

YOUR SUCCESS









## MATHWORKS CUSTOMER REFERENCE PROGRAM

The MathWorks Customer Reference
Program shines a light on customers like
you, who use MATLAB and Simulink to
create innovative technology, solve challenging technical problems, and develop
new approaches and workflows. We
invite you to join the program and promote your accomplishments worldwide.
There are many ways to participate,
including phone interviews, speaking
engagements, video success stories, and
case studies.

## REACH A NEW AUDIENCE

1,000,000

MATLAB and Simulink customers

650,000

social media subscribers

## PROGRAM BENEFITS

- Visibility for your product or company brand
- Ranking as an industry thought leader
- Recognition for your professional expertise
- Networking opportunities with peers, industry leaders, and MathWorks executives
- Market exposure through MathWorks global marketing programs

"Participating in the program has helped me reach a much broader audience for our scenario analysis approach for modeling operational risk. I've expanded my professional relationships and raised awareness among my industry colleagues. These outreach efforts have also helped position Wolters Kluwer as a thought leader and technology trailblazer."

-ANIRUDDHO SANYAL, PH.D., WOLTERS KLUWER FINANCIAL SERVICES

JOIN THE PROGRAM mathworks.com/crp







## WORLDWIDE RECOGNITION

Join hundreds of your peers and colleagues from leading companies, organizations, and academic institutions around the world—and start realizing the benefits of promoting your accomplishments with MATLAB and Simulink.

General Motors

Ford Motor Company

Toyota Motor Company

Boeing

Lockheed Martin

BAE Systems

Genentech

Roche

**Novartis** 

Pfizer

Capgemini

Hydro-Quebec

Alstom

Sandia National Laboratories

DigitalGlobe

Xerox

Samsung

Vodafone

Alcatel-Lucent

Massachusetts

Institute of Technology

University of Oxford

University of Cambridge

