



Ready for What's Next, Now®

# Business Case for Attending Aptean UNITE

## Executive Summary

Aptean UNITE is our premier customer and user conference. This event features general and keynote sessions led by industry experts and Aptean leadership to provide company and technology updates, ample networking opportunities and learning through product-specific breakout sessions. Whether you're a rising star in your field or a seasoned industry veteran, this event is designed to elevate your perspectives and spark innovation. Through engaging discussions, you'll have the opportunity to collaborate with thought leaders and fellow attendees, forging valuable connections that will propel your business forward.

## Top 6 Reasons Why You Should Attend

1. **Collaboration and Networking:** Our UNITE conference allows you, our customers, to connect face-to-face with peers, industry experts and Aptean employees, fostering valuable relationships that can lead to collaborations and business opportunities.
2. **Learning from Experts:** Aptean UNITE provides the opportunity to learn best practices and insights from your peers and fellow users as well as Aptean thought leaders and experts.
3. **Memorable Takeaways:** At Aptean UNITE, you and your team can gain practical skills, receive training on new tools or features and explore in-depth customer stories to learn more about Aptean software and find new ways to increase the value of your software investment.
4. **Inspiration and Innovation:** Aptean UNITE can help spark new ideas and ways of thinking. Exposure to different perspectives and approaches encourages you to innovate within your own organizations.
5. **Product Insights:** You'll gain deep insights into the Aptean products you use and learn about upcoming features, developments and roadmaps directly from Aptean's representatives.
6. **Elevate Your Business:** Attending Aptean UNITE can boost personal and professional growth. Exposure to new ideas, networking and learning experiences can enhance your skills, knowledge and expertise to elevate your business.

## By the (Survey) Numbers

- 98% of previous attendees are likely to attend future Aptean UNITE events
- 97% of previous attendees were satisfied or very satisfied with presenters
- 98% of previous attendees rated their experience as good or excellent

## UNITE Testimonials From Past Attendees

- "Aptean UNITE offers an **excellent platform for education and engaging in cross-company discussions with peers** from the Aptean community."
- "This was my first time at UNITE. The staff was extremely helpful and always smiling. **Great event, with lots of opportunity to meet Aptean experts and network!**"
- "Thanks for having us! I'm going to insist that my **company send me every year!**"
- "Great learning opportunities, great networking time, overall **very valuable use of our time.**"