

# Customer Appreciation Program



## Blue Yonder Customer Appreciation Program

The Blue Yonder Customer Appreciation Program provides opportunities for you to share your experiences as a business-process leader, promote your unique accomplishments, establish valuable business contacts and gain important industry knowledge and visibility while highlighting your company as an innovator. To thank you, we reward you with valuable points that can be redeemed for event passes, training, Blue Yonder branded items and more.

### Join the program, enjoy the benefits

The Blue Yonder Customer Appreciation Program provides a range of benefits designed to showcase your leadership and innovation in building a world-class supply chain using Blue Yonder software and services.

#### Benefits include:

- Gain visibility and recognition as a thought leader for yourself, your organization and your products and services.
- Build valuable relationships and gain unprecedented access to Blue Yonder industry experts and our exclusive community of Blue Yonder customers.
- Take advantage of valuable networking and relationship-building opportunities between your company, other industry leaders and Blue Yonder.
- Once you join the program, you decide your level of participation. You determine which activities to participate in and how much time to commit.

### Accumulating Customer Appreciation Points

To thank you for participating in sales and marketing activities, you will receive Blue Yonder Customer Appreciation Points. You will be amazed at how quickly your points add up.

- **Published case study (video/print):** You participate in a video or written interview (or both) to tell your success story related to the use of Blue Yonder solutions and services. Once approved, the case study may be used for media interviews, presentation abstracts, sharing with customers and prospects and posting to Blue Yonder's website. Points are awarded when final case study is approved.

Activity	Points
Video Case Study	25
Printed Case Study	25
Webinar	25
Site Visit/Event Hosting (depending on # of hours)	25-50
Guest Blogs	15
Speaking Engagement (except Blue Yonder ICON)	25
Press Release	20
Analyst Interview	25
Reference/Prep Call	15
User Research/Tester	10
Other (Blue Yonder assigns)	varies

- **Webinar presentation:** In this instance, you would deliver a presentation on your Blue Yonder deployment and related business benefits to an online audience as part of a Blue Yonder-sponsored marketing campaign. The webinar would be promoted ahead of time and delivered live or as a pre-recorded video presentation with a live Q&A. In both cases, webinars are recorded and available for viewing on-demand. Sometimes webinars are done in partnership with third parties such as industry analysts or industry publications.
- **Site visit / Blue Yonder event hosting:** This activity involves you hosting Blue Yonder prospects or customers on-site or holding a small industry-focused event at your facility. Blue Yonder would work with you to define the visit including logistics, a mutually agreed upon date and time, expectations, etc. The visitor(s) could be individuals from one company or from multiple companies seeking to learn about and observe your business and your day-to-day supply chain operations. These activities are organized to showcase your use of Blue Yonder's solutions and your position as an industry leader.
- **Guest blogging:** This activity can offer great exposure for you and your company. If you are interested in being a guest blogger, send a list of the topics you would blog about to: [CustomerReferenceProgram@BlueYonder.com](mailto:CustomerReferenceProgram@BlueYonder.com) We recommend that you visit the Supply Chain Nation blog at [blog.BlueYonder.com](http://blog.BlueYonder.com) to become familiar with topics previously covered.

Once you submit your blog post to Blue Yonder, it will be reviewed by the Blog Review Committee before publishing. We will also share this material on LinkedIn, Facebook and Twitter.

