



## Customer Reference Program (CRP)

### Introduction

Avocent is committed to helping its customers efficiently manage IT infrastructures and solve problems anytime, anywhere. We are dedicated to delivering innovative products and solutions that solve complex business challenges and maximize customer satisfaction. This document outlines the goal, benefits and available options to communicate our mutual success.

### Goal

Avocent recognizes that if we are successful in meeting—and surpassing—your expectations through our innovative products, solutions and service, we will help you become a more successful organization. We want to share our mutual successes at an appropriate time in the future through defined customer reference activities and external publicity.

### Benefits

Sharing your Avocent success with the business and industry community brings many rewards:

- ❖ Generates free publicity
- ❖ Creates positive exposure for your organization
- ❖ Positions your organization as a leader in its use of advanced technology
- ❖ Promotes individuals as industry experts and spokespersons
- ❖ Helps communicate your accomplishments internally

### Customer Reference Options

Please highlight or circle the emblem to the left of each listed opportunity below that you will grant Avocent permission to develop and release following a successful installation and evaluation of Avocent products on your part:

- ❖ Case Study (Success Story) – Avocent or one of its agencies will conduct a phone interview with appropriate customer contact(s) to create a success story describing how Avocent solutions have positively impacted your organization.
- ❖ Testimonial Quotes – To be used in marketing literature, on external Web site, in presentations and other publicity material.
- ❖ Press Release – Avocent or one of its agencies will create a press release announcing deployment and/or how Avocent products and solutions have positively impacted your IT infrastructure and organization.
- ❖ Media/Analyst Interviews – Avocent or one of its agencies will schedule and facilitate press interviews with appropriate contact(s) within your organization. Media interviews will be arranged with relevant business and/or vertical publications. Interviews with industry analysts can be scheduled at your convenience.
- ❖ Customer to Customer References – Avocent will schedule and arrange reference calls between you and prospective Avocent customers, based on your schedule and availability.
- ❖ Use of Name, Logo / Other Design Mark – To be used in marketing literature, on external Web site, in presentations and other publicity materials. Avocent will follow your published trademark usage guidelines when using your trademarks.
- ❖ Advertising – Your company is featured in an Avocent ad and a testimonial quote from you about the use of our solutions is included as part of the advertisement.

**Publicity or marketing materials developed by Avocent that include your company, will not be published or distributed without your final review and approval. Avocent will appreciate your prompt response when it forwards materials to you for your approval.**