Aegis Advocacy Program

Become an Aegis Advocate & Earn Valuable Rewards

Our success is created by champions who go the distance and set themselves apart from the competition. That's why we created the Aegis Advocacy program. We want to celebrate YOU – the modern-day manufacturing innovators, and offer a token of appreciation for your support. The Aegis Advocacy Program (AAP) is a program in which customers elect to participate in voluntary reference and advocacy activities in exchange for points that can be redeemed for program rewards such as training or software. Your experience with our company and our software is an important source of information to companies that are in the process of evaluating Aegis as their software provider.

How It Works

Engage in Advocacy Activities → **Earn Reward Points** → **Benefit from Our Software, Services & Partnership**

Program Benefits

Customers participating in the program activities can achieve many benefits including:

- **Earn advocacy points that can be redeemed for software or training.**
- **Share Industry Best Practices: Network with analysts, industry experts and Aegis executives while building rapport with your Aegis peers from organizations of all sizes.**
- **Gain recognition as a thought leader and increase visibility for both the individual and the organization.**

Is there a Level of Participation Required?

Participation in the AAP and related advocacy activities is voluntary, and those enrolled can decline requests for participation at any time for any reason. You decide how often and how much you participate in reference activities. This will not preclude you from future advocacy opportunities. Opportunities for participation vary based on the type and frequency of advocacy/reference requests for which each organization would be best suited.

AEGIS
S O F T W A R E

Program Activities & Points At-A-Glance

Each Point Earned is Equivalent to One US Dollar

| Activity	Points Earned	Description
"Follow" Aegis on LinkedIn	2 Points	Follow Aegis on LinkedIn and join our community to stay updated on the latest happenings with Aegis and the industry.
Customer Logo	50 Points	Permission to display your logo on the Aegis website, presentations, marketing, and/or promotional activities.
Customer Quote	100 Points	Provide a customer quote that can be displayed on the Aegis website and included in presentations or online/print articles.
Gold Certification Reference	150 Points	Approval to submit your company as customer using an Aegis solution to meet Gold Certification requirements. Usually just requires confirmation that you are an Aegis customer.
Industry Analyst Relations Reference	200 Points	Discuss your Aegis technology initiatives with research analysts for industry and consulting reports.
Prospect Reference Call	250 Points	Share your insights over the phone with Aegis prospects evaluating our solution.
Online Testimonial (i.e. Capterra Portal)	250 Points	Share your success and satisfaction with Aegis by providing a positive quote on a dedicated online portal (i.e. Capterra).
Blog Post	400 Points	Be featured on the Aegis Blog or submit a blog to be posted. Subject to Aegis approval.
Lead Referral — Provide Aegis with Qualified Prospect (Has Need & Budget)	500 Points	As a thought leader, your recommendations carry influence. We are confident that you will remember Aegis when you learn about business associates who are in the market for a manufacturing execution solution. An Aegis-qualified referral has appropriate need and budget.
Press Release	800 Points	Participate in a joint press release with Aegis. Key press milestones could be at contract signing, go-live, upgrade, new modules added, success & benefits achieved with Aegis, etc.
Podcast	800 Points	Share your insight and best practices in an audio format. Usually 15-20 minutes in length depending on the topic.
Media Interview	800 Points	Share your company's successful deployment of Aegis' solution and services with the media.
Customer Vignette (Abbreviated Case Study)	800 Points	Promote your success story in a business profile that will include your journey through your digital transformation vision, business needs, solution description, and benefits of using Aegis.
Webinar	1000 Points	Present your experiences, lessons learned and benefits achieved by implementing Aegis in a live online presentation.
Host On-Site Reference Visit	1200 Points	Host a prospect visit on-site at your organization to share your experiences and demonstrate your Aegis solution in action.

