



# VMTurbo Customer Reference Program FAQ

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## VMTurbo Customer Reference Program - FAQ

### WHAT IS IT?

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Help us help you. One factor that contributes to VMTurbo's success is customers like you speaking-up about your experience with VMTurbo technology and services. The goal of the VMTurbo Customer Reference Program is to help build strategic relationship with our customers and to showcase their success in helping meet the challenges of their business using the VMTurbo Virtualization Management Suite. It is designed to match customers with public and private opportunities to discuss their experience with VMTurbo products and services.

### WHY PARTICIPATE?

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Customers have many reasons to participate in the VMTurbo Customer Reference Program. This includes showcasing the joint success of VMTurbo and their projects, strengthening their company marketing and branding activities or a desire for greater thought leadership within the server virtualization and data center communities.

#### **Thought Leadership**

The program enables customers to actively promote the use of virtualization management software and processes and increase their recognition and participation in both the virtualization and data center communities.

#### **Program Opportunities**

Reference customers receive a number of opportunities as a result of participating in the program, including advisory panel participation, private receptions with VMTurbo executives, and participation in technical roadmap sessions and technology betas.

#### **Information Exchange**

Customers have the opportunity to share their virtualization management successes with other companies, many whom are eager to learn about these practices. Reference customers may also be put in touch with customers from whom they can learn more and may directly dialog with VMTurbo product management.

#### **Join the VMTurbo Ecosystem**

The VMTurbo ecosystem is a network of VMTurbo partners and customers, working together in symbiotic relations. The VMTurbo Customer Reference Program enables customers to strengthen their relationships within this ecosystem, share best practices, and future leverage VMTurbo and VMTurbo partners.

#### **Marketing**

Participating in public opportunities with the VMTurbo Customer Reference Program helps to increase your company's market exposure.

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## WHAT CAN I EXPECT?

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Being a VMTurbo Reference partner is simple. Here is what you can expect from us, when you take part in the VMTurbo Customer Reference Program:

### **Intro Call or Email**

All members of the Customer Reference Program will go through a 30-minute introductory call to gather basic details about your use of VMTurbo products and services and discuss interest in participation (This can also be done through filling out a form).

### **An Easy Process**

When opportunities surface that you have expressed interest in participating in, a Customer Reference Manager will email you. If you are interested, we'll consider your availability and priorities in scheduling interviews and speaking engagements. A VMTurbo Customer Reference Manager works with you through every step of the process and provides a single point of contact.

### **Content Distribution Through Various Media**

We'll prepare the content, manage design, and distribute the final product via print, web, sales, and business development presentations, etc.

### **Reviews and Approvals**

We'll send content to you for your internal review and approval before publishing.

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## WHAT ARE MY OPTIONS?

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The VMTurbo Customer Reference Program provides a variety of ways for customers to participate both publicly and privately: (\*private opportunity)

### **Case Studies**

Crafted by a professional writer, case studies are two-page stories (approximately 1,000 words in length) detailing your successful VMTurbo deployment. Case studies are posted on the VMTurbo corporate web site and blog.

### **Awards**

VMTurbo nominates customers for award programs, including those sponsored by publications such as InfoWorld's Best Practices in Server Virtualization Award.

### **Peer-to-peer Conversations\***

Organizations are often curious about the VMTurbo Virtualization Management Suite and ask to speak directly to someone who has successfully deployed it. In these peer-to-peer conversations, you will speak directly with potential VMTurbo customers or with existing customers from whom you'd like to learn more. These calls ensure an unbiased opinion and are a private way to share your VMTurbo Reference.

**Customer Forums, Advisory Boards, and Roundtables\***

Join a VMTurbo customer advisory board or participate in a customer forum or roundtable to gain exposure as a thought leader in your industry.

**Lead Generation Webinars or Live Events**

Participate in a VMTurbo webinar or live event to share your story with prospective customers. If you would like, VMTurbo can supply you with a list of leads from the event.

**Press Opportunities**

VMTurbo works with Reference customers to develop press releases and can arrange interviews with the press and industry analysts to showcase your solutions.

**Video Testimonials**

Tell your story without leaving your office! VMTurbo can facilitate a video interview over Skype camera. Video testimonials are posted on the VMTurbo corporate web site and blog.

**White Papers**

Technical white papers—developed by VMTurbo or third-parties, like industry analysts—provide a technical perspective on your solution deployment.

**Influencer Briefings**

If you are involved in social media such as blogging, Twitter, Facebook and LinkedIn you will be referred for our Influencer list where you can be the first to find out about VMTurbo announcements.

**Customer Listing**

Perfect for the customers who cannot discuss the details of their deployment publicly. Be part of our customer listing – your company name and logo on our website, corporate presentation and included in our quarterly momentum press release.

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**HOW DO I BECOME A MEMBER OF THE VMTURBO REFERENCE PROGRAM?**

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If you are interested in joining or learning more, contact a VMTurbo Customer Reference Manager at [marketing@vmturbo.com](mailto:marketing@vmturbo.com).