### **/**anaplan

# The Anaplan Customer Advocacy Program

**Enroll today** 

We love giving our most successful customers the opportunity to showcase their Connected Planning achievements. When you join the Anaplan Customer Advocacy Program, you gain access to opportunities designed to elevate your personal brand and connect you with other forward-thinking industry peers, Anaplan leadership, and the greater Anaplan community. Advocacy involvement positions you and your organization as innovators – and can even help you advance your career – by sharing the compelling, relevant work you do with the Anaplan platform.

This document outlines the various activities available to you in the Anaplan Customer Advocacy Program. Please know that you are always in control of your participation. You opt in only to those activities you find most interesting and relevant to your experience. We will present opportunities to you as they emerge, at the frequency you request, with the knowledge that public-facing, named activity often requires internal stakeholder approval.

#### Why become an Anaplan advocate?



#### Recognition

Further your personal

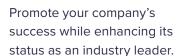
brand by showcasing

your success and

innovation.

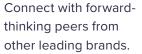


### Success





#### **Networking**





#### Access

Attend exclusive meetings with Anaplan executives and product teams for opportunities to influence the Anaplan product roadmap.

### **Engagement opportunities**



## Peer-to-peer engagement

- Product reviews
- · Reference calls
- · Site visits

## Analyst engagement

- Analyst briefings and reports
- Analyst case studies



#### **Events**

- Flagship event speaking opportunities
- Third-party industry events
- Webinar presentations
- User groups



### Success

stories

- Written customer story
- Video testimonial

### Thought leadership

- Social media engagement
- engagementBlog features
- Byline articles
- Newsroom quote



# Media engagement

- Press releases
- Media interviews

#### Advocacy shines a spotlight on your success

These links show some of the opportunities available to members of the Anaplan Customer Advocacy Program.

#### **Events**

Anaplan Connect highlights (includes videos) https://connect.anaplan.com/2023-videos



#### Thought leadership

Tata Steel Europe's Connected Planning Journey (a *Forbes* article)

https://www.forbes.com/sites/stevebanker/2021/07/%0A01/tata-steel-europes-connected-planning-journey/?sh=355bf2726473



#### **Success stories**



Customer: Adobe Industry: Technology Region: AMER

https://www.anaplan.com/customers/adobe/

adobe



Customer: Coca-Cola

Industry: Consumer Goods (CPG)

Region: AMER

https://www.anaplan.com/customers/

the-coca-cola-company/

INCLUDES VIDEO



**Customer:** South Central

Ambulance Service

Industry: Public Sector

Region: EMEA

https://www.anaplan.com/customers/south-central-ambulance-service/

INCLUDES VIDEO



Customer: Autodesk Industry: Technology Region: AMER

https://www.anaplan.com/customers/

autodesk/ INCLUDES PDF



Customer: Holcim Australia

& New Zealand

**Industry:** Manufacturing

Region: APAC

https://www.anaplan.com/customers/

holcim-anz/



Customer: Vena Energy Industry: Utilities & Energy

Region: APAC

https://www.anaplan.com/customers/

vena-energy/



Customer: Bayer Industry: Life Sciences Region: EMEA

https://www.anaplan.com/customers/

bayer/



Customer: Marsh Industry: Insurance Region: AMER

https://www.anaplan.com/customers/

marsh/
INCLUDES VIDEO



**Customer:** Wright Medical Group

**Industry:** Life Sciences

Region: AMER

https://www.anaplan.com/customers/

wright-medical-group/

#### Have questions? Want to learn more? Care to speak with someone 1:1?

Email us at **customermarketing@anaplan.com** or simply self-select those activities most interesting to you here: https://forms.office.com/r/8Ct9w5mP4A

Note: survey submission automatically enrolls you in the program, but you will never be assigned to a specific activity without your express permission.