

Sovos Customer Reference Program

Share your story

Serve as a trusted advisor and positive influence for other tax and IT professionals who are at a crossroads in their organization's journey towards sustainable tax compliance. When your company achieves powerful outcomes using Sovos solutions, we want to highlight your success. We work closely with you to promote your story, connecting you with peers who benefit from listening and learning from your experiences and accomplishments.

We invite you to join our customer reference program. Together, let's capture your successes and connect you with other businesses who want to alleviate their tax burden.

Why participate?

**Share your expertise.**

Serve as a trusted advisor and positive influence for other tax and IT professionals who are at a crossroads in their organization's journey towards sustainable tax compliance.

**Grow your network.**

Connect with peers and industry experts in your field to share best practices. With a variety of activities to choose from, you'll get opportunities for connecting with other Sovos customers and prospective customers on a local, regional and global basis.

**Build relationships.**

Your input as a valued customer plays a key role in helping to shape the future of Sovos. As a customer reference, you'll build stronger relationships across Sovos, including executives.

**Showcase your success.**

Our customer reference program shines a spotlight on your tax compliance accomplishments, providing a platform to highlight your success story throughout various channels and enhancing your organization's brand – as well as your own.

**Choose how and when to participate.**

Whether you give us a quote, share your success story with us or speak at one of our events, you decide how to participate from a range of options.

You choose how and when to participate

The Customer Reference Program is designed to be flexible with your time and resource availability. There are a variety of reference activities that allow you to share your experience with colleagues, peers and analysts.

Reference activities

The choice is yours — participate in the activities that fit best for your business priorities and preferences.

Case study/customer spotlight

Showcase how you've attained a sustainable tax compliance strategy. We work closely with you to create a professionally written customer case study for your approval prior to publication (with minimal effort on your part). Your content may appear on our website, in campaigns, emails, social media, blogs or other printed and/or digital collateral for events and meetings.

Reference call

Speak with prospective Sovos clients about the benefits of using Sovos tax compliance solutions on an as-needed basis. Some of the companies considering a Sovos solution want to hear from trusted peers, like yourself, as part of the selection process.

Logo/company name

Your company's logo and name are mentioned on our website, solution brochures and marketing materials.

Quote/testimonial

Our writers partner with you to produce two to three sentences that detail the impact and benefits Sovos solutions have provided for you and your business. The quote may be used on our website, in publications and in sales presentations.

Event speaker

There are conferences and events where we may invite you to be a featured speaker to share your experience, providing you with additional opportunities to network with peers and industry thought leaders.

Reference for industry analysts

Analyst firms such as Gartner and IDC want to hear from customers like you to fully understand the value that Sovos software provides. As a customer reference, feedback about your experience and product knowledge, captured through brief online surveys or phone interviews with an analyst, may be included in analyst briefs or reports. You can speak anonymously if preferred.

Presentations

Share your experience with Sovos solutions in a customer success story featured in our internal and external presentations. Your slide will include your company's logo, a quote and an overview of your company's use of Sovos solutions and/or services.

Become part of the Sovos Customer Reference Program

Join our customer reference program today to share your story and connect with peers in your field.

What to expect

First, we schedule an informational call so we can get to know you better. This informal conversation allows us to learn more about your role, experience and which reference activities interest you.

Then, depending on how and what you want to participate in, we will partner closely with you to gather information about your story to develop professional and high-quality reference materials.

As always, you will have the opportunity to review and approve all content before publication and distribution across channels and media outlets.



Get started by contacting your Sovos account manager or emailing referenceprogram@sovos.com

Learn more at sovos.com/customer-reference-program