

Customer and Partner Advocacy Program



You have joined forces with Vertiv to implement digital continuity solutions that keep businesses running and optimized to achieve business goals. You are using our products and services to create competitive advantages in the marketplace and that is a story worth sharing! Let Vertiv advocate on your behalf. We value our partnership, are eager to share your success, and have the resources and reach to tell the world.

How Does It Work?

The process is simple. Once you agree to participate, we will start discussions with you and/or other company stakeholders. The Vertiv team will interview you regarding a recently successful project or venture. We'll delve into the critical needs, how you met those needs, and the results achieved.

From this interview, we will craft a compelling story to market your success. This story can be packaged in many ways depending on the level of participation. While we will collaborate on how to best meet your marketing objectives, some of our standard deliverables are as follows:

- Video testimonial or case study
- Written case study
- News release
- Blog post
- Success slide
- Quotes

How we use your success story may also vary:

- Website publication
- Social media sharing
- Media/industry analyst relations
- Trade media publication
- Speaking engagements
- Customer reference
- Sales or executive presentations
- Webcasts

Want to Participate or Know Someone With a Great Story to Tell?

Complete our [online form](#) to request case study creation or see examples of our existing [success stories](#) for inspiration.



What's in It for You?

With just a small investment of time into this co-marketing opportunity, you stand to reap some big benefits:

Thought Leadership

By sharing how your organization uses innovation in technology to solve today's toughest business challenges, you become known for your industry acumen and expertise.

Brand Recognition

Consistently marketing your company's unique capabilities for meeting critical needs keeps you top-of-mind among key audiences.

Customer Engagement

Success stories, marketed across multiple communication channels, clearly demonstrates the value you bring to your customers which drives additional interest and engagement.

Market Share

Greater awareness of business capabilities among your key audiences leads to inquiries that generate sales, and over time, increased market share.

What's in It for Us?

Your success is our success! That's the bottom line. And nobody can explain how Vertiv is meeting the world's accelerating demand for data better than you. Your first-hand experience, shared through case studies and success stories, enables our continuous improvement and growth.