



Customer Reference Program

RedPrairie's Customer Reference Program provides opportunities to network with other executives, stay informed about best practices, and participate in joint marketing efforts by sharing your RedPrairie experience with others. From participating in referral calls, to speaking at industry events and collaborating on new programs with RedPrairie development and support, our Customer Reference Program is a quick and easy way to connect with our active customer community.

Give a little. Get a lot.

Share your experience. Sure, a big part of the Customer Reference Program is about sharing your experiences with other companies interested in RedPrairie via reference calls, media interviews, and case studies. While you'll be rewarded for those activities, we've found that the Customer Champions in the program benefit from greater access to our user community, joint marketing opportunities, and executive-level access.

Build the community. At RedPrairie, we believe feedback from our community of users is critical to improving our solutions and services. We continually hear from our user community on how they want to network and communicate with other users. We offer a range of activities from on-line forums, user group meetings, and customer-facing events, to our annual user conference, RedShift, to help our community thrive and grow.

What are the benefits of acting as a reference for RedPrairie?

- > A larger user community of RedPrairie customers to share ideas and best practices
- > New funding that expands current product functionality for your company's market space
- > Validation of your company's decision to invest in a best of breed vendor
- > Reference Rewards points, redeemable for rewards like passes to RedShift, training credits, rebates for service hours, and more

Reference Rewards

We wouldn't want your efforts to go unnoticed, so every time you participate in a Customer Reference Program activity, you'll receive points redeemable for training, passes, and service credits.

- > Reference Call = 100 pts
- > Press Release or Media Interview = 300 pts
- > Webinar = 500 pts
- > Reference Site Visit = 600 pts
- > Case Study = 1,000 pts
- > Presentations = 2,000 pts

Rewards	Points Needed
One Hour Web-based training of your choice	1,000 pts
User Conference pass	2,400 pts
System Performance Analysis	5,000 pts
Best Practice Assessment	5,000 pts
Training Credits (one free class, up to 5 days for 1 person)	10,000 pts
Rebate for Service Hours (up to 40 hours)	12,000 pts

For more information on the Customer Reference Program, contact Program Manager Diane Hackbarth by phone at 262-317-2480, or send an email to References@RedPrairie.com.