



ADVOCACY. AMPLIFIED

alteryx | The Thrill of Solving

SUGGESTIONS?
THOUGHTS?

Contact the Customer Advocacy team at advocacy@alteryx.com

ADVOCACY.AMPLIFIED PROGRAM FOR ALTERYX BUSINESS PARTNERS

Alteryx is introducing a program called **Advocacy.Amplified** that rewards business partners who share their Alteryx experiences and stories.

PROGRAM DETAILS

- STEP 1.** Review the table below for Customer Advocacy activities.
- STEP 2.** [Select](#) all of the activities that you are willing to do within Community.
- STEP 3.** Agree to **3+ Advocacy** activities and earn an **Advocacy.Amplified hoodie!**
- STEP 4.** [Record](#) activities that add up to **20 or more** points in 2019, and you will earn an **Advocacy.Amplified partner badge** on [Community!](#) (Note: The same activity type can be performed multiple times.)

ACTIVITIES & POINTS

You decide what you want to share and how you want to share it! Contact your Alteryx Partner Account Manager to learn more about how you can [advocate](#).

Activity	Points	Activity	Points
Host an Event	6	Develop & Publish Solution Brief	5
Speak at an Event	5	Mention in an Alteryx Press Release	4
Drive Customer Use Case Story	5	Participate on an Alteryx Podcast	4
Recruit Customer for Case Study	5	Feature in a Video	4
Deliver a Webinar	5	Become a User Group Leader	4
Participate in Beta Testing	5	Write a Blog	3
Feature in a Press Story	5	Promote Socially #AYXAdvocacyAmplified	2

QUESTIONS?

Contact the Customer Advocacy team at advocacy@alteryx.com.

EARN THESE!



**Business Partner
Advocacy.Amplified Badge**

ADVOCACY.AMPLIFIED PROGRAM FOR BUSINESS PARTNERS FAQ

ACTIVITIES THAT THE BUSINESS PARTNER VOLUNTARILY AGREES TO DO IN A PUBLIC FORUM TO ENDORSE ALTERYX.

1. **Host an Event** (6 points) – The business partner hosts an Alteryx event. This typically includes logistical coordination and support during the session.
2. **Speak at an Event** (5 points) – The business partner participates in a customer presentation at events such as Inspire or speaks at workshops and conferences on Alteryx's behalf. This typically includes building content, delivering a presentation or demonstrating their solution at a live event.
3. **Drive Customer Use Case Story** (5 points) – Business partners encourage or assist customers in the development of their use case, which is defined as a detailed, text-based customer story that includes the business problem, solution and quantifiable outcomes. The material is housed in the Community [Alteryx Use Cases](#), and often includes technical details of the solution, including tech stack and workflows. Use case submissions are also eligible for customer Excellence Awards that are presented at Inspire events and recognized in Community. They are used as both a sales and educational tool and may or may not include the customer name and logo.
4. **Recruit Customer for a Case Study** (5 points) – Business Partners recruit customers to deliver a Case Study, which is classified as marketing collateral or as a sales asset. It is typically very short, visually and graphically engaging, and used for marketing and sales purposes. It is customer branded and tells of the customer's journey with Alteryx, including specific quotes and benefits. Many times the visuals are of the customers themselves. These are created and controlled by Alteryx Marketing and the global Case Study writer.
5. **Deliver a Webinar** (5 points) – The business partner leads a discussion or presents their solution in a virtual event intended to inform customers or prospects about a specific topic or solution.
6. **Develop & Publish Solution Brief** (5 points) – The business partner collaborates with Alteryx to produce and published a solution brief, which is a marketing asset that promotes both Alteryx and the partner solution / offering.
7. **Particiate on an Alteryx Podcast** (4 points) – The business partner is interviewed in a recorded podcast comprising of varied topics related to data and analytics culture, best practices, or industry trends where they are a subject matter expert.
8. **Feature in a Video** (4 points) – The business partner participates in a video where they describe their experience or solution in more consumable medium to communicate a story, testimonial or demonstration.
9. **Become a User Group Leader** (4 points) – The business partner agrees to run an Alteryx User Group within their community where Alteryx customers can participate and share their Alteryx experiences. This requires coordination of logistics, speakers and participant coordination with the aid of Alteryx.
10. **Write a Blog** (3 points) – The business partner crafts a blog in Community or other external forum where they positively represent the business or technical aspects of their Alteryx experience or solution.
11. **Promote Socially** (2 points) - The business partner endorses Alteryx in a positive manner through social channels, such as Twitter, Facebook and LinkedIn. For credit, they need to tag their post with **#AYXAdvocacyAmplified**.

ALTERNATIVE ACTIVITIES THAT THE BUSINESS PARTNER AGREES TO DO IN A PUBLIC FORUM AS REQUESTED BY ALTERYX.

1. **Participate in Beta Testing** (5 points) – The business partner installs, tests and provides feedback on early product releases to product management as part of a beta program.
2. **Feature in a Press Story** (5 points) – The business partner agrees to perform an interview for the press, as managed by Alteryx.
3. **Mention in an Alteryx Press Release** (4 points) – The business partner agrees to allow company and individual name in a press release.