



# Customer Advocacy Programme



This is a great opportunity to share your success and amplify your brand profile across the Microsoft ecosystem and to external audiences. As part of the Xpedition Customer Experience we'd like to invite you to join our Customer Advocacy Programme.

Share your knowledge and tap into new markets as a spotlight member of our community.

## Value creating advocacy options

There are many ways for you to get involved



### The Collaborator

- Contribute towards an industry or product-focused blog series
- Co-author a white paper
- Share best practice guidance

Let us help raise your personal profile!



### The Storyteller

- Share your unique success story
- Speak at Xpedition and Microsoft events
- Social media and PR opportunities

Showcase your company and enhance your brand reputation



### The Innovator

- Access to early testing of new propositions
- Become an early adopter of new features and functionality
- Exclusive attendance at technical discussions and roundtables

Gain unique access to the Xpedition roadmap



### The Referrer

- Join our customer referral scheme
- Act as an ambassador across your business divisions
- Become a reference point for new customers

Receive preferential rates or a charitable donation\*

\*T&Cs apply

# Our Reference Programme

Become an Xpedition customer advocate and let us help do more for you.

Here are just some of the advantages available to you.



## As a minimum...\*\*

### Announce our partnership

With logo release

A joint statement letting the Microsoft community know that we're proud to partner with you. Great for project momentum and shared brand reputation.

### An initial testimonial

Just a short quote to highlight our partnership and your reasons for selecting Xpedition.

### A customer story

You will receive a professional and visual case study of your own project which you can showcase internally. Remind your users of the journey and the benefits you are all now enjoying.

## And how else can we support you .....

### Thought leadership

We'll help capture valuable insights and unique thought leadership articles. This is a great platform to showcase topics of interest, lessons learned and practical experience.

### Award entry

We would love the opportunity to put your successful project forward to receive an industry recognised award. It will raise your profile, enhance your brand and reinforce our partnership. We all benefit.

### Press release

Not every story is worthy of a press release. We can help position your customer story within Microsoft which can result in additional PR. It's a great opportunity to amplify your brand profile in your industry publications.

### Speaker opportunity

One of the best ways to build your personal brand is to speak at industry events. We are active in the Microsoft partner community and can position you at high profile events.

### Microsoft promotion

As one of the world's biggest technology companies, Microsoft is a great platform to help promote your company and the success of your project. We will help maximise the opportunity for you.

### Peer to peer network

As part of the programme, you will have an exclusive invitation to our peer network programme. A great opportunity to share ideas, industry insight and best practices.

### Video case study

With an approved storyboard, we will interview you and showcase your company with a high-quality short video production. (A select number of case studies each year will be chosen for a potential video case study.)

Your experience matters at Xpedition.

Are you ready to take the next step?

Contact us on [marketing@xpedition.co.uk](mailto:marketing@xpedition.co.uk)

Microsoft Partner



Gold Data Analytics  
Gold Data Platform  
Gold Enterprise Resource Planning  
Gold Cloud Business Applications  
Gold Application Development

\*\*A pre-requisite of accessing all of these benefits and joining the programme is a partnership announcement at the start of our relationship and a customer story following a successful project delivery.

To learn more about Xpedition visit:  
[xpedition.co.uk](http://xpedition.co.uk)  
Or contact us on +44 (0)20 7121 4705



# Xpedition