



# VALIDOS

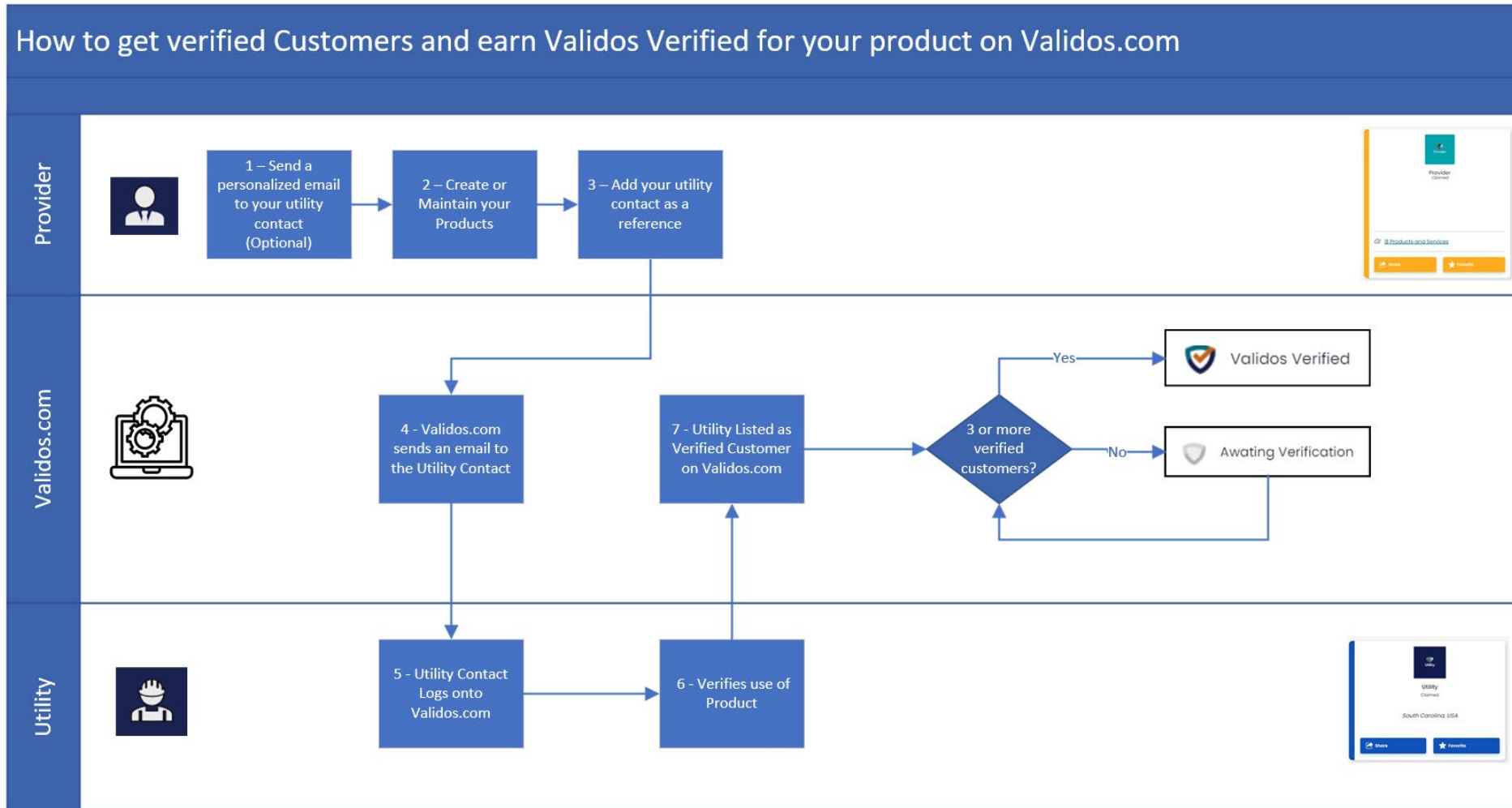
## *How to get Verified Customers on Validos.com*

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# Inviting Customers to verify they use your products on Validos.com

## High Level Process





# Step 1 – Send a Personalized Email to your Utility Contact (Optional)

The utility is more likely to verify that they use your product on Validos.com if you send a personalized email to them. Below is a suggested template you may use if you choose. You can personalize this and even ask for permission.

