

jda.

# Customer Appreciation Program



## JDA Customer Appreciation Program

The JDA Customer Appreciation Program provides opportunities for you to share your experiences as a business-process leader, promote your unique accomplishments, establish valuable business contacts and gain important industry knowledge and visibility while highlighting your company as an innovator. As a thank you, we reward you with valuable points that can be redeemed for various options.

### Join the Program, Enjoy the Benefits

The JDA Customer Appreciation Program provides a range of benefits designed to showcase your leadership and innovation in building a world-class supply chain using JDA software and services.

Benefits include:

- Gain visibility and recognition as a thought leader for yourself, your organization, and your products and services.
- Build valuable relationships and gain unprecedented access to JDA industry experts and our exclusive community of JDA customers.
- Take advantage of valuable networking and relationship-building opportunities between your company, other industry leaders and JDA.
- You decide your level of participation. You determine which activities to participate in and how much time to commit.

### Accumulating Customer Appreciation Points

As a thank you for your time and participation in JDA activities, your company will receive JDA Customer Appreciation Points. You will be amazed at how quickly your points add up.

Activity	Points
Video Case Study	25
Printed Case Study	25
Webinar	25
Site Visit/Event Hosting (depending on # of hours)	25-50
Guest Blogs	15
Speaking Engagement (except JDA ICON)	25
Press Release	20
Analyst/Media Interview	25
Reference/Prep Call	15
User Research/Tester	10
Other (JDA Assigns)	

- **Published Case Study (Video/Print):** You participate in a video or written interview (or both) to tell your success story related to the use of JDA solutions and services. Once approved, the case study may be used for media interviews, presentation abstracts, sharing with customers and prospects, and posting to JDA's website. Points are awarded when final case study is approved.
- **Webinar Presentation:** In this instance, you would deliver a presentation on your JDA deployment and related business benefits to an online audience as part of a JDA-sponsored marketing campaign. The webinar would be promoted ahead of time and delivered live or as a pre-recorded video presentation with a live Q&A. In both cases, webinars are recorded and available for viewing on-demand. Sometimes webinars are done in partnership with third parties such as industry analysts or industry publications.
- **Site Visit/JDA Event Hosting:** This activity involves you hosting JDA prospects or customers on-site or holding a small industry-focused event at your facility. JDA would work with you to define the visit including logistics, a mutually agreed upon date and time, expectations, etc. The visitor(s) could be individuals from one company or from multiple companies seeking to learn about and observe your business and your day-to-day supply chain operations. These activities are organized to showcase your use of JDA's solutions and your position as an industry leader.
- **Guest Blogging:** This activity can offer great exposure for you and your company. If you are interested in being a guest blogger, send a list of the topics you would blog about to [rewards@jda.com](mailto:rewards@jda.com). We recommend that you visit the Supply Chain Nation blog at [blog.jda.com](http://blog.jda.com) to become familiar with topics previously covered. Once you submit your blog post to JDA, it will be reviewed by the Blog Review Committee before publishing. We will also share this material on LinkedIn, Facebook and Twitter.
- **JDA Press Release Participation/Printable Quotes:** Your participation in a JDA press release could include JDA announcing newsworthy information about your organization such as your selection of a JDA solution or service or a successful implementation or project go-live. It could also involve the publishing of a quote from you in a news release about a product or service offered by JDA. Releases may be distributed via news service, shared via social media and posted on the JDA website. Printable quotes may be used standalone, such as in a PowerPoint presentation, collateral piece or on [jda.com](http://jda.com).

