

# Precise Customer Reference Program

## It's All about Your Success

You've experienced first-hand how Precise has helped you prevent application performance problems by delivering transaction transparency, fastest time-to-repair and game-changing problem prevention. So why not share your story with others so they can benefit too?

## Reference Program Benefits

Precise's Customer Reference Program gives you the opportunity to highlight your APM expertise. By participating in reference activities with Precise, you position yourself as an industry leader and gain a platform to showcase your success through a variety of media channels, including a written case study, press articles, webinars and video testimonials.

There are many benefits for being a reference customer including:

- Getting individual and/or organizational recognition for your leadership in the APM space
- Opportunities to network with peers
- Spotighting your company and your IT department successes
- Access to Product roadmap and participation in our company advisory board
- Access to executives and product team
- Early adopter and beta program opportunities
- Press, speaking and video testimonial opportunities

## Reference Program Overview

There are four different reference levels you can choose from based on company policies and the level of participation you feel comfortable with.

The levels include:

- |                |                              |
|----------------|------------------------------|
| <b>Level 1</b> | Sales reference              |
| <b>Level 2</b> | Written case study           |
| <b>Level 3</b> | Press and Analyst interviews |
| <b>Level 4</b> | Video Testimonial/Webinar    |

## Reference Level 1

Speak to Precise customers or prospects by phone or e-mail about your experiences with deployment, wins and ROI results.

Benefits for participating at this level include opportunities to network with peers and participate in early adopter and beta programs.

## Reference Level 2

Share your positive experiences with Precise products and solutions in a written case study published on <http://www.precise.com>.

Customers who participate at this level get the opportunity to spotlight their company and IT department's successes,

## Reference Level 3

Gain more industry exposure and share your positive experiences with reporter or analysts.

Customers at this level are invited to provide product, roadmap and company feedback and are also given access to executives and product team.

## Reference Level 4

Our highest level of participation. Customers at this level are invited to participate in speaking, advertising or co-marketing opportunities such as educational webinars or customer video testimonials.

## Sample Reference Customers

- |                        |                 |
|------------------------|-----------------|
| • Air France           | • Midwest ISO   |
| • Apollo Group         | • Monsanto      |
| • Boeing               | • New York OTDA |
| • CareGroup Healthcare | • Raymond James |
| • The Hartford         | Financial       |
| • Mass Mutual          | • Symantec      |

To become a Precise customer reference, please contact our Precise Customer Marketing team at [references@precise.com](mailto:references@precise.com).