Hi {{ CONTACT.FIRSTNAME }},

<<ADD personal Intro>>

Validos was formed in 2018 as a private women-owned business out of a desire from the 3 founding partners to serve the industry better in which they devoted their careers to serving. I have known the partners at Validos for quite some time in the industry and our companies align on our approach to serving the industry overall.

Validos has created an online application, Validos.com, designed to make the industry more efficient and effective, and ultimately to better serve the ratepayer. Their mission is to help connect and guide utilities just like <<INSERT UTILITY NAME HERE>> to ultimately reduce the cost of researching, procuring, and maintaining the best technology that fits the needs of the utility.

[Validos.com](#) is in its initial release and continues to be enhanced. It is a self-funded, self-service application designed specifically for utility companies and those providers that serve them. Utilities using Validos.com are able to:

- Search, connect, and collaborate with peer utilities.
- Discover providers and the products and services they offer to utilities.
- View recommendations from peers about the products and services they use.
- Access “what’s happening” in the industry such as webinars, conferences, and announcements, relevant to your role and see who is attending.

Validos.com is the first B2B connection engine designed specifically for the utility industry. We believe in the Validos.com vision to transform how utilities connect and collaborate with others in the industry, and are excited to see what’s to come.


<<PROVIDER NAME>> would like to send you an invitation through [Validos.com](#) so you can register and validate that <<UTILITY NAME>> uses <<PROVIDER NAME + PROVIDER PRODUCT>>. This would not only help us, but it will help other utilities when they are looking for similar technologies, and it will help you connect with other utilities.

If you have any questions about Validos.com, the Validos team is accessible through their embedded chat feature, and they are always happy to jump on a call to walk you through it.


All the best,  
Your full name  
Your job title  
Other contact information



# Step 2 – Create or Maintain your Products



[Invite Others!](#)
[Give Validos Feedback!](#)



- My Profile
- My Organization
- Admin
- Sign Out

**Rethink the Utility and Technology/Service Provider Connection**

**GET LEADS**  
See which utility users are interested in your products and services.

Go to My Dashboard


**INCREASE EXPOSURE**  
Get in front of more utilities by adding more details to your profile.

Complete Your Profile

**LISTINGS** [See More](#)


The Dynamic Duo: Outlook and OneNote  
June 21, 2023  
9817 Northeast 54th Street, Vancouver, WA, USA

Listing Details




ORACLE UTILITIES USER GROUP OUUG 2023 CONFERENCE  
March 14, 2023  
1 Market Place, San Diego, California 92101, United States

Listing Details



Georgia Rural Water Association - Spring Conference  
May 09, 2023  
Jekyll Island Convention Center 75 Beachview Drive  
North Jekyll Island, GA 31527


Listing Details




Cloud for Utilities' 2023 Digital + Cloud Summit  
August 29, 2023  
9876 Wilshire Boulevard, Beverly Hills, CA, USA

Listing Details


**PROVIDERS** [See More](#)




Test Provider  
*Claimed*



Cayenta  
*Claimed*




TMG Consulting  
*Claimed*



Provider  
*Claimed*



# Step 2 – Create or Maintain your Products

**VALIDOS** [Invite Others!](#) [Give Validos Feedback!](#)  S. GLEN

Page Control ⌵  
Edit  Display 1 View as: Utility  Provider

Validos ⌵



Directory [Invite Others!](#) ⌵

Products and Services (6) [Add Product](#) ⌵

Product	About	Verified Customers	Customers Recommend	Launched	Favorites	Action
Industry Research	Validos provides an overview of the utility indust...	2	-	2018	2	<a href="#">✎</a>



# Step 3 – Add your Utility Contacts as References

Invite Others!Give Validos Feedback! S. GLEN

Page Control ⌵

Edit  Display ? View as: Utility  Provider

Industry Research a Validos Product ⌵

Product History ⌵

Customers Add Customer Change Visibility Settings ⌵

Adding customers shows utilities the success of your product. Customers will be prompted to verify that they use this product. Verified customers are shown on the product page.

Utility Name	Recipient Name	Email Address	Status	Date Sent	Action
Seacoast Utility Authority	[REDACTED]	[REDACTED]	Verified	07/11/2022	
Consolidated Mutual Water Company	[REDACTED]	[REDACTED]	Verified	03/16/2023	

Only your organization can see this information.





