Join the A10 Champions Program

Share Your Vision, Expertise, and Experience

A10

NO ONE TELLS OUR STORY BETTER THAN YOU

As a leader within your industry and a user of A10 Networks' secure applications services, your experience is important to companies that want to understand the impact of choosing A10's best-in-class solutions and services. You have hands-on experience with our high-performance application networking solutions, and you can speak with authority about how A10 helps ensure your data center applications and networks remain highly available, accelerated, and secure.

The A10 Champions program offers a new way for you to share your insights as a thought leader. Influencers in the press and analyst community want to understand what motivates innovative customers like you. The discussions you will have with these influencers do not represent an endorsement of A10 Networks; influencers are interested in your authentic experience with our solutions. During these conversations, you gain the opportunity to demonstrate your own vision, thought leadership, and expertise.

Prospective buyers evaluating A10 Networks may request to speak with you about using similar products for their own needs. You will meet your peers and make connections as you share your expertise.

In appreciation of your knowledge and expertise in A10 products and solutions, we invite you to become a member of our customer voice program and an A10 Champion.

MAKE YOUR VOICE HEARD WITH THE A10 CHAMPIONS PROGRAM

When you join the community of A10 Champions, you gain value that extends far beyond the typical customer-vendor relationship. We actively seek ways to develop and promote you as a thought leader and provide networking opportunities with your peers. You increase your visibility within your own organization and raise your profile as an innovator to the world at large.

And of course, A10 benefits from your direct input. We listen to your ideas and put them to work as we shape our solutions and strategies to meet the evolving needs of businesses like yours and defend against increasingly sophisticated DDoS attacks. The A10 Champions program is a critical channel for us to gain an understanding of your story and your use of A10 solutions.

WHEN YOU PARTICIPATE IN THE A10 CHAMPIONS PROGRAM, WE HELP YOU…

- Develop and promote yourself and your organization as thought leaders

- Gain access to industry analysts to keep abreast of the latest trends and developments

- Increase visibility for your organization in various media channels

- Obtain privileged access to A10 technical and executive staff

- Network with successful peers in your industry to build personal and company recognition

A DAY IN THE LIFE OF AN A10 CHAMPION

The A10 Champions program is flexible. You will have a wide variety of opportunities and can participate as your time allows—with no obligation, and at your convenience. You select the advocacy program types that suit you, and we manage the advocacy process for you.

Advocacy Program Types

Sales Networking Calls

Speak with an A10 prospective customer and gain an opportunity to network with industry peers. You'll receive advance notification of a prospect's interest in speaking with you and can accept or decline the request. To ensure objectivity, A10 will not participate in these calls.

Press Release / Case Study

Participate in a brief interview to describe the technical and/or business challenges faced by your organization, how you came to select A10, and what benefits you now experience. Subject to your approval, the resulting press release and/or case study will be published on the A10 website and released to IT trade and business publications, providing you additional positive exposure.

Media Interview

Discuss your use of A10 products and solutions or provide your expert opinion to a reporter with a publication such as CIO Magazine, Business Computing World, or other industry-related publications. We often have opportunities for customers to be interviewed to help illustrate real world usage of our products or help communicate value.

Analyst Call or Survey

Share your perspective and experience with an industry analyst, such as Gartner or Forrester, in an anonymous and confidential setting for a market report or a public document, such as a profile of A10 Networks.

Customer Quotations

Provide a testimonial quote to be used in A10 promotional efforts.

Social Media

Participate in social media activities, such as A10 Tweets, LinkedIn articles, or a bylined blog for the A10 website.

Webinars / Speaking Engagement

Participate as a guest speaker on a customer panel for an online presentation or at a live event, such as an industry conference.

Awards

Customers are nominated by A10 for industry awards to highlight your success and showcase you as a thought leader.

Video Testimonial

Participate in a video testimonial. The video will be published on the A10 website and may serve as a foundation for multiple marketing and promotional uses, including conferences, quotations, success stories, or other activities, subject to your approval.

ARE YOU READY TO BECOME AN A10 CHAMPION?

Learn more about the A10 Champions program and reply to this invitation at the
A10 Champions Landing Page, or email us directly at references@a10networks.com.

About A10 Networks

A10 Networks (NYSE: ATEN) provides secure application services for on-premises, multi-cloud and edge-cloud environments at hyperscale. Our mission is to enable service providers and enterprises to deliver business-critical applications that are secure, available and efficient for multi-cloud transformation and 5G readiness. We deliver better business outcomes that support investment protection, new business models and help future-proof infrastructures, empowering our customers to provide the most secure and available digital experience. Founded in 2004, A10 Networks is based in San Jose, Calif. and serves customers globally.

For more information, visit www.a10networks.com and follow us @A10Networks.