

Customer Reference Program



Showcase your organization's leadership in technology deployment

Spectra's Customer Reference Program (CRP) creates a mutually beneficial relationship through marketing and public relations activities.

Benefits

- Strengthen and enhance interaction with the Spectra team
- Share your technology story with others in your industry
- Expand networking opportunities
- Showcase your organization's technology advancements
- Increase exposure for you and your brand
- Publicize your work

Activities



Case Studies

Case studies highlight how your organization solved its pressing IT and data storage challenges with the deployment of new technology. These case studies generate visibility and recognition for your business. Our team will work with you to develop the story and obtain your final approval prior to publication.



Press Releases & Interviews

Opportunities to share your case study through a press release and/or press briefings may arise. Spectra will write the press release based on the case study, and obtain your final approval before any distribution or press outreach.



Quote & Testimonial

Quotes/testimonials can be used in a variety of activities to increase exposure and publicity for your company. Our team will consult with you for your input, draft the quote or testimonial and obtain your final approval prior to public distribution.

Customer Reference Program



Speaking Opportunity

Our team will identify speaking opportunities available at industry conferences and events that highlight our partnership and position your company as a thought leader. Your Spectra CRP liaison will contact you regarding any opportunities that might be a fit.



Awards & Nominations

Industry awards provide you and your company with recognition to honor special achievements. Your Spectra CRP manager will evaluate your unique story and look for opportunities to nominate the best practices you incorporated during your Spectra Logic solution implementation for a chance to gain distinguished status by a third-party organization.



Customer Reference

Become a part of our customer reference network and share your experience as a Spectra customer with Spectra customers and prospects through brief, private consultations, providing advice and expertise.



Webinars & Video

Your CRP manager will craft a compelling story about our partnership that engages our shared audience. Our team will manage video production and editing for a short film and/or coordinate your participation in a live web-based video conference for the chance to connect with viewers and listeners from all over the world.



Logo Usage

Your logo is the single most recognizable symbol of your brand. Allowing Spectra to feature your logo in our marketing collateral not only provides your company with increased exposure and visibility, but provides the opportunity to link back to your website making it easier for your customers to find you.

Contact Us

Spectra Logic Corporation
6285 Lookout Road
Boulder, CO 80301-3580
Office: 303-449-6400

“ Customers are the heart of our business. The Spectra Customer Reference Program showcases our customers in a positive light and strengthens our relationships. ”

*Betsy Doughty
Vice President of Corporate Marketing
Spectra Logic*

For more information, email customerreference@spectralogic.com.