## Step 3 – Add your Utility Contacts as References

Specify the contact at the utility that is most familiar with you and your product. Validos.com will send an email to this address requesting they register/log in and verify use of your product. (The email that Validos.com will send is shown on a later slide)

The screenshot displays the 'Add Customer' modal form on the Validos.com dashboard. The form includes the following fields and values:

- Customer Company Name:** XYZ Utility Company
- Add the years this customer used this product. (Optional):** Started Year and End Year (empty)
- Recipient Email Address:** abcutility@validos.com
- Recipient Name:** John Smith

A green 'Success' message is displayed below the Recipient Name field. The form has 'Cancel' and 'Add Customer' buttons at the bottom. The background shows the Validos.com dashboard with a sidebar on the left and a top navigation bar with 'Invite Others!' and 'Give Validos Feedback!' buttons.

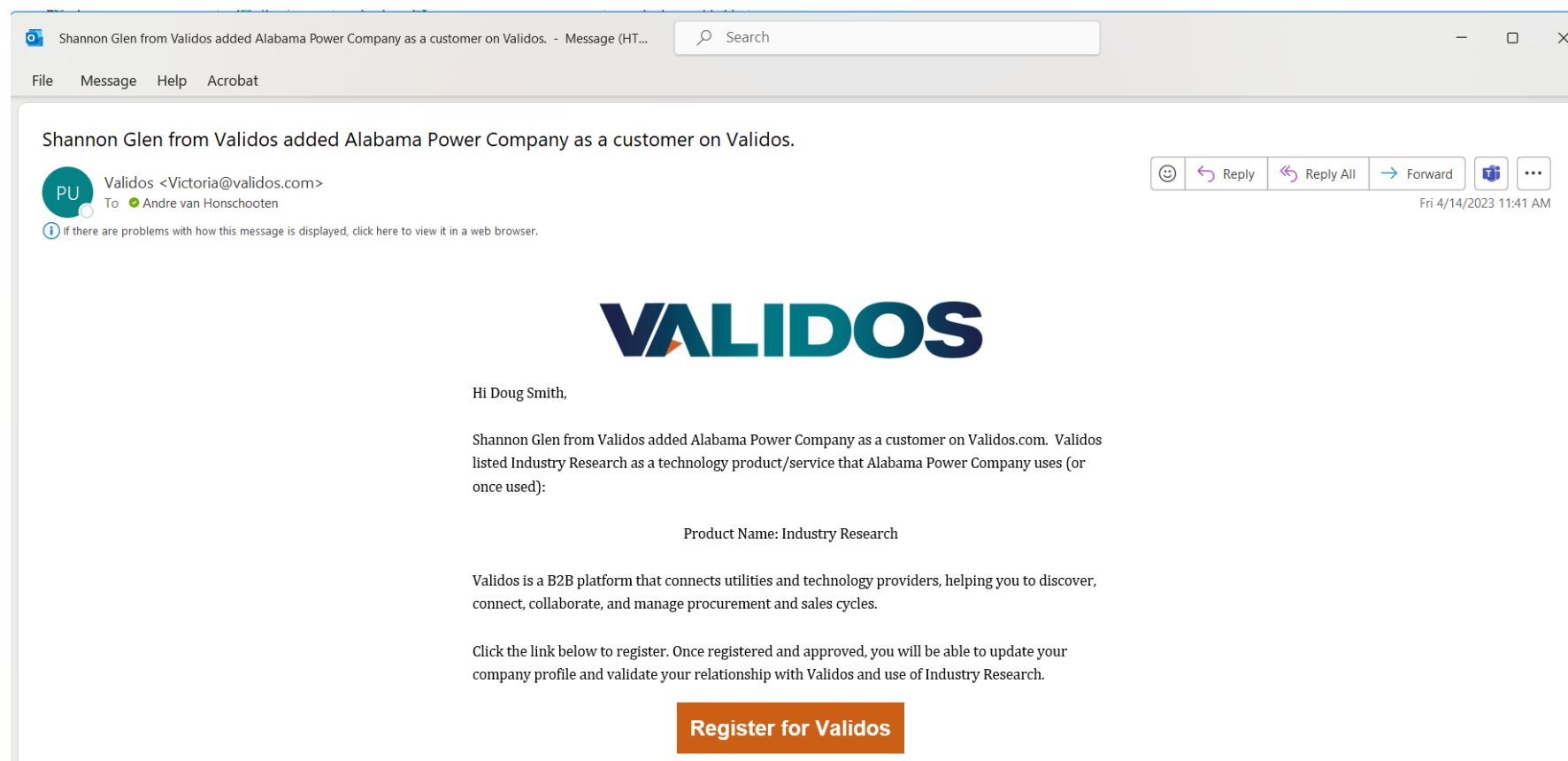
*This name and email will only be used to invite the recipient to register and to verify the use of the product. Consent to add their name and email in Validos.com should first be obtained. This increases the likelihood that they will verify the use of the product*





