



SUNGARD

AVAILABILITY SERVICES CUSTOMER REFERENCE PROGRAMME

What's your story?
We want to help
you tell it.

SunGard Availability Services' customer reference programme provides an opportunity for you to share success stories with both your industry and peers.

Benefits for participants

- Positive market exposure
- Position your organisation as industry leaders; showcasing your success through a variety of participation opportunities
- Represent your company's spokespeople as industry leaders
- The opportunity to provide feedback on the direction of SunGard's products and services
- Increased exposure for your company as part of SunGard's national marketing and advertising campaigns.

How it works

SunGard's customer reference programme provides various opportunities for your company to share successes with SunGard's services in order to gain visibility and recognition for your company.

We know your time is limited and extremely important so our programme is designed to be flexible enough to fit your schedule.

Joining is simple... All you have to do is select the participation opportunities that suit you from the list overleaf. A SunGard marketing professional will then work with you to ensure the process is effective, efficient and hassle free. Your company will of course have the opportunity to approve all material prior to publication or distribution.

The purpose of the customer reference programme is to showcase SunGard services which exemplify our customers' vision, innovation and success.

The programme promotes SunGard customers as leaders in their respective fields and highlights the innovative strategies which help them maintain a competitive edge.

Participation opportunities

- **Case studies**—One of our copywriters will contact you for a 30 minute telephone interview, a two page summary of your experience will then be drafted for your review and approval.
- **Professional photography**—We can arrange for a professional photography shoot at your site to create supporting imagery for your case study. All images will be made available to you and your company for your own use.
- **Recorded audio or video testimonials**—Participate in a short audio or video clip, filmed at your preferred location, by our professional agencies.
- **Meet with media or industry analysts**—Participate in an interview with an industry analyst or media reporter, resulting in possible media coverage for your company.
- **Press Releases**—Provide a quote to be used in a SunGard press release.
- **Webinar & Podcasts**—Participate as a guest speaker in a SunGard webinar or podcast.
- **Roundtable**—Join your peers for roundtable discussion



View samples

To view firms who have participated and benefited from participation in SunGard's customer reference programme, visit www.sungard.co.uk to access written case studies and videos.

To join

To join SunGard Availability Services' customer reference programme or for more information, contact your account manager or Piper-Anna Shields on 020 8080 8923 or piper.shields@sungard.com

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Availability Services

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