

# Customer Reference Program



Would you and your company like to be recognized globally for your achievements? SAP Concur launched the **Customer Reference Program** to showcase your innovation and success both publicly and within your organization. It enrolls you in a new customer experience, offering wide variety of communications activities. Take advantage of it!

## What are the opportunities?

- Speaking at events and webinars
- Creating a video or written Success Story
- 1:1 calls with industry peers
- Industry analyst interviews



## Why participate?

- Increase awareness of your organization globally
- Promote your work and amplify your success
- Demonstrate return on investment internally
- Grow your network by connecting with peers globally
- Gain positive exposure with key influencers
- Strengthen your partnership with SAP Concur
- Become a member of exclusive EMEA Champions Group

## What to expect?



### Flexibility

You decide what types of reference activities are of interest to you, and are a good fit for both your business and personal needs.



### No commitments

We align upfront on your availability and ensure you are not contacted above that agreement. If you are busy or have other reasons to decline your participation, we respect that.



### Easy and clear process

If you agree to participate in a reference activity our Reference Manager will work around your availability to ensure a simple, seamless process.



### Only approved, high-quality materials

If we are creating material with your name or company mentioned, you can be assured that we will seek your approval before publishing.

## How do I get involved?

Speak to your Customer Success Contact or Contact Ekaterina Kazantceva, EMEA Customer Reference Manager: [ekaterina.kazantceva@sap.com](mailto:ekaterina.kazantceva@sap.com)