## Step 4 – Validos.com Sends an email to Utility Contact

This is the email that the contact specified in step 2 will receive from Validos.com. Note that it includes your name, your company name as well as your product name. The “Register for Validos” url will navigate them to Validos.com where they will be asked to register. Only registered users that are authenticated and validated will be able to verify products.







# Step 5 – Utility Contact Registers/Logs on to Validos.com

After your utility contact has been verified and authenticated, when they log in, they will be asked to Verify your Product.

Clicking the Verify Product button will automatically navigate them to their Utility profile

The screenshot shows the Validos.com user interface. At the top, there is a navigation bar with the Validos logo, an 'Invite Others!' button, a 'Give Validos Feedback!' button, and a user profile for 'D. SMITH'. A modal dialog titled 'Verify Products' is open in the center. The modal text reads: 'Providers have indicated your utility uses their products/services. Please go to your organization profile to verify the details. Tip: Verifying the products you use will help your utility connect with other utilities that use the same products. Connecting enables you to learn from each other.' Below the text is a table with two columns: 'Company' and 'Product'. The 'Company' column contains 'Validos' and the 'Product' column contains 'Industry Research'. There are two buttons at the bottom of the modal: 'Verify Later' and 'Verify Product'. Below the modal, there is a 'LISTINGS' section with a 'See More' link. There are four event cards displayed, each with a 'Listing Details' button. The first card is for 'The Dynamic Duo: Outlook and OneNote' on June 21, 2023, in Vancouver, WA, USA. The second card is for 'ORACLE UTILITIES USER GROUP OUUG 2023 CONFERENCE' on March 14, 2023, in San Diego, California. The third card is for 'Georgia Rural Water Association - Spring Conference' on May 09, 2023, in North Jekyll Island, GA. The fourth card is for 'Cloud for Utilities' 2023 Digital + Cloud Summit' on August 29, 2023, in Beverly Hills, CA, USA.



# Step 6 – Utility Contact Verifies use of Product

**VALIDOS** [Invite Others!](#) [Give Validos Feedback!](#) D. SMITH

Page Control Edit  Display View as: Utility  Provider

XYZ Utility Company

Directory [Invite Others!](#)

Validos Awards

Other Metrics [Add Metric](#)

Active Products and Services (1) [Add Product](#)

Visible To:  Everyone  Utilities Only

Product	About	Verified by	Started	Action
Industry Research	<a href="#">Please Verify</a> <small>Added by from Validos on 04/14/2023</small>	--	--	



## Step 6 – Utility Contact Verifies use of Product

The Utility contact may choose to provide a recommendation score. This is completely anonymous and does not show on the product until 5 recommendations are accumulated, and all recommendations are averaged. This can help other utilities when they are looking at products.

**VALIDOS**

Page Control  
Edit  Display

XYZ Utility Company

Directory [Invite Others!](#)

Validos Awards

Other Metrics [Add Metric](#)

Active Products and Services (1) [Add Product](#)

Visible To: Everyone  Utilities Only

Product	About	Verified by	Started	Action
	<a href="#">Please Verify</a> <small>Added by from Validos on 04/14/2023</small>	--	--	<a href="#">Edit</a> <a href="#">Delete</a>

InActive Products and Services (0)

Audit Log

Invite Others! Give Validos Feedback!

