



SNOW CUSTOMER ADVOCACY PROGRAM

Be a Snow Champion

Showcase your wins, share your expertise and assist your peers

Our customers are at the heart of everything we do at Snow Software. Our customer advocacy program is all about celebrating your success. We provide numerous opportunities for you to share best practices, recognize your team, enhance your personal brand, provide product feedback and network with like-minded professionals.

Snow Champions is all about what works for you. We will collaborate with you to find the right platforms to share your story and engage with the Snow community. That could mean speaking at industry events, engaging with the media, writing a blog post, contributing to forums or just taking the occasional reference call. You let us know what you are interested in and our team will manage the rest.

FLEXIBLE PLATFORM FOR PROMOTING YOUR SUCCESS

Snow Champions offers a collaborative, flexible platform which allows you to engage in public-facing advocacy activities, promoting your expertise, personal profile and your brand. There are no specific levels of commitment to step through; you can participate in activities which suit and excite you.

GET INVOLVED AND GAIN ACCESS TO EXCLUSIVE BUSINESS BENEFITS

Our flexible program means you can engage in as many or as few activities as you choose. Each advocacy activity is allocated a number of points, shown in Table 1.

Table 1

Advocacy Activity	Points Awarded	
Register interest in becoming an Advocate	5	
Reference calls	10	each call
Logo, testimonial or quote on website	10	each
Hosted reference meeting	50	each meeting
Quotes for media/demand generation activities	50	each
Blog post hosted on Snowsoftware.com	70	each blog
Podcasts/webinar	70	each
Event speaker	100	each event
Written and/or video case study	150	each
Press release or media interview	150	each interview

As you increase your participation in the Snow Champions program, you accrue points each time you complete an activity. These points accumulate, allowing you to move through levels of advocacy expertise as shown in Table 2. There is no need to move through every level as points accrued depend on activities. Please note that participation in any of the advocacy activities will only be with the agreement and support of Snow Software.

BENEFITS

Each of our levels of advocacy are aligned with tangible business benefits[‡], shown in Table 2.

Table 2

Advocacy Level	Benefits	Points Required
Advocate	Exclusive Snow Gift	5
	Access to Advocate-only area on Snow Globe	
Supporter	Advocate level benefits	50
	Discounted training vouchers or access to Snow's training Academy	
	Discount to industry events (subject to Snow's participation and approval)	
Enthusiast	Supporter level benefits	100
	Early adopters/ Beta program (subject to Snow's R&D team approval)	
	Participation in Advocate-only events	
Evangelist	Enthusiast level benefits	200
	Dedicated Snow contact	
	VIP status at Snow events	
	Business health-check (worth £5,600)	
Champion	Evangelist level benefits	500
	Meeting with Snow R&D [†]	
	Exclusive Insight Workshop	
	Snow Executive Leadership Team sponsor	

[‡] Although every attempt will be made to maintain the benefits listed, Snow reserves the right to modify benefits if necessary.

[†] Does not guarantee R&D resourcing or functionality priority in development or roadmaps

ABOUT SNOW SOFTWARE

Snow Software is the global leader in technology intelligence solutions, ensuring the trillions spent on all forms of technology is optimized to drive maximum value. More than 4,000 organizations around the world rely on Snow's platform to provide complete visibility, optimize usage and spend, and minimize regulatory risk. Headquartered in Stockholm, Snow has more local offices and regional support centers than any other software asset and cloud management provider, delivering unparalleled results to our customers and partners. To find out more about Snow Software, visit www.snowsoftware.com.

