The best stories are yours

Customer Ambassador Program
At Software AG, partnership and success matter. And customers like you are flying the flag for both. We want to share your success with others so that they can be inspired and learn from your experience. And we don’t just mean the tech part. How you are innovating and transforming is the true story. Our Ambassador Program is the platform to share it.

### Privileges for you and the business

**The business ecosystem**
- Network with industry-wide analysts
- Speak at global tech events
- Promote your company to the world as digital leaders

**The industry community**
- Network with peers globally
- Influence product development
- Access product experts
- Learn best practices

**Your brand here**
- Strengthen your partnership with Software AG
- Build your social capital
- Communicate success internally
- Develop your personal brand
- Increase positive exposure of your brand

What does membership offer me?
Find out here
Collect points as you go and cash them in for perks

We have come up with a simple points system. You see there are lots of different ways your story can reach others. The more of these you choose, the more points you get. We understand how much you are helping others when you share it—and we believe that deserves huge recognition.

- Success story*
- Testimonial video*

- Speaking engagements (events, webinars, podcasts etc.)

- Name and logo
- Reference visit
- Press release, blog article*

- Analyst call
- Reference call
- Product review

Points are assigned when activity is completed. "Name and logo" is one time bonus.

* included promotion through social media channels

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The Best Stories are Yours
Sign up today!

Count on us to champion your success with integrity, sensitivity and respect. A dedicated ambassador liaison will work with you to customize your program, localize it to your needs and agree a level of engagement that suits you.

We chose Software AG to codevelop them with us on the Cumulocity IoT platform.”
- Dürr

Software AG has been a true partner in every sense.”
- AXA Insurance Group

Collaboration with Software AG has been an important part of our success.”
- GreenFlex