ivanti

advocates

Program guide



Table of Contents

Who are Ivanti Advocates?	3
Rewards	4
Advocacy activities	5
How membership works	6
Terms and Conditions	7
About Ivanti	9

This document is provided strictly as a guide. No guarantees can be provided or expected. This document contains the confidential information and/or proprietary property of Ivanti, Inc. and its affiliates (referred to collectively as "Ivanti") and may not be disclosed or copied without prior written consent of Ivanti.

Ivanti retains the right to make changes to this document or related product specifications and descriptions, at any time, without notice. Ivanti makes no warranty for the use of this document and assumes no responsibility for any errors that can appear in the document, nor does it make a commitment to update the information contained herein. For the most current product information, please visit ivanti.com



Welcome to the network

Ivanti Advocates are your fellow IT and security peers who've achieved tangible wins with Ivanti and get rewarded for influencing others to do the same. Share how you reached new heights through peer-to-peer reference calls, speaking opportunities, testimonials and more. This is your chance to inspire a new wave of Ivanti users and lead the way toward IT and security wins — for everyone.

Who are Ivanti Advocates?

Advocates are customers who are open to sharing their positive Ivanti experiences. Whether they have used our solutions to solve core business challenges, streamlined workflows or empowered teams to reach new heights, Ivanti Advocates are more than just customers; they are valued collaborators who drive meaningful change in IT and security.

Perks worth advocating for

Being an Ivanti Advocate comes with a host of benefits.

- **Make your voice heard**
  You know how valuable it is to hear directly from peers when making big decisions. Now, you can pay it forward by sharing your experience to help your IT and security peers carve their own paths to success. Plus, get opportunities to shape industry conversations by joining expert sessions and contributing to collaborative content.

- **Enhance your professional profile**
  Showcase your expertise by participating in advocacy activities (listed later in this guide). Whether you choose to speak at an Ivanti event, contribute to a published success story and/or share your knowledge in an Ivanti publication, being an Advocate gives you and your brand visibility while framing you as an IT and security thought leader.

- **Unlock a premier customer experience**
  Enjoy generous discounts on services and priority support. Feel celebrated with exclusive awards, curated gifts and special recognition at flagship events.



Rewards

Our tiered rewards program offers countless opportunities to earn benefits and recognition for your participation. The more you engage, the more exclusive rewards you unlock!

Premium training subscriptions

Get exclusive access to Ivanti Advantage Learning subscriptions, which offer on-demand training sessions for Ivanti products. *(Eligibility required)*

Discounted service offerings

Receive exclusive discounts on Ivanti services and solutions. This special offer applies to new Professional Services engagements, Success Bundles and Technical Solutions Management offerings, helping you maximize value while accelerating your success with Ivanti. *(Eligibility required)*

Direct senior leadership access for escalations

In instances where technical support cases require timely escalation, qualifying Ivanti Advocates have exclusive, direct access to Ivanti's Senior Support Leadership. These decision-makers are committed to your success and ensure your most critical issues are prioritized. *(Eligibility required)*

Recognition

Step into the spotlight and receive recognition at our prestigious Advocate Awards, on an Ivanti website feature or at high-profile Ivanti events. Enjoy unforgettable VIP moments, designed for our most valued Advocates.

Value Hours

Participate in focused, virtual sessions designed for you and your team to dive deep into key IT topics. Share insights, solve challenges and learn directly from Ivanti experts and peers. Expand your expertise, optimize processes and achieve even greater value from your IT investments.

Gifting

Treat yourself to exclusive gifts and top-brand gift cards. Or opt to donate your gift to a charitable cause.

Business Capability Assessment

Evaluate and optimize your organization's performance across 36 IT-focused business capabilities, identifying gaps and opportunities for improvement. Through a facilitated, interactive session, visualize your current IT landscape, align strategic priorities and define a clear roadmap for the future. Enhance operational efficiency, deliver better user experiences and maximize value realization by improving maturity in key areas.

Career profile enhancement

Elevate your professional profile by stepping into the spotlight at Ivanti events. Share the challenges you've conquered and the results you've delivered — earning a feather in your cap and flexing your public speaking muscles while inspiring an audience eager for real-world stories and actionable insights.

Advocacy activities

Being an Advocate means choosing how and when to engage. Select from a range of opportunities — public or private — to suit your interests and comfort level:

- **Peer-to-peer references and calls**
  Connect one-on-one with prospective customers to share your experience and answer their questions about using Ivanti's solutions.

- **Success stories and video testimonials**
  Every great story deserves to be heard — let us tell yours. Our team will capture your journey with Ivanti and share your challenges and the measurable impact you achieved with Ivanti publicly.

