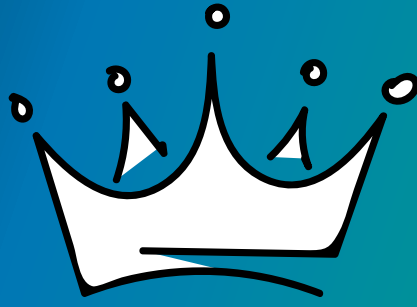




We Are Proud  
Of You!



# Appreciation

**Good references are like the salt in the soup - become an Arvato Systems testimonial!** You can be sure that we treat our valuable reference customers with care. That is good for you, because if we have our way, you will soon become one too.

The questions that every customer is sure to ask before a project with service providers are: Can they really do it? Does Arvato Systems know our industry? Didn't you feel the same way when you started thinking about a new project?

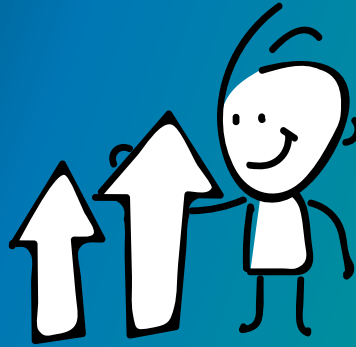
A small leap of faith is part of every project assignment.

In order to build up the greatest possible trust with our customers in advance, we would like to score with good references. Your project is just right! We are proud of you and our joint project success. Nothing is worth as much as your recommendation.

How are references usually presented at Arvato Systems?

- » **Mentioning of the customer name and presentation of the customer logo**
- » **Presentation of statements and quotes**
- » **Project descriptions in the form of a case study**
- » **Public relations & social media activities**

These are just a few of the many possibilities for reference projects at Arvato Systems. You can find out more on the following pages. We would be delighted if we could show other customers how we have helped them to solve their problems.



# Added Value

**Added value for everyone involved.** A good reference story is a valuable building block for us in the marketing of products and services. However, you as the reference provider also benefit from a publication in many ways:

» **Your expertise**

By publishing a reference, your company can demonstrate its expertise or innovative strength.

» **Awareness**

You increase awareness of your brand, products and services.

» **Reach**

Linking online content increases traffic to your website.

» **Shared Content**

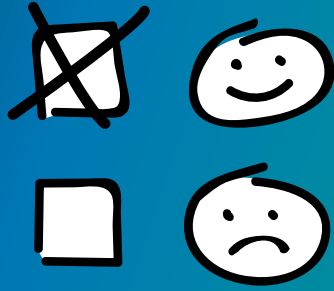
The content created is also available to you for further use.

» **First Service**

Of course we take as much work off your hands as possible when creating reference work for you and design the complete content for communication on a wide variety of channels.

» **From professionals for professionals**

All use cases are professionally prepared by us. For this purpose, we work together with our long-standing and experienced partners from the editorial, film and web sectors.



# Voting Right

## **You have the choice!**

We have the option of using different channels for our joint story. However, you decide where we can publish information about the project. We set up joint communication in line with your corporate philosophy.

## **You set the pace!**

As the customer, you decide whether we report on our joint collaboration at the start of the customer relationship or only after the go-live. Your schedule is our guideline - so that you also benefit optimally from joint communication.

## **You've got the big picture!**

You receive all texts written by professional editors for approval in advance and have full control over what information is disclosed. We look forward to sharing a story with you.



# Reference videos

*We will get you moving!*



## Moving pictures often say more than a thousand words.

With a reference film, we have great opportunities to emphasise the challenges of your project and demonstrate possible solutions. Almost within reach!

### But what exactly is a reference film?

As a rule, our reference films have a length of just under two minutes and present the project and its result.

Depending on the type of project, we emphasise different content. This can be designs and types of results, but also employees of your company who report on the project in their own words.

### How do we proceed?

You will receive a detailed briefing from us and we will introduce you to our creative agency, with whom we will produce the film together. We develop a concept together and you know exactly what to expect before production begins. You have a say in the storyboard, voiceover, graphics and protagonists and are fully involved at all times.

### What do you gain from this?

You will receive a high-quality film about your project, which you can also use for your own internal or external communication. Score points with your employees, stakeholders and management with high-quality content.