D. SMITH

### Verify Product

Provider Company Name  
XYZ Utility Company

Product  
Industry Research

On a scale from 0 to 10, how likely are you to recommend this product? (Optional) **Your individual score is not shared with anyone outside of your company.**

Not at all likely | Would Recommend | Extremely likely

0 1 2 3 4 5 6 7 8 9 10

What best describe your status with this product?  
Current Customer

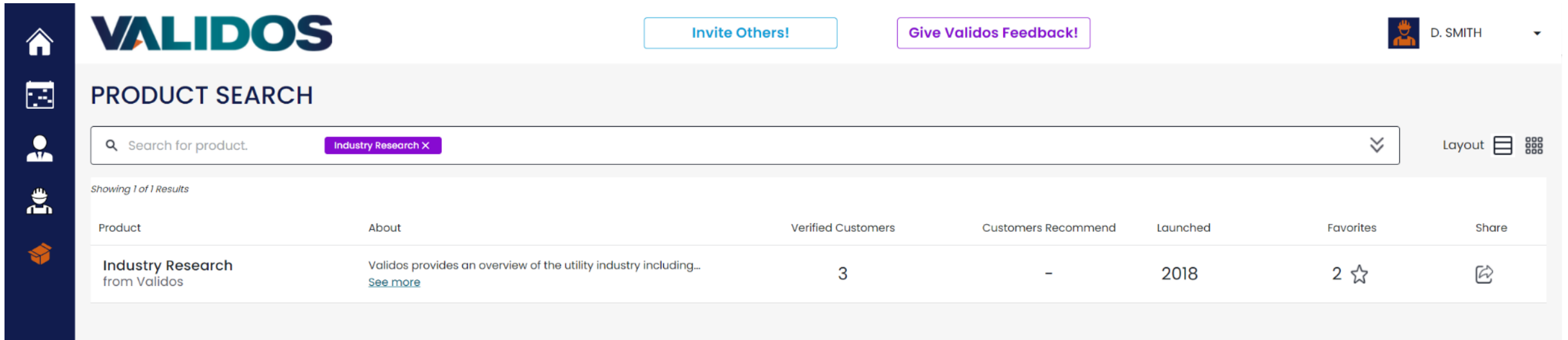
What year did you start using this product?  
Customer From(YYYY)

[Cancel](#) [Save](#)

Utility user gets to manage their personal profile and choose whether any of their information is visible to anyone outside of their organization

# Step 7 – Utility now shows as a Verified Customer for Product

Everyone can see your verified customer count. Unverified requests, are not visible.



The screenshot displays the VALIDOS user interface. At the top, the VALIDOS logo is on the left, and navigation buttons for 'Invite Others!' and 'Give Validos Feedback!' are in the center. The user profile 'D. SMITH' is on the right. Below the logo is the 'PRODUCT SEARCH' section with a search bar containing 'Industry Research X'. A table below shows search results with columns for Product, About, Verified Customers, Customers Recommend, Launched, Favorites, and Share. The 'Industry Research' result shows 3 verified customers.

Product	About	Verified Customers	Customers Recommend	Launched	Favorites	Share
Industry Research from Validos	Validos provides an overview of the utility industry including... <a href="#">See more</a>	3	-	2018	2 ☆	



# Step 7 – Utility now shows as a Verified Customer for Product

This is Doug Smith's Utility organization view

**VALIDOS** [Invite Others!](#) [Give Validos Feedback!](#) D. SMITH

Page Control Edit  Display View as: Utility  Provider

XYZ Utility Company

Directory [Invite Others!](#)

Validos Awards

Other Metrics [Add Metric](#)

Active Products and Services (1) [Add Product](#)  
Visible To: Everyone  Utilities Only

Product	About	Verified by	Started	Action
Industry Research	Validos provides an overview of the utility indust...	Doug Smith 04/14/2023	2020	<a href="#">Edit</a> <a href="#">Delete</a>

InActive Products and Services (0)

Audit Log

Your Product is now also visible on the Utility Organization profile.

Other utilities can discover you when they collaborate.

# Step 8 – Product will receive "Validos Verified" badge once it has 3 verified customers

Advisory a [Validos](#) Product



Validos

[View Company](#)

[✉ Contact Info](#)

[★ Favorite](#)

[🔗 Share](#)

CLAIMED

All information listed is provided by the seller

## Validos Verification

Validos Verification is awarded to a product when it meets set quality and accuracy criteria.

