

# EMC CUSTOMER REFERENCE ACTIVITIES

EMC recognizes your time is extremely valuable and has created a flexible program where you choose which reference opportunities are right for you. Simply share your EMC solutions with the EMC Customer Reference Team and we will manage the rest. You review and approve all messaging before any reference piece is finalized and published. Approved public pieces are posted to EMC.com and leveraged at EMC events and in other marketing materials, and may be promoted via EMC's social media channels.

## **VIDEO TESTIMONIALS**

- *Video Interview:* Brief video testimonial discussing your company's challenges and how EMC solutions help solve them. Video content is generally captured at EMC-sponsored customer events.

## **WRITTEN CASE STUDIES**

- *Customer Profile:* Written story (2-4 pages) about your company's technology challenges, the EMC solutions you selected, and the key benefits realized.

## **SPEAKING OPPORTUNITIES**

- *Keynote, Session and/or Booth Presentation:* Share your EMC success story at events, on panels, or online webcasts. We identify the right opportunity with you, and help develop and prepare your presentation.

## **PRESS AND ANALYST ACTIVITIES**

- *Press Release/Blogs:* PR statement about the benefits of your EMC solution. Posted to EMC's PULSE Blog and promoted on various PR channels.
- *Press Release Quote:* Public quote, featured in an EMC issued press release, focused on your success with EMC solutions.
- *Public Relations/Analyst Interview:* One-on-one interview with reporter and/or industry analyst on a specific topic or product. Analyst activities may be anonymous.

## **ONE-TO-ONE CUSTOMER CONVERSATION**

- *Reference Call:* Private phone discussion between you and an EMC customer or prospect, organized through your EMC Account Manager, focused on your EMC solution or product area expertise.
- *Site Visit:* Host an EMC customer or prospect at your company site to showcase your EMC solutions and products as a best practice.

## **OTHER SALES AND MARKETING ACTIVITIES**

- *Banner Ad:* Banner image of your Company's name used in print and electronic format, featured at events like EMC World and in the EMC Executive Briefing Centers.
- *Company Logo:* Share your company logo in EMC presentations and other EMC marketing materials.
- *Roundtable:* Live, one-to-many reference call, led by you and your EMC Reference Manager. Topics include your EMC solution with live Q and A from attending EMC customers and prospects. Attendees must be invited by their EMC Account Manager.
- *Social Media and Blogging:* Highlight your EMC success story in an EMC Executive Blog or other social media channels that interest you.

**TOTAL COMMITMENT FROM YOU: 3 HOURS**