- **Public quotes**
  Provide a quote that captures your satisfaction, results and experience. We'll feature it on mediums including our website, at events and in press releases.

- **Speaking engagements**
  Take the stage — virtually or in-person — at our events, webinars, Ivanti Innovators events or industry conferences to share your unique perspective and show off your Ivanti wins.

- **Amplify your voice**
  Take your influence further by speaking with analysts or journalists, contributing to blogs and more.

- **Name drop**
  Let us share your name, title and company on proposals for potential customers.

- **Logo use**
  Showcase your company's logo in Ivanti marketing campaigns and collateral.



How membership works

When you join Ivanti Advocates, you have full control over your membership experience. During signup, you select the types of advocacy opportunities that interest you. Remember, your participation is completely voluntary, and you decide when and how to participate.

After completing your registration, you officially become part of our dedicated professional network. As a member, you'll be invited to join the Advocates group on Ivanti Innovators through which you can expect to receive quarterly newsletters highlighting fresh opportunities for engagement, exclusive experiences and exciting new rewards. We'll keep you updated on how you can inspire a new wave of Ivanti users.



Let's reach new heights, together.

Fill out this **form** to become an Ivanti Advocate.
Questions? Email **advocates@ivanti.com** to learn more.

ivanti

Ivanti Advocates Signature Rewards Terms and Conditions

These Ivanti Advocates Signature Rewards Terms and Conditions ("Terms and Conditions") govern engagement in the Ivanti Advocates Program ("Program"). To be eligible for the Rewards (as defined below), an individual participant in the Program ("Advocate") agrees to and is bound by these Ivanti Advocates Signature Rewards Terms and Conditions ("Terms and Conditions").

1. Eligibility Criteria

1.1. To qualify for the Rewards, an Advocate must have earned at least four (4) points, by participating in the eligible activities (outlined in Section 1.3) within the prior six-month Review Period.
1.2. The "Review Periods" are January 1 through June 30 and July 1 through December 31.
1.3. Points are awarded to Advocate for each qualifying activity as outlined below:

Activity	Points per Instance	Description
Reference Call Participation	2	Complete a call with a customer, prospective customer, journalist, or analyst to share your Ivanti experience.
Event Speaker (In-Person)	4	Present as a speaker at an in-person Ivanti or Ivanti Innovators event.
Event Speaker (virtual)	2	Present as a speaker at a virtual Ivanti or Ivanti Innovators event.
New Success Story Published	4	Share a new Customer Success Story, awarded points only in the first 6-month cycle; subsequent cycles count as "existing".
Ongoing Success Story Promotion	2	Continue to have your published Success Story actively promoted after the initial period.
Host Ivanti Innovators User Group Meeting	2	Organize and run an Ivanti Innovators User Group meeting.
Name Use Approval (Reference in Proposals)	1	Grant permission for Ivanti to use your name, company, and contact details in proposals for potential customers (point awarded once per approval period, not for each use).

1.4. Ivanti reserves the right to amend qualifying activities and the points allocated at any time and without notice.

2. Qualification Notification

2.1. Advocate will be notified in writing by Ivanti (via email or other designated method) if Advocate has qualified for the Rewards for the relevant Review Period.

3. Advocate Signature Rewards

Ivanti offers the following signature rewards and benefits (each a "Reward", collectively the "Rewards") for all Advocates that meet the eligibility criteria outlined in Section 1.1.
3.1 Ivanti Advantage Learning Subscription
3.1.1. A qualified Advocate will be awarded one (1) complimentary Ivanti Advantage Learning subscription seat for a six (6) month term.
3.1.2. Renewal of the Ivanti Advantage Learning subscription seat is subject to Advocate qualifying for the Rewards for the next Review Period. If Advocate meets the criteria for the next Review Period, then the Ivanti Advantage Learning subscription seat may be renewed for an additional six (6) months.
3.1.3. The Ivanti Advantage Learning subscription seat is assigned, by default, to the qualifying Advocate. If Advocate or Advocate's organization already holds an active Ivanti Advantage Learning subscription, then Ivanti reserves the right, at Ivanti's discretion, to (i) reassign the Reward to an alternative contact within Advocate's organization, or (ii) offer an alternative reward of comparable value (e.g., additional training opportunities), the nature and value of which shall be determined solely by Ivanti.
3.2. Ivanti Services and Solutions Discount
3.2.1. A qualified Advocate is eligible to receive up to a fifteen percent (15%) discount on Ivanti Professional Services, Success Bundles, or Technical Solutions Management offerings. This Reward only applies only to net-new purchases of any such Ivanti offerings and does not apply to any such Ivanti offerings for which Advocate's organization is an existing customer.
3.2.2. This Reward may not be combined with any other offers, discounts, or promotions unless expressly authorized by Ivanti in writing.
3.3. Direct Senior Leadership Access for Escalations
3.3.1. A qualifying Advocate may be granted exclusive direct access to Ivanti's Senior Support Leadership for the express purpose of escalating critical technical support cases, as determined by Ivanti, which require a timely resolution and warrant elevated prioritization and attention. This access
3.3.2. The designated contact information for Ivanti's Senior Support Leadership shall be provided directly to the qualifying Advocate at the time of qualification. This information may (i) only be used during a qualifying Review Period, (2) only by a qualifying Advocate, and (3) only for escalation of critical technical support cases in accordance with these Terms and Conditions.
3.3.3. Ivanti reserves the right to review and determine the appropriate level of engagement for each escalated technical support case and may modify or revoke access at its sole discretion.
3.3.4 Abuse or misuse of this Reward, as determined by Ivanti, may result in revocation this Reward and/or disqualification from the Program.

