytap. We highlight our customers' success on our marketing collateral and our website.

## Customer Success Story

A case study is a written story we will craft about your organization's success using Skytap. Our case studies highlight your accomplishments and showcase the ways Skytap impacts your business.

## Speaking Engagements

Customers are invited to share their Skytap success story at various events, panels and hosted webinars.

## Press Interview

Press interviews allow your organization to gain exposure and positive coverage about your successes (increased productivity, reduced time to market, greater market share, etc.) in your field.

## Analyst Interview

Participate in a survey or confidential interview contributing to a thought leadership research report about the innovative work you and your organization are doing with Skytap.

