



GUIDELINES FOR CREATING JOINT CUSTOMER SUCCESS STORIES AND REFERENCES

As technology solution providers, we are measured not only by the quality of our products and services, but also by our ability to solve our customers' problems and create value for them. Customer references play a significant role in validating our joint value proposition. By advocating our products and services, customer references can help us establish credibility in the industry and win more deals.

JOINT CUSTOMER SUCCESS STORY

A joint customer success story is an essential sales and marketing asset. The story features the customer's business challenges, an overview of their project, why they chose our joint solution, and benefits of the joint solution, as well as business value, return on investment (ROI), or impact. The story is created as a two-page PDF with the customer's logo and an image of the customer's device.

The joint customer success story is showcased through multiple communication vehicles:

- www.windriver.com and your website
- Social media (Facebook, LinkedIn, Twitter, etc.)
- Wind River® customer newsletter
- Wind River Blog
- Email campaign
- Wind River sales organization (to leverage in customer meetings)

Getting Started

Following is the process for creating our first joint customer success story:

1. Partner creates a target list of joint customers.
2. Partner and Wind River create a joint customer questionnaire.
3. Partner and Wind River gain agreement on the first customer to showcase.
4. Partner and Wind River participate in a joint customer interview.
5. Wind River leads and coordinates the development and delivery of the first customer success story asset.

WIND RIVER CUSTOMER REFERENCE PROGRAM

For our more strategic customers, the Wind River Customer Reference Program recognizes these customers for their innovation and leadership in using Wind River solutions. The program comprises select customers that are leaders in their industry and are willing to participate in a variety of marketing and sales activities, such as a customer video testimonial, speaking event, press release, or demo showcase. Wind River jointly develops a co-marketing plan with the customer that aligns with their marketing goals in the announcement or launch of their new product. The program serves to develop and strengthen our long-term customer relationships.

Please submit a request by emailing us at partner-marketing@windriver.com.

