

# Help Drive the Next Industry Transformation

As a valued Zebra customer, your organization is leveraging technology to monitor, anticipate and accelerate workflows by empowering your frontline and ensuring that everyone and everything is visible, connected and fully optimized. Your peers want to learn from the experiences of others just like them—and you.

## Shape your advocacy relationship with Zebra

Our goal is to showcase your innovation and success both publicly and within your organization. We can also help promote your transformational efforts and amplify your success by securing positive exposure with key influencers and growing your network through connections with peers globally. Let us bring your story to a global audience through case studies, awards, speaking opportunities, press releases, blog posts and other content that you can share across a variety of channels.

You decide what types of reference activities are of interest to you and a good fit for your business and personal needs. A member of our Customer Advocacy team will align with you upfront on your interests and availability and work around your schedule. If we are creating materials with your name or company referenced, you can be assured we will seek approval prior to final publication and distribution.

“It has been a rewarding experience to work with Zebra’s Customer Advocacy Program on a variety of activities,” said Jonas Stillman, Senior Director of Omni-Channel Operations and Store Systems, Office Depot. “Zebra offered a personalized approach that helped us amplify and celebrate the success of our journey to provide a best-in-class omnichannel customer experience.”

## Benefits of being a Zebra advocate

- 1 Increase positive exposure for your organization
- 2 Enhance your status as a thought leader
- 3 Gain industry recognition for your accomplishments
- 4 Promote your work for internal recognition
- 5 Expand your access to Zebra leadership
- 6 Strengthen your network by building relationships with other successful peers around the world

To learn more about Zebra’s Customer Advocacy Program, reach out to your account manager or contact [Reference@zebra.com](mailto:Reference@zebra.com).



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# ZEBRA

CUSTOMER ADVOCACY PROGRAM