- **Editorial Opportunity:** With an editorial opportunity, a reporter interviews you to discuss your organization's JDA deployment and related business benefits as part of a feature article for an online and/or print publication. An editorial opportunity may also include the co-development of a contributed article that JDA would seek to get published in a third-party publication. Both the interview(s) and contributed article present great opportunities for you to tell your story to a broad audience of your peers, positioning your company as a thought leader in your industry or area of interest.
- **Industry Analyst/Media Interview:** This opportunity entails an industry analyst interviewing you "on the record." The probable, though not guaranteed, outcome is that the analyst may write an article based on your interview including information about your company's approach and results. This allows you to engage with – and ask questions of – some of the industry's top thought leaders as you participate in a dialogue about your challenges and successes. In some cases, the industry analyst may consolidate your comments with a number of other companies without specifically identifying your organization. This occurs when analysts research a topic and not all companies with whom they speak want to be externally referenced. This would include other media related interviews as well.
- **Reference Call:** A reference call is when, at a mutually agreed upon date and time, you agree to speak with a JDA prospect or customer to discuss your experience using JDA's solutions and services. The information shared would serve as background information for the JDA prospect or customer and is not used or shared externally.
- **JDA Speaking Engagement (Outside of JDA ICON):** A great way to gain exposure and to position your company as a thought leader is through speaking engagements. This opportunity entails you making a presentation about your JDA deployment and related business benefits at a JDA-sponsored event (except JDA ICON) or at a third-party industry event (such as CSCMP, NRF) at JDA's request.
- **PrepCall-**This activity entails a brief phone call to review the details around a reference call. The purpose is to ensure that the person providing the reference understands the purpose of the call, who they'll be talking with, and any other details needed to deliver a valuable reference.
- **User Experience Survey, Test and Interview -** JDA user research is a great opportunity to share real-world experiences and challenges with members of the JDA User Experience team. Typical research activities include usability tests, user interviews, surveys and site visits.

## Redeem Your Points

You can redeem your Customer Appreciation Program (CAP) points for the following items. Send an email to [rewards@jda.com](mailto:rewards@jda.com) with your name, company and requested redemption activity and the Global Customer Marketing team will be happy to assist.

Redemption Options	Points
Discount on SOA & SIA	300
Discount on Value Measurement	300
Discounted Private Class	300
On-Site Lunch & Learn	300
ICON Bundle (Pass + Hotel)	300
Seat in Public, Instructor led Class	75
Pass to Industry Tradeshow	50
ICON "Backstage" Meet 'n Greet	50
ICON PASS	50
Seat in eLearning Class	45
ICON Reserved Meal Table	25
ICON Reserved Table Customer Celebration	25

- **Discount on SOA & SIA:** Discount on strategic assessments provided based on scope of work.
- **Discount on Value Measurement:** Discount provided based on scope of work.
- **Discounted Private Class:** JDA will come to your facility and host a private class dedicated to your choice of solution. Discount will be based upon scope and availability.
- **On-Site Lunch & Learn with Dedicated JDA team:** JDA will come to you, bring lunch and hold a discussion with a dedicated JDA team that could include services, product or executives based on scheduling and availability. Not to exceed 2 hours.

- **ICON Bundle (Pass + Hotel):** Bundle includes entry into ICON plus up to three nights at the conference hotel. Valid only during conference dates.
- **Seat in Public, Instructor-led Class:** JDA hosts instructor-led courses available to all JDA users at various global JDA facilities. These classes are first come, first serve and are subject to change based on instructor availability.
- **Pass to Industry Trade Show:** JDA will pay registration fees for Industry Trade Shows such as NRF, Promat, Gartner, etc.
- **ICON Backstage Meet 'n Greet:** This would be an opportunity to meet either our Keynote Speaker or our entertainment guest at our annual user conference. Limited space available.
- **Icon Pass:** Free entry into our annual user conference.
- **Seat in eLearning Class:** A seat in our public, online courses.
- **ICON Reserved Meal Table:** Reserved table during Meal service for one conference day (breakfast and lunch).
- **ICON Reserved Table Customer Celebration:** Reserved cocktail table during our customer celebration for your team.

## Join the JDA Customer Appreciation Program Today

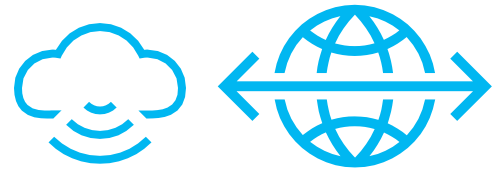
We look forward to partnering with you to showcase your leadership and innovation in building a world class supply chain using JDA software and services. To join the JDA Customer Appreciation Program or get more information, send an email to [Rewards@jda.com](mailto:Rewards@jda.com)

## Rules and Restrictions

- Points expire after 24 months from the day they are accrued.
- CAP points are awarded to companies, not specific individuals within a company.
- Points will not be awarded for activities that are not completed.
- Points have no cash value and are nontransferable.
- Points used for JDA training classes are for seat(s) in standard scheduled training classes (or E-Learning classes) on a space-available basis.
- Points used for free JDA ICON registration passes cannot be combined with any other discount or special program. They are only available for the registration portion of JDA ICON.
- Points may not be applied to travel expenses or any other costs other than stated above.

Using JDA, you can plan to deliver.

[jda.com](https://jda.com)



[jda.com](https://jda.com) [info@jda.com](mailto:info@jda.com)

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