

ACL Customer Reference Program

The ACL Customer Reference Program provides an opportunity for customers to share their stories about audit best practices with prospective ACL clients and external influencers. It highlights audit professionals who utilize the most advanced technology in combination with innovative strategies give to their companies a competitive advantage.

Visit www.acl.com/Success for examples ACL customers who have shared their success with ACL solutions.

“ACL is an extremely adaptable solution. The more you learn about it, the more capable it becomes. It just gets better and better with extended use.”

STANFORD
UNIVERSITY

Steven Jung, Director of Internal Audit

What's in it for you?

Benefits of the program include:

- Professional development opportunities
 - » Training and invitations to conferences (ACL's User Conference, IIA, ISACA, ACFE)
 - » Complimentary ACL Certification exam
- Enhanced exposure for you and your organization within the audit and finance profession
 - » ACL-driven marketing activities such as media articles, press releases, case studies, webinars and speaking opportunities

** Benefits vary depending on the number and frequency of the reference activities you participate in*

For more information contact:

Christina Leeper at References@acl.com or [1-888-669-4225 ext. 1435](tel:1-888-669-4225) to discuss which option is right for you. Please see the next page for a list of possible activities. Participants have complete control over all reference opportunities including the amount of time you are able to commit. Anyone in your organization that uses *ACL* is eligible to participate.

Participation Opportunities

Company Name Drop	Your organization authorizes ACL to indicate that your company is a customer on ACL's Web site and in other standard customer lists or marketing material that ACL makes available to third parties.
Logo Usage	Your firm authorizes ACL to use your organization's logo on ACL's standard customer lists, for presentations and on ACL's Web site.
Quote Usage	You provide a quote about ACL solutions and permission for ACL to use the quote in marketing communications materials such as campaigns, news releases, collateral, presentation slides, Web site and advertisements.
Peer-to-Peer Reference Call	Your company agrees to participate in sales reference activities with ACL prospective customers, including phone references and RFP/RFI references. You choose how often you would like to be contacted.
Speaking Opportunities	You are willing to speak at the ACL Global User Conference, industry engagement, or conduct a webinar with ACL about your experiences with ACL and the value to your organization. ACL events: www.acl.com/events
Case Study	Your organization will be featured in a case study that includes your company's name and contact person's name. This will be posted on ACL's Web site, used at events ACL participates in, and will be utilized as a sales tool by the ACL sales team. Current stories: www.acl.com/CaseStudies
Press Release	Your firm will be featured in an ACL press release when a sales contract has been signed (as an announcement) or after implementation of the project (more benefits focused). ACL press releases: www.acl.com/news/news_releases.aspx
Media Reference	You agree to share your ACL story with interested publications (example: Business Finance magazine) that wish to feature ACL/Customer in a news article. This is on an "as requested" basis. ACL media: www.acl.com/news/media_coverage.aspx
Analyst Paper/Call	You agree to share your ACL story with interested analysts such as Gartner and AMR Research who wish to learn more about the ACL/Customer relationship. Analysts can share the information with ACL prospects. This is on an "as requested" basis.
Video/Audio Testimonial and Webinars	You agree to record how ACL solutions assisted your organization on video or audio. The recordings will possibly be posted on ACL's Web site, used by our sales team and may be integrated into one of our marketing campaigns to prospective customers.

