

# Champion your success

Tackle complex  
digital transformation  
initiatives together.



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Welcome to OpenText Navigator Champions, a new kind of advocacy program that recognizes the success, innovation and leadership of individuals in the industry. You are doing great things, achieving great results and making a real difference for your organization and your customers. Let's work together to tell your story and recognize your success.

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OpenText Navigator Champions unites a special community of advocates who are successful and outspoken about their use of OpenText products, services and solutions. Let's work together to share your story and experience to nurture the tech community and support others on their path to success.

### With OpenText Navigator Champions, you will:

- Grow and expand your career
- Connect with your peers
- Explore and introduce industry trends
- Share your knowledge
- Inspire others



### Become an OpenText Navigator Champion

This part is easy. Any member of the OpenText community that participates in an advocacy activity is automatically enrolled. To remain in the OpenText Navigator Champions program, simply complete another activity within an 18-month time period.

### As part of this community, you will:

- Raise your profile within your organization and industry
- Access an exclusive community of innovators and influencers
- Raise brand awareness with a global audience
- Influence product strategy and roadmaps
- Get recognized in exclusive promotions and communications
- Connect with OpenText leadership
- Enjoy VIP treatment at events

### OpenText Navigator Champions activities

Advocacy can take many forms and we understand each person has a different comfort level and requirements in telling their story. From a large stage to a small one, from public to private, we will work with you to customize co-marketing opportunities that work with your comfort level and company restrictions.

### Here are a just few examples of advocacy activities:



#### Testimonials

Share your story through video, written success stories and other platforms to highlight your success.



#### Media and Analyst Activity

Speak to press and analysts about your experience to shape stories and reports on the industry trends and technologies changing the industry.



#### Private Reference Calls

Discuss how you have been able to digitally transform for success with innovative implementations and the benefits you have experienced.



#### Speaking Engagements

Take the stage at key events from conferences to webinars to showcase your innovation and share best practices with the community.



#### Marketing Initiatives

Work with OpenText on joint marketing initiatives that promote our partnership and highlight product success.



#### Community Participation

Participate in forums and communities to discuss best practices for digital transformation success and its benefits.

We want to partner with you in a creative way, so bring us your ideas!