

The Ivanti Insiders Program Gives you the Inside Track

Sharing Your Vision, Expertise, and Experience Has Its Advantages

Ivanti is a recognized industry leader in helping IT departments throughout the world automate and secure the digital workplace. We're often called upon by industry analysts, the press, and prospective customers evaluating our solutions to provide the names of existing customers who are willing to share their independent perspectives on how Ivanti products help them address today's business challenges successfully.

Industry influencers such as research analysts and the trade press want to understand what motivates innovative customers like you. Having a discussion with these influencers doesn't constitute an endorsement of Ivanti, but it does paint a picture of your experience with our solutions. At the same time, you gain the opportunity to demonstrate your vision, thought leadership, and expertise.

A Chance to Return the Favor and Receive Recognition

When you evaluated Ivanti, it's likely you requested to speak with Ivanti customers. Discovering what they thought of us was key in your evaluation process. Now as a customer, you can return the favor by networking with a prospective customer conducting a similar evaluation.

We've established the Ivanti Insiders Program as part of our commitment to deepening our relationships and strengthening our partnerships with our customer base. The program includes a dedicated customer advocacy team that offers value to you and your organization by providing several ways to acknowledge and share your vision and innovation.

Why Become an Ivanti Insider?

Without question, our customers make the best spokespersons. Every organization has its unique challenges, but you've created value through due diligence and partnering with Ivanti technical experts. Now it's time to share your accomplishments. Your experience as a leader within your industry is important to Ivanti and to other organizations that are striving to deliver world-class service, maximize operational efficiencies, reduce costs, and provide security and patch management.

What are the Benefits?

We're committed to making our relationship with you a mutually beneficial one. By participating in the Ivanti Insiders Program, you'll create value that extends beyond the typical customer relationship. We can help you:

- 1. Develop and promote yourself and your organization as thought leaders**
- 2. Network with successful peers in your industry to build personal and company recognition**
- 3. Obtain privileged access to Ivanti technical and executive staff**
- 4. Gain access to industry analysts to keep abreast of the latest trends and developments**
- 5. Increase visibility for your organization in various media channels**

The Ivanti Insiders Program is flexible and provides a wide variety of opportunities to participate as your time allows—with no obligation and at your convenience. You select the most suitable advocacy program types, and we manage the advocacy process for you.

Advocacy Program Types

- **Sales Networking Calls** – Speak with a prospective Ivanti customer and gain an opportunity to network with industry peers. You'll receive advance notification of a prospect's interest in speaking with you, and you'll be able to accept or decline the request. To ensure objectivity, Ivanti does not participate in these calls.
- **Press Release / Case Study** – Participate in a brief interview to describe the technical and/or business challenges your organization faces, how you came to select Ivanti, and what benefits you now experience. The resulting press release and/or case study will be published on the Ivanti website and go out to IT trade and business publications providing you additional positive exposure—subject to your approval.
- **Press Call** – Discuss your use of Ivanti solutions or provide your expert opinion to a reporter with a publication, such as CIO Magazine, Business Computing World, or VitAL Magazine. We often have opportunities for customers to be interviewed by press to help illustrate real-world usage of our products or help communicate their value. The resulting article would be online or in the print edition of a magazine.
- **Analyst Call** – In a completely anonymous and confidential setting, share your perspective and experience with an industry analyst (e.g. Gartner or Forrester) for a market report such as the Gartner Magic Quadrant, or for a public document such as a profile on Ivanti.

- **Customer Quotations** – Provide a testimonial quote to be used in Ivanti promotional efforts. Ideally, the quote should be yours. However, for your convenience, we can provide one for your edit and approval.
- **Webinars / Speaking Engagement** – Participate as a guest speaker on a customer panel for an online presentation, or at a live event such as an Ivanti customer conference.
- **Awards** – Customers are nominated by Ivanti for industry and end-user awards to highlight your success and showcase you as a thought leader.
- **Video Testimonial** – Participate in a video testimonial. The video will be published on the Ivanti website and may serve as a foundation for multiple marketing uses, including conferences, quotations, success stories, or other activities—subject to your approval.

For More Information

Learn more about other Ivanti customers by reading their success stories at:

www.ivanti.com/en-US/resources/success-stories

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