Program Activities & Points At-A-Glance

(continued)

Activity	Points Earned	Description
Host a Local User Group Meeting	2000 Points	Agree to leverage your facility to host a local user group meeting with other Aegis customers to connect and share your experiences and best practices.
Public Speaking Opportunity	2000 Points	Build points while representing your company's thought leadership–and elevating your personal career visibility–before industry colleagues. As long as your presentation involves Aegis technology, we are here to assist. We will help identify opportunities for you to participate.
Success Story/Case Study (Print/Video)	2000 Points	A published or videotaped case study that describes your business, the markets you serve, your commitment to manufacturing excellence and your use of the Aegis solution to increase efficiencies and drive customer value. The finished product is shared with organizations to promote your thought leadership and competitive differentiators to prospects, customers, investors, analysts and colleagues. We will do as much of the work as possible—except for some information and final approval that only your company can provide.
Sales Referral – Lead Referral Turns into New Customer	2500 Points	If those qualified leads provided to Aegis result in a new customer, you are awarded another 2500 Points.
Early Adopter Program (Pre–Approved Participation in EAP) – See EAP Program Brochure for More Details	(Pre–Approved Participation in EAP)	Once your organization is approved to be a part of the EAP, you earn points simply by following through the EAP agenda and progressing through each milestone, and providing feedback and communication as you do so.
• Focus Group Attendance, Survey Submission	50 Points	Join our pre-release focus group to review the new functionality presentation, and discuss and deliberate the new software innovations alongside your peers.
• Webinar Attendance	50 Points	Review the new features and enhancements for the upcoming major release.
• Phase I: Revised Test Plan Submission, Survey Submission	100 Points	In preparation, work to develop a tailored test plan to the specifics of your organization's application of FactoryLogix. Submit your test plan to us, along with your filled out preparedness questionnaire.
• Test Environment Software Installation	50 Points	The last exercise in Phase I is the installation of the new FactoryLogix software update, laying the groundwork for testing.
• Phase II: One Full Week Testing Completion	200 Points	Initiate operation of FactoryLogix in your established test environment, as you run through each task in your custom test plan.
• Phase III: Live Production, One Full Week, Daily Check-ins	1500 Points	Once testing has completed and software's integrity has been verified, the final phase commences, as you deploy FactoryLogix to your live production environment. Aegis support will maintain regular communication to ensure everything runs smoothly.

The points at-a-glance chart above shows you the myriad ways your company can participate in the Aegis Advocacy Program. **By offering a variety of choices, it gives you flexibility to work within your corporate structure and your schedule to engage through multiple avenues.** The Aegis Advocacy Program is designed to be mutually beneficial, so if you have any suggestions for future activities you would like to participate in, please let us know!

+30 +800 +50 +30 +400
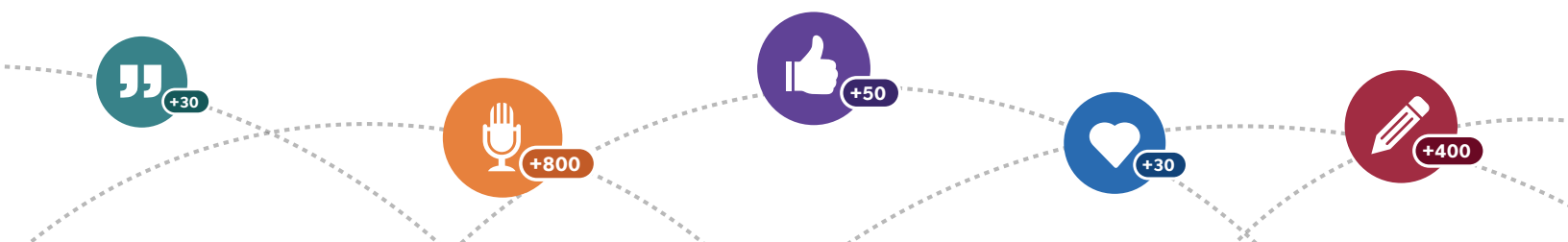
Reward Redemption Descriptions

Training & Conferences

Aegis User Conference

Customer may redeem points for Aegis User Conference pass(es). Pass may be used by program participant or a member of his/her organization. Points may cover the entire registration fee or just a portion, dependent on conference rate, and points available for redemption. In cases where rewards points do not cover the full conference fee, the Customer will be responsible for submitting payment for the remaining balance. Conference pass does not include travel, room and board.

