



HP Software customers in Canada, Latin America and the United States:

Showcase your success—join the HP Software Americas Customer Reference Program



Are you ready to showcase your accomplishments?

No one knows the benefits of HP Software better than you. You've leveraged HP solutions to achieve real-world benefits and exceptional business outcomes. So share your successful IT strategies with other organizations that hope to achieve similar gains.

As an HP reference, you'll highlight your company's image, promote the value of IT to your internal stakeholders, and spark new opportunities by expanding your reach across the HP community and beyond.

Talk about your successes

As a thought leader and strategic customer, you are invited to participate in HP-driven marketing activities that provide high visibility for your IT team and company, such as:

- Speaking engagements
- Press and industry analyst interviews
- Reference phone calls and meetings with prospective customers
- A success story for publication on the HP corporate website
- Video interviews
- Press releases
- Testimonial quotes
- Inclusion on an HP client list

You decide how involved you want to be.

"As an HP Software Reference, The First American Corporation had the opportunity to participate in an interview with *Intelligent Enterprise*. We were thrilled when that opportunity resulted in an article highlighting the achievements of our IT organization."

— *Evan Jafa, Chief Technology Officer, The First American Corporation*

"In addition to sharing experience and exchanging tips and tricks with visiting companies, the HP Software Customer Reference Program has enabled us to find out early about technological developments in HP software."

— *Jean-Philippe Draye, System Architect Manager, Avaya Inc.*

What's in it for you?

Become a member of the select HP Software Customer Reference community and join a privileged few who enjoy:

- Rewards points based on participation
- Priority access to HP Software information
- Special member events through the HP Software Customer Connection program (www.hp.com/go/swcustomerconnection), open to all members of your IT team
- Opportunities to network with peers
- Access to HP Software experts
- Opportunities to share your experiences and successes in web seminars and other events

Stronger ties

Additionally you may become eligible for a number of other offerings, including nominations for industry awards and an invitation to an HP Software Customer Advisory Council.

To find out more, visit: www.hp.com/go/valuedcustomer.

Join

To join the HP Software Americas Customer Reference Program or to learn more about this program and its benefits for you individually and for your company, please contact your HP sales representatives or send an e-mail to SW_Customer_Advocacy@hp.com.

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

To learn more, visit www.hp.com

June 2007

