

MathWorks
Customer Reference Program



SHOWCASE
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