- **Blue Yonder press release participation/ printable quotes:** Your participation in a Blue Yonder press release could include Blue Yonder announcing newsworthy information about your organization such as your selection of a Blue Yonder solution or service or a successful implementation or project go-live. It could also involve the publishing of a quote from you in a news release about a product or service offered by Blue Yonder. Releases may be distributed via news service, shared via social media and posted on the Blue Yonder website. Printable quotes may be used standalone, such as in a PowerPoint presentation collateral piece or on BlueYonder.com.
- **Editorial opportunity:** With an editorial opportunity, a reporter interviews you to discuss your organization's Blue Yonder deployment and related business benefits as part of a feature article for an online and/or print publication. An editorial opportunity may also include the co-development of a contributed article that Blue Yonder would seek to get published in a third-party publication. Both the interview(s) and contributed article present great opportunities for you to tell your story to a broad audience of your peers, positioning your company as a thought leader in your industry or area of interest.
- **Industry analyst interview:** This opportunity entails an industry analyst interviewing you "on the record." The probable, though not guaranteed, outcome is that the analyst may write an article based on your interview including information about your company's approach and results. This allows you to engage with, and ask questions of, some of the industry's top thought leaders as you participate in a dialogue about your challenges and successes. In some cases, the industry analyst may consolidate your comments with a number of other companies without specifically identifying your organization. This occurs when analysts research a topic and not all companies with whom they speak want to be externally referenced.

- **Reference call:** A reference call is when, at a mutually agreed upon date and time, you agree to speak with a Blue Yonder prospect or customer to discuss your experience using Blue Yonder's solutions and services. The information shared would serve as background information for the Blue Yonder prospect or customer, and is not used or shared externally.
- **Blue Yonder speaking engagement (outside of Blue Yonder ICON):** A great way to gain exposure and to position your company as a thought leader is through speaking engagements. This opportunity entails you making a presentation about your Blue Yonder deployment and related business benefits at a Blue Yonder-sponsored event (except Blue Yonder ICON) or at a third-party industry event (such as CSCMP, NRF) at Blue Yonder's request.
- **Prep call:** This activity entails a brief phone call to review the details around a reference call. The purpose is to ensure that the person providing the reference understands the purpose of the call, who they'll be talking with, and any other details needed to deliver a valuable reference.
- **User experience survey, test and interview:** Blue Yonder user research is a great opportunity to share real-world experiences and challenges with members of the Blue Yonder User Experience team. Typical research activities include usability tests, user interviews, surveys and site visits.



## Redeem your points

You can redeem your Customer Appreciation Program (CAP) points for the following items. Send an email to [Rewards@jda.com](mailto:Rewards@jda.com) with your name, company and requested redemption activity and the Global Customer Reference team will research the activity and determine available CAP points.

## Rules and restrictions

- CAP points are awarded to companies, not specific individuals within a company.
- Points will not be awarded for activities that are not completed.
- Points have no cash value and are nontransferable.
- Points used for Blue Yonder training classes are for seat(s) in standard scheduled training classes (or eLearning classes) on a space-available basis.
- Points used for free Blue Yonder ICON registration passes cannot be combined with any other discount or special program, and are only available for the registration portion of Blue Yonder ICON.
- Points may not be applied to travel expenses or any other costs other than stated above.
- Points expire after 24 months from the date in which they are accrued.
- ICON Bundle (pass + hotel) is up to three nights stay at the conference hotel. Valid only during the conference dates.
- ICON "Backstage" Meet 'n Greet is on a space-available basis and will be either the key note speaker or the musical guest.
- National Retail Federation is on space-available basis as well.

Activity	Points
Discount on SOA & SIA	300
Discount on Value Measurement	300
Discounted Private Class	300
On-Site Lunch & Learn	300
ICON Bundle (Pass + nights Hotel)	300
Seat in Public, Instructor led Class	75
Pass to Industry Tradeshow	50
Pass to National Retail Federation Tradeshow	50
ICON "Backstage" Meet 'n Greet	50
ICON PASS	50
Seat in eLearning Class	45
ICON Reserved Meal Table	25
ICON Reserved Table Customer Celebration	25

## Join the Blue Yonder Customer Appreciation Program today

We look forward to partnering with you to showcase your leadership and innovation in building a worldclass supply chain using Blue Yonder software and services. To join the Blue Yonder Customer Appreciation Program or get more information, send an email to: [CustomerReferenceProgram@BlueYonder.com](mailto:CustomerReferenceProgram@BlueYonder.com).

[blueyonder.com](http://blueyonder.com)

