



## Agresso Customer Rewards Program

### Recognizing your efforts to share your Agresso experience

**Customers are Agresso's most valuable asset.** Agresso takes great pride in our customers, your loyalty to our product, and the education you provide the marketplace when you share your experiences, expertise, and technical accomplishments. Your insights are also invaluable in helping us continually improve, better understand the business problems and challenges you and other organizations face, and develop solutions that add measurable value to your organization.

**The Customer Rewards Program** is designed to acknowledge the contributions our customers make when they share their positive Agresso experiences with prospects, other customers, media and analysts. Agresso points are earned through a variety of eligible activities outlined below. Points can be redeemed for future purchases of Agresso Licenses and Services.

**The more you participate the more you earn!**

### What's in it for you?

Your organization's participation in the Agresso Customer Rewards Program offers many benefits, including:

- Valuable exposure for your organization's achievements
- Coverage in business, industry and vertical trade publications
- Opportunity to demonstrate to industry analysts how your organization is leading the way
- Agresso points earned through activities may be redeemed for Agresso License and Services

### Redeem Reward Points

2 Agresso points	=	1 Dollar towards the purchase of Agresso Licenses
4 Agresso points	=	1 Dollar towards the purchase of Agresso Services
5 Agresso points	=	1 Dollar towards the purchase of User Conference Fee ( <i>see details</i> )

\*\*customers must fill out a Rewards Form to redeem Reward Points (available online)

### Guidelines

Points can be redeemed for Agresso Licenses and Services as outlined above. Agresso will provide participating customers with periodic reports outlining the reference activity. Points are non refundable and non transferable and will expire after 24 months from date of issue. Customers must fill out an activity report to register points after fulfilling activities.



### Earn Awards

Join Program (logo and name usage in marketing materials)	250 points
Conduct favorable telephone reference call	250 points
Host a site visit from a prospect or analyst	500 points
If prospect becomes a customer within 6 months*	1,000 points
Participation in Analyst or Press Interview	500 points
If Agresso receives favorable mention in article**	1,000 points
Agresso Case Study	1,000 points
Press Release	250 points
Speaking Engagement at Conference or Event	500 - 2,000 points
Quote for print / online Use	250 points
Participation in Video or Webcast	2,000 points
Referrals leading to qualified leads	500 points
Organization belonging to NAAUG (Agresso User Group)	500 points
Individual sitting on NAAUG Council	1,000 points
President sitting on NAAUG Council	3,000 points

\* One-time only award of 2,000 points per new customer

\*\* One-time only award of 2,000 points per story not per article

### Program Details

**Joining the Program** – Customers automatically receive 250 points upon acceptance into the Program. Customers are required to participate in a reasonable level of activities. Program membership gives permission for Agresso to reference company name and/or logo and a description of organization for use in marketing communications materials.

**Case Study** – Case studies are posted to the Agresso Website, distributed to the Media and showcased in Sales Kits. Customers will be given an opportunity to edit and approve the content.

**Customer Reference** – A pre-identified contact within your company will be asked to speak to sales prospects about Agresso Solutions when the need arises. This person agrees to respond to the caller's questions professionally and with goodwill. We use published reference material whenever possible, as a result reference calls are normally only in final stages of a sales cycle.

### Press Releases and Media Participation –

Participating customers may be asked to be featured and/or provide a quote for a press release or speak to members of the media about their organization's deployment of Agresso. You agree to respond to media questions professionally and with goodwill. Press releases are developed jointly and approved by customer.

**Referrals** – Points are awarded for leads referred to Agresso meeting our qualification criteria. Agresso tracks referrals; and you will be credited upon receipt of a qualified lead and additional points for a qualified lead that becomes an Agresso customer.

**Quote** – Quotes are used in marketing materials, and are jointly developed and approved by the customer.

**User Conference Redemption** – Customers may redeem Reward points towards User Conference fees (entry fees only) for each 2<sup>nd</sup> attendee. i.e. for each full-paying registrant, you may redeem Reward points for the 2<sup>nd</sup>, 4<sup>th</sup>, 6<sup>th</sup> etc. attendee.

### Registration

To sign up or learn more about the program, please email us at [references@agresso.com](mailto:references@agresso.com) Or call Lisa Baergen at 250-704-4484 or toll free 1-888-247-3776.



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[www.agresso.com](http://www.agresso.com)

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