Training Course

Customer may redeem points for training courses. The course may be taken by program participant or a member of his/her organization. Space in each course is limited and allocated on a first-to-register basis. Point deductions will be based on the training course selected and quoted pricing. Training Pass does not include travel, room and board, and course must be taken prior to point expiration.

Software

Customer may redeem points towards additional Aegis software licenses, equal to the redemption amount. Points may cover only a portion of the software purchase, dependent on quoted pricing, and the Customer will be responsible for submitting payment for the remaining balance. Points cannot be used towards maintenance and the Customer is responsible for any additional maintenance associated with the purchase of the software.

Reward Redemption Details

Accumulation, Redemption, Expiration

Participation in the AAP is voluntary and membership runs on an annual basis (January 1 – December 31). Advocacy activities verified as completed in 2018 will be awarded points under the terms of the 2018 AAP. Unused points will expire 18 months from the date earned. Points are accumulated on an organizational basis and are awarded per project or event, regardless of the number of participants from your organization. Each referenceable account is eligible for its own credit account. For example, if one customer has three referenceable installation sites, each site is eligible for its own credit accrual account. Fulfillment of credit redemption is the sole responsibility of the participating customer, not Aegis.

Points Redemption Process

Please notify your account manager when you are interested in redeeming your points. Your account manager will reach out and discuss redemption and outline next steps/instructions. Upon processing the redemption request, the Customer's point balance will be adjusted. Reward cancellations or exchanges cannot be made once the reward has been distributed and points redeemed. Credits accrued in the program may not be redeemed for cash or its equivalent, and any unused portion will not be returned as cash. In addition, credits can be redeemed for software licenses but you will still be responsible for ongoing maintenance fees based on license list price.

Awarding Points & Accumulation Limit

Advocacy points are awarded upon completion of the advocacy activity, and points are accumulated for each activity completed. All of the activities listed in the chart, with the exception of "Follow Aegis on LinkedIn" must be pre-approved/initiated by an Aegis representative. Please let your Regional Sales/Service Manager know if there are specific activities of interest, and we will do our best to make it as easy as possible for you to participate. Members can review their AAP activity and point balances at any time by contacting your Aegis representative.

Terms & Conditions

1. Only Aegis customers can register for and participate in the Aegis Advocacy program. This is not an amendment to any existing or future agreement.
2. In order to start earning points, any Aegis customer must officially register by completing and submitting the Aegis Advocacy registration page.
3. Each point earned is equivalent to one US dollar.
4. The membership belongs to the company, not the individual. Earned points are collected under the company account and may be transferred at the member's request to another individual within the same company.
5. Unused points will expire 18 months from the date earned.
6. Points are surrendered at the time of redemption.
7. Points accrued in AAP cannot be redeemed for cash or its equialent, and any unused portion cannot be returned as cash.
8. You acknowledge and agree that Aegis may determine completion of reference activities and awarding of points is at the sole discretion of Aegis. Aegis reserves the right to update, modify or terminate the program at any time.
9. Aegis Software, its affiliates, subsidiaries and their respective employees, officers, directors, representatives and agents ("Released Parties") disclaim all express, implied and statutory warranties and all liability whatsoever arising out of the program or any related materials. In no event shall Released Parties be liable for direct, indirect, special, consequential, punitive or incidental damages arising out of the Aegis Advocacy Program.
10. Early Adopter Program only pertains to major releases, not minor or hotfix revisions.

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AEGIS SOFTWARE