This product will be verified by Validos when:

The product page provides sufficient detail to inform and educate utility companies

There are 3 verified customers for the product



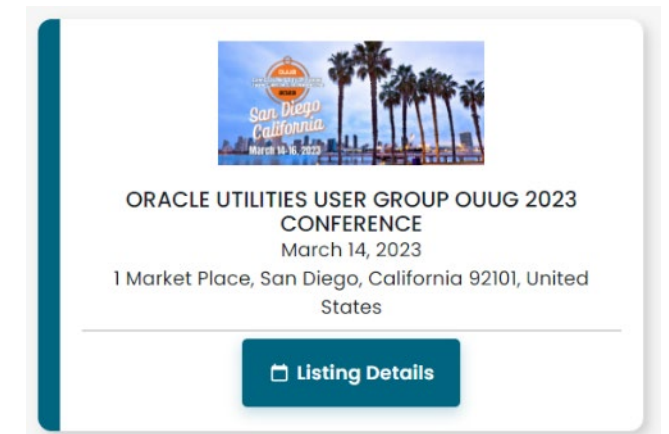
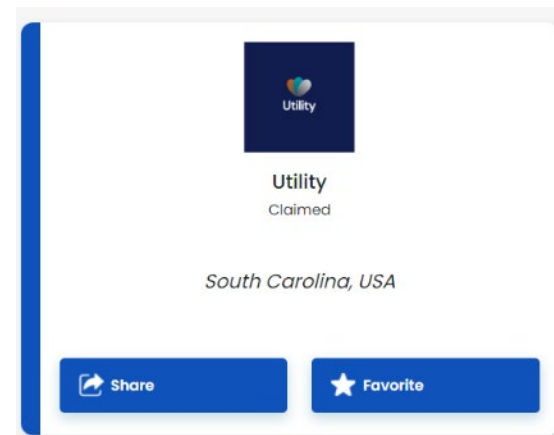
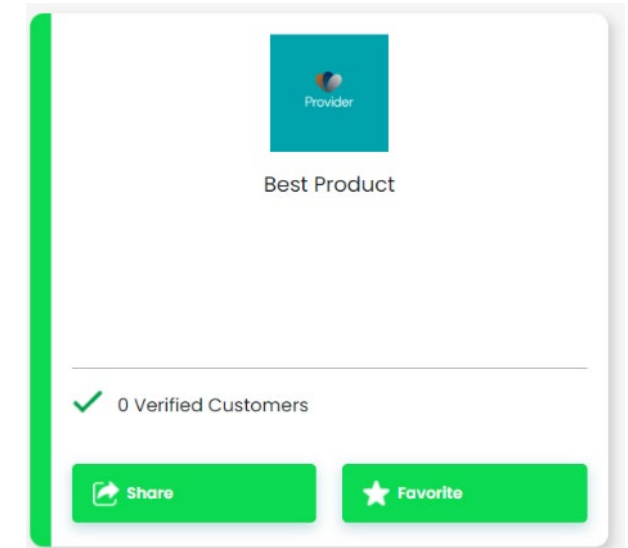
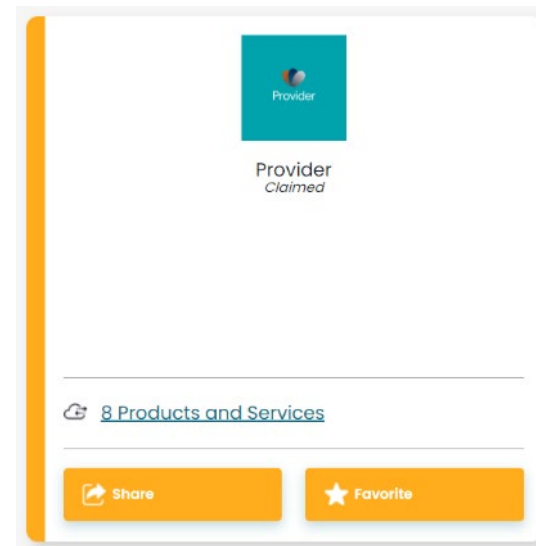
## Next series:

**Set Customer Visibility Settings** – choose whether your verified customer list is visible to other utilities or not. Verified customers are never visible to other providers. However, from the Utility Organization record, products they use are visible.

# Legend

Colors have been used to designate

- Providers (Orange)
- Utilities (Blue)
- Products (Green)
- Listings (not sure what the name of that color is)



The background features a large, abstract graphic on the left side, consisting of a dark blue triangle pointing downwards and to the right, and a teal triangle pointing upwards and to the right, meeting at a diagonal line. An orange triangle is positioned at the bottom right corner of the dark blue shape.

# VALIDOS

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