



### **What is the program charter?**

The charter of the Euclid Lighthouse Account Program is to engage in mutually beneficial co-development relationships with industry leading retail companies. Co-development activities will focus in the areas of increasing in-store engagement, optimizing merchandizing and promotions, and improving store operations. For each lighthouse account initiative, Euclid will apply resources and align product roadmap to ensure mutually defined objectives are met.

### **Who is in the program?**

Customers who intend to implement our solution across the most innovative use cases where the solution will deliver significant business impact across their organization. The program members will represent a cross-section of market segments that Euclid focuses on as it relates to industry, geography, organizational size and structure. The individuals participating will be thought leaders, who have broad responsibility for driving decisions based on analytics across their respective companies.

To maintain proper focus and ensure success of these initiatives, we will have a maximum of five lighthouse customers at any given time.

### **Program Benefits**

- Full and unlimited access to Euclid's suite of products
- Three months of free consulting from Euclid's Insights team (any additional consulting will be provided at cost)
- In-depth understanding of roadmap and ability to impact Euclid's corporate and product direction
- Early access to new releases and beta versions of the technology
- Access to the network of other lighthouse members/executives that are shaping the future of retail and location analytics
- All expense paid trip to annual lighthouse event
- On-going access to the Euclid executive staff
- A dedicated client services manager

### **Program Participation Requirements**

- Current customer in good standing or industry leader with influential position in market
- Willingness to share details of key initiatives that use, or could use, Euclid's platform
- Ability to deploy pilots to test mutually agreed upon capabilities that are built as part of the lighthouse engagement
- Ability to attend periodic lighthouse engagement meetings to provide feedback on product direction and progress with pilot deployments
- Access to staff and other resources needed to deploy pilots, gather feedback and assess the effectiveness of new capabilities

### **Deadline:**

- Interested parties need to respond to Euclid before March 1<sup>st</sup> 2014