

Customer Marketing Proposal

For

< COMPANY LOGO HERE >

CONFIDENTIAL

Based on the success of your Nutanix implementation, we would like to invite you to share your experiences and best practices with your peers by participating in our customer marketing program.

Reference activities can take a variety of different forms, all of which provide you the opportunity to showcase your implementation, increase your company's visibility, demonstrate thought leadership, and network with others who have similar roles and objectives within their organization.

We look forward to your agreement to some or all the activities outlined in this document.

Note:

This document is a declaration of intent and serves to provide information and to co-ordinate joint reference activities. This declaration is not a binding agreement between Nutanix and <COMPANY> and as such does not involve any rights or obligations.

Company Logo use

We would like to showcase your company logo on our nutanix.com customer site. With your permission we would also like to use your company name/logo during internal and external presentations.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Comments:				

Customer Quote

The quote is a brief statement about how your company has achieved a technological head start or has recognised business benefits from using Nutanix. With your agreement quotes will be used in collateral such as product brochures, through social media channels and on our product sites on nutanix.com.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Comments:				

Customer Case Study

A Customer Case Study describes your successful project both from the technological viewpoint and the commercial benefits, which have been gained. The format includes the customer logo and quote, your company profile, a description of the challenges and solutions and the business benefits you have achieved. The texts are written by professional freelance writers and will not be posted externally until we have your full approval. You can find examples by visiting: www.nutanix.com/company/customers. With your permission we would also like to promote your story through social media channels.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Comments:				

Press & Analyst

We work closely with a number of press and analysts and while they enjoy hearing from Nutanix, it is how our customers are implementing the technology that brings the story to life. With your agreement we would like to highlight your success in a Nutanix press release or by sharing your written case study (where applicable) with the press. We would also like to work with your communications team on other mutually beneficial PR activities. We can also connect you with reporters and analysts at independent companies, publications and media outlets.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Comments:				

Speaking Opportunities

We would like to invite you to act as a speaker at events and to talk about successful projects. Such opportunities will round up the particular topic and form a good starting point for an exchange of experiences. Possible events are for instance .NEXT Europe, .NEXT on Tour and customer events organized by Nutanix and forums and seminars held by independent third parties

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Frequency of requests:				
Comments:				

Video

We would like to ask if you agree to participate in a professional video funded by Nutanix. Videos can be used to highlight your success, they can also be used internally by your organization. Completed and approved videos will be available on nutanix.com and on the Nutanix YouTube channel. We will also look at produce a 15 second 'teaser' video to use for social media purposes.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Comments:				

Webinars

We would like to invite you to give you voice presence by participating in a Nutanix webinar. We would work with you beforehand on content to ensure you are completely comfortable with everything. Webinars are recorded and made available on demand to download.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Comments:				

Reference Calls

You are in principle prepared to accept reference phone calls and to report on your hands-on experiences. Using these calls we try to meet the wishes of our new customers by providing them with information through discussion about your satisfaction with Nutanix. We will of course obtain your agreement about both the maximum number of calls and also each individual call i.e. under no circumstances will you receive unannounced calls.

Agree:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Frequency:				
Comments:				



Your contacts at Nutanix

1. **Contact:**

Name:

Title:

E-Mail:

Telephone:

2. **Contact:**

Name:

Title:

E-Mail:

Telephone:

Customer Reference Manager:

Name: Fiona Partlow

Title Sr. Customer Marketing Manager – EMEA

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