



## Axway Customer Advocacy

### Become an Axway Griffin and champion your success

#### Demonstrate your innovation, expertise, and market leadership through Axway Customer Advocacy!

The Axway brand signifies strength, optimism, and confidence demonstrated through the mythical Griffin – a sage and clever creature that sought out and guarded treasures of gold and other valuable possessions. We liken our community of customers, partners, and stakeholders to wise and expert Griffins who want to share their know-how and expertise with others, while being recognized for the time, effort, and skill it takes to gain and maintain it.

The Axway Global Customer Advocacy Program provides a rich and rewarding experience for Axway customers who want to demonstrate proficiency and share knowledge by becoming 'Axway Griffins.'

#### Who are Axway Griffins?

Axway Griffins are customer advocates who are technology experts. Griffins enthusiastically share their knowledge with the Axway community of customers, partners, and SMEs. They are experimenters and innovators who push the edges of technology with an irresistible desire to try, test, and explore new and advanced products and solutions. Every Griffin has a deep knowledge of Axway products and services, and a proven ability to co-create products and solutions that solve real-world business challenges.

#### Value to you and your organization

When you become an Axway Griffin, you can share your expertise with the broader Axway Community, from providing insights on trending market and product topics, to lending your knowledge to technical discussions, to providing practical advice to other Axway customers.

- **Corporate and Personal brand.** Promote your personal success and that of your company as a technology leader while enhancing your market visibility.
- **Thought leadership.** Share your innovative technology approach to showcase your organization as a model in the industry, and set you apart from the competition.
- **Networking.** Voice your story with industry peers while at the same time discovering new approaches and strategies – a win-win opportunity for relationship building across your industry.
- **Training.** Enjoy a discount on any regularly scheduled, public virtual product training class. Or, host an on-site training session with special pricing.
- **Community.** Join the Axway AMPLIFY™ Community Portal to follow or start discussion groups, share experiences, learn from peers, co-create solutions for mutual benefit, build relationships, and enjoy the camaraderie of the community.
- **Axway ecosystem.** Gain insight and help shape our product roadmaps and direction, communicate directly with Axway product teams, and learn best practices from fellow customers through events, user groups, and product advisory councils.
- **Personal recognition.** Advance your career through speaking opportunities, showcasing your successful solution within your company, and engaging with other Axway customers to market your business at no cost.
- **Rewards.** Participate in an experience that is fun, gratifying, and professionally and personally fulfilling. Advocacy provides the stimulus for continued education and helps you stay abreast of product advancements.



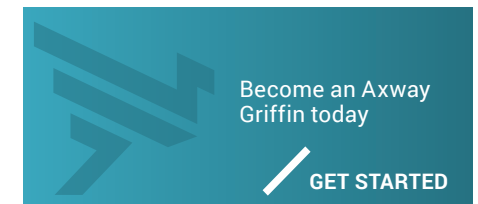
## Program opportunities

There are a variety of ways to participate as an Axway Griffin – peer reviews and conversations, video and audio snippets, success stories, press and analyst interactions, speaking engagements and much more. Select the activities that best fit you, and that drive the most value for your organization.

Griffin activities	Griffin benefits
<p>Choose three activities from the following:</p> <ul style="list-style-type: none"><li>• Provide three customer-to-customer references</li><li>• Host a User Group Meeting</li><li>• Complete a case study</li><li>• Submit a review on Gartner Peer Insights</li><li>• Offer a quote in support of a blog or article</li><li>• Record two short video or audio testimonials (make it fun!)</li><li>• Be a speaker (live or on-demand webinar; Axway or third-party conference or event)</li><li>• Write four blog posts with relevant product discussions and mentions</li></ul>	<ul style="list-style-type: none"><li>• Axway-branded merchandise</li><li>• One of the following:<ul style="list-style-type: none"><li>– High value gift card, OR</li><li>– A complementary single virtual training seat, OR</li><li>– Discount on customer-site training</li></ul></li><li>• Potential to participate in related Product Advisory Councils</li><li>• Complimentary travel to qualified speaking engagements</li><li>• Direct access to Axway SMEs and product teams through participation in our discussion groups, user meetings, AMPLIFY Community Portal, events, and conferences</li><li>• Consideration for early access to Axway product information and technical previews</li><li>• Virtual Health Check Service</li></ul>

## Getting started is easy

Axway Account Representatives will provide you information about the Advocacy program, or you can reach out to us at [advocacy@axway.com](mailto:advocacy@axway.com). We'll ask you a few questions about your areas of expertise, and you'll be on your way to becoming a valued Axway Griffin.



[advocacy@axway.com](mailto:advocacy@axway.com)