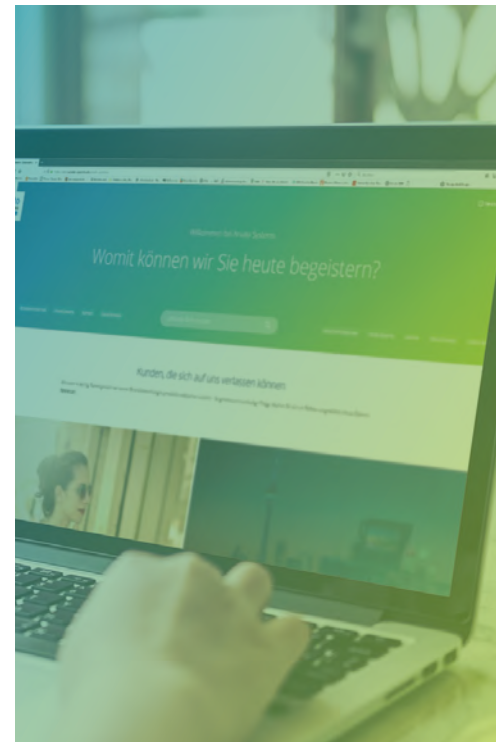
#### Overview | Reference videos

- » *ca. 2 minutes film length*
- » *variable content*
- » *detailed briefing*
- » *integration of a professional creative agency*
- » *joint storyboard*
- » *You decide!*
- » *Use the video for your communication*



## Web & Social Media

*Reach through the web!*



### The digital distribution of your reference project.

Our corporate website plays a major role here. Social media platforms have also become an integral part of our cross-channel presence in online marketing.

#### Which channels are we using?

##### Website:

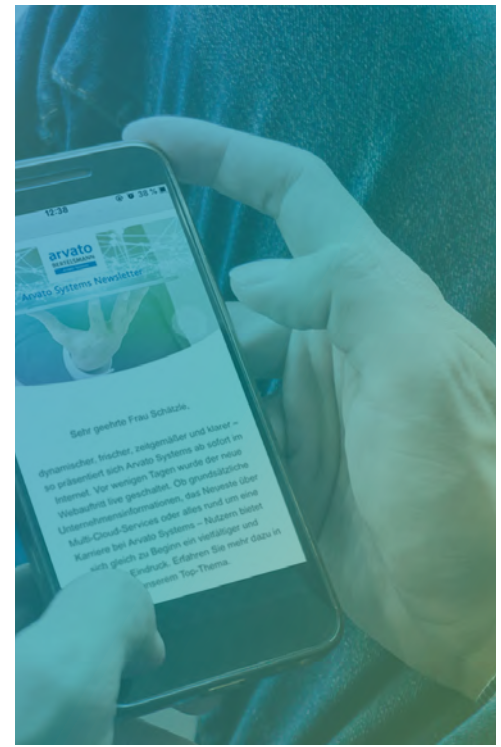
As part of our online presence [www.arvato-systems.com](http://www.arvato-systems.com), we place your logo and case study on the industry- and topic-specific pages. We are happy to supplement classic content modules on the task and solution of the project with quotes and moving images. We create the content in both German and English. If possible, we link to your homepage so that visitors can get a comprehensive picture of your company.

##### Social media:

Arvato Systems is active with social media profiles on the globally recognised business networks LinkedIn and X as well as the German-language platform XING. We create appealing posts about our references with a link to the reference on our website. If possible, we link to your website.

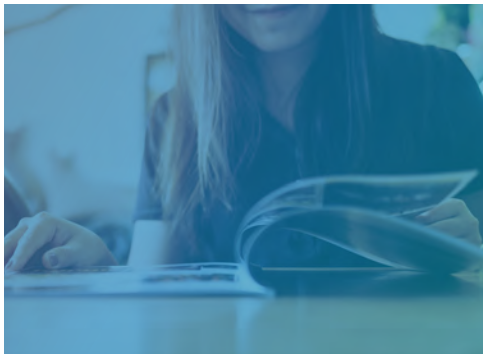
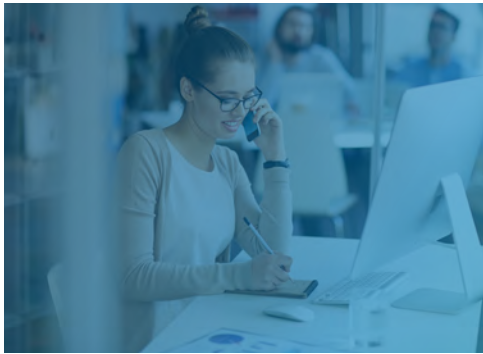
#### Overview | Web & Social media

