

# The best stories are yours

Customer Ambassador Program



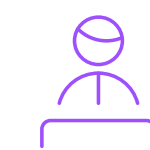
At Software AG, partnership and success matter. And customers like you are flying the flag for both. We want to share your success with others so that they can be inspired and learn from your experience. And we don't just mean the tech part. How you are innovating and transforming is the true story.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

## Privileges for you and the business

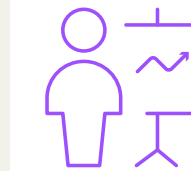
### The business ecosystem



Network with industry-wide analysts



Speak at global tech events

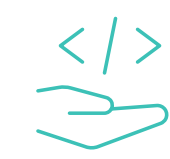


Promote your company to the world as digital leaders

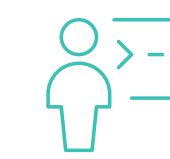
### The industry community



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\*

**+ 2,000 points**

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

**+ 1,500 points**

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

**+ 1,000 points**

- Analyst call
- Reference call
- Product review

**+ 500 points**

40 hours  
**Professional Services**

**6,500 points**

8 hours  
**On-call support** (dedicated support engineer)

**3,000 points**

1 instructor-led **public training class** or **product certification**

**2,500 points**

**Software AG sponsored events**

Registration & travel

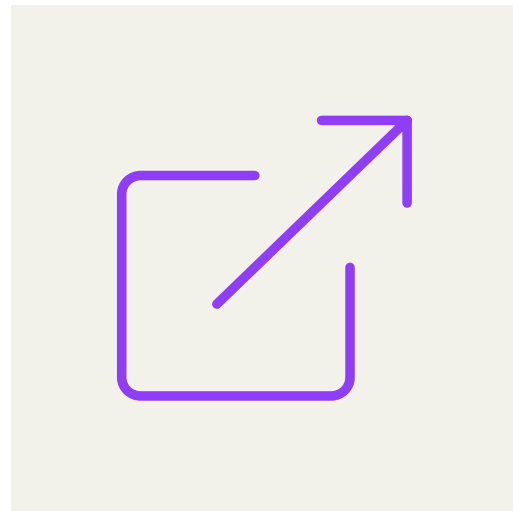
**2,000 points**

Registration only

**1,000 points**

\* included promotion through social media channels

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



# 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.

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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