4. Program Operations

4.1. Participation in the Program and eligibility for the Rewards is determined by Ivanti at Ivanti's sole discretion. Ivanti reserves the right to modify, suspend, or terminate the Program, the Rewards or these Terms and Conditions at any time, for any reason, and without notice.
4.2. The Rewards are non-transferable and may not be exchanged for cash or other benefits unless expressly stated or authorized by Ivanti in writing.
4.3. All decisions regarding qualification for and issuance of the Rewards by Ivanti are final.

5. Limitation of Liability

5.1. IN NO EVENT WILL IVANTI, INC., ITS SUBSIDIARIES AND AFFILIATES, ITS LICENSEES, AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, AND AGENTS BE LIABLE FOR ANY DIRECT, INDIRECT, SPECIAL, EXEMPLARY, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ANY KIND, WHETHER BASED IN CONTRACT, TORT OR OTHERWISE, WHICH ARISE OUT OF OR ARE IN ANY WAY CONNECTED WITH THE PROGRAM, THESE TERMS AND CONDITIONS, THE REWARDS, ORIVANTI'S OPERATION OF THE PROGRAM.

6. No Warranties or Representations, Express or Implied

6.1. Ivanti makes no warranties or representations, either expressed or implied, with respect to type, quality or fitness of goods or services provided through the Program.

7. Trademarks

7.1 Ivanti is the sole and exclusive owners or licensees of the trademarks, service marks, trade names, logos, and copyrighted or copyrightable materials of Ivanti, Inc., its affiliates. Advocates shall never, directly or indirectly, interfere with, challenge, file applications for, or claim ownership of these trademarks anywhere in the world.

8. Waiver

8.1 Ivanti's waiver of any breach of these Terms and Conditions by any Advocate will not constitute a waiver of any other prior or subsequent breach of these Terms and Conditions. Ivanti's failure to insist upon strict compliance with these Terms and Conditions by any Advocate will not be deemed a waiver of any rights or remedies Ivanti may have against that or any other Advocate. Ivanti may waive compliance with these Terms and Conditions in its sole discretion.

9. Choice of Law and Venue

9.1 Any disputes arising out of or related to the Program or these Terms and Conditions will be handled individually without any class action, and will be governed by, construed and enforced in accordance with the laws of the State of Delaware, United States, without regard to its conflicts of law rules. The exclusive jurisdiction for any claim or action arising out of or relating to the Program or the Terms and Conditions may be filed only in the state **or federal courts located in the State of Delaware, United States.**

10. Entire Agreement

10.1 These Terms and Conditions, together with any other terms and conditions, rules, or regulations incorporated herein or referred to herein constitute the entire agreement between Ivanti and Advocate relating to the subject matter hereof, and supersede any prior understandings or agreements (whether oral or written) regarding the subject matter, and may not be amended or modified except in writing or by making such amendments or modifications available on the Program website.

About Ivanti

Ivanti is an enterprise software company that provides a comprehensive IT and security cloud-based platform. Ivanti provides software solutions that scale with our customers' needs to help enable IT and Security to improve operational efficiency while reducing costs and proactively reducing security risk. The Ivanti Neurons platform is cloud-native and is designed as a foundation of unified and reusable services and tools for consistent visibility, scalability and secure solution delivery. Over 34,000 customers, including 85 of the Fortune 100, have chosen Ivanti to meet challenges head-on with its end-to-end solutions. At Ivanti, we strive to create an environment where all perspectives are heard, respected and valued and we are committed to a more sustainable future for our customers, partners, employees and the planet. For more information, visit ivanti.com and follow @GoIvanti.

Copyright © 2025, Ivanti. All rights reserved. IVI-2893 JL/FG

ivanti

For more information,
or to contact Ivanti,
please visit ivanti.com.