- » *Your Logo*
- » *Personal quote and photo*
- » *Your case described in detail in German and English*
- » *Link to your homepage*
- » *Posts on business networks such as: LinkedIn, X and XING*



# Press & Public Relations

*Professional publications with media impact!*



## Classic communication and no less important.

Public relations, media relations and corporate publishing are cornerstones of any successful corporate communication.

In addition to traditional media work, such as creating press releases and specialist articles, our communication strategy also includes using digital channels and platforms.

With target group-specific content and storytelling, we bring our joint messages, products and expertise closer to the public in a professional manner.

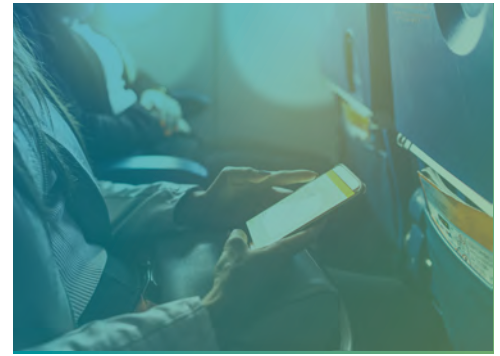
Reference stories as an editorial form of presentation are particularly popular with both specialised journalists and readers.

### Our external communication media

- » Press and public relations
- » Editorial contributions
- » External newsletter
- » Blogs
- » Mailings

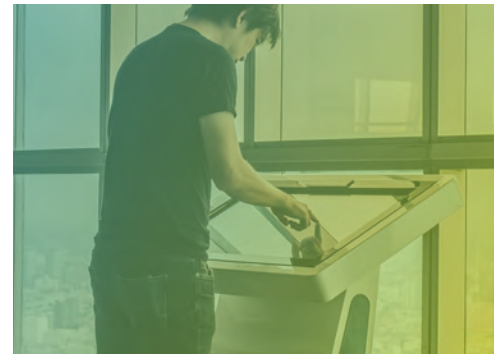
### Overview | Press & Public Relations

- » Accompaniment by PR agency
- » Press releases
- » Interviews
- » Technical article
- » User reports
- » Press review



# Internal Communication

*Communication connects people!*



## Motivating success stories for our employees

Transparent internal corporate communication has always been an important part of our corporate culture.

We use various digital and analogue communication channels to regularly inform our employees at all global locations about the latest news on products, solutions and events in the various business areas.

Of course are the success stories our projects always well read and exciting reports. In this way employees not only stay informed, but also find out what is important for our customers.

Overview |  
**Internal communication**

- » *Intranet*
- » *Employee magazine*
- » *Internal newsletter*
- » *Digital signage*
- » *Reference poster*





## Our Brand Ambassadors

*Events, presentations & reference talks!*



### They tell our joint success story.

Despite digitalisation, there is still no substitute for a personal exchange, especially before large IT projects. We offer interested parties various opportunities to get in touch with our customers.

#### Reference interviews

##### **We have nothing to hide - reference interviews as an optional offer for new customers.**

In order to ensure open communication we offer reference discussions with existing customers. Here, interested parties can exchange ideas with you at eye level and find out first-hand how convinced our customers are of working with Arvato Systems. We would be delighted if you would make yourself available as a dialogue partner.

#### Presentations

##### **Travel the stages of the event scene with us.**

In addition to digital communication channels, events are still an important platform for networking and making new contacts. Nothing is more convincing than a satisfied customer and presentations offer a good platform to talk about your experiences. Our colleagues will accompany and support you from the preparation of the presentation to joint participation.

#### Overview | Our brand ambassadors

- » *You as our testimonial*
- » *Joint presentations*
- » *Reference interviews*
- » *Accompaniment at meetings & events*
- » *Full support from our colleagues*
- » *Full assumption of costs*

**Do you have any questions or would you like to become a reference customer? Get in touch with us!**

**Arvato Systems**

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[arvato-systems.com/testimonial](http://arvato-systems.com/testimonial)

We Empower Digital Leaders.

