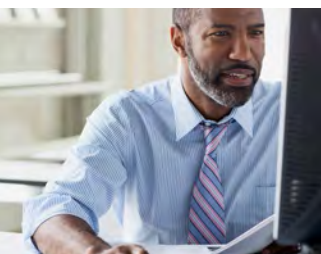




# SAS Customer Reference Program

## Highlighting You and Your Organization








### Getting the recognition you deserve

We are so proud to have you as our customer that we want to communicate it to the whole world! We have many successful customers using our solutions in innovative ways for positive business, social and humanitarian impact. Through the SAS Customer Reference Program, we work closely with you to promote your success, to raise the profile of your innovative projects, and to make sure you get the recognition you deserve!

### Multiple opportunities tailored to meet your needs

There are various approaches for sharing your experiences with colleagues, peers and investors. These can be tailored for your organization to ensure minimum impact on your time with maximum success for both parties. We will develop promotional materials about your organization and its use of SAS® and will make them available for your own internal and external promotional purposes.

### What are the benefits of participation?

-  Increase positive exposure for your organization through multiple channels.
-  Share your experience to build industry recognition.
-  Promote your work for internal recognition.
-  Gain access to SAS leadership, including R&D and executive management.
-  Network with successful peers around the world.

# SAS Customer Reference Program

## How to join

To join the Customer Reference Program, simply register your interest with your SAS account manager or contact:

[Vijayne.Govender@sas.com](mailto:Vijayne.Govender@sas.com)

## Learn more about our references:

Please visit our customers stories page:

[sas.com/en\\_za/customers.html](https://sas.com/en_za/customers.html)

## Participant opportunities



**Brand / Company Name:** We promote your organization and your logo via different communication channels (web, social media, presentations, brochures).



**Case Studies:** Our professional writers and video producers work with you to showcase your company and the success you have achieved using SAS solutions. This material could be published on our website, in customer-focused publications, newsletters, blogs and through social media.



**Speaking Engagements:** We organize and participate in high-profile conferences and events with business thought leaders and SAS professionals. We will approach you with opportunities to speak at these events to raise the profile of the work and success of your company, providing further opportunities for networking with your peers.



**Media Coverage:** Our public relations team works with you to proactively promote your story to leading business, industry and technology publications. We will also work with you on the development of press releases, blogs and articles that are of mutual interest to our organizations.



**Analysts:** The analyst firms, such as Gartner, IDC, Forrester and others, want to hear from customers like you, to fully understand the value that SAS software provides to organizations. As a customer reference, you can provide feedback to industry analysts through surveys or interviews – helping shape research and establish market trends.



**Knowledge Exchange:** Some of the companies we are working with want to hear from their peers as part of their solution supplier selection process. We connect prospective customers with customers who are open to sharing their ideas and perspectives.

## What are the requirements?

SAS offers a reference program staffed by professionals dedicated to fostering positive mutual exposure for both of our organizations. There are no required commitments, only your willingness to consider opportunities on a case-by-case basis.

## What do we guarantee you?

- **No surprises.** Trust that SAS will ensure review and approval of opportunities before we publish content regarding your organization.
- **Wise use of your time.** Your dedicated reference manager will carefully manage and filter requests to surface those of most interest to you.

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

