

PeerSpot Rebrand FAQ

For IT Central Station Customers

When will the rebrand take place?

IT Central Station will become PeerSpot in January 2022. Visit www.peerspot.com

Where can I find you now?

Our reviews website: www.peerspot.com

Information for vendors: <https://marketing.peerspot.com>

They have both been redesigned. Check them out!

Why is IT Central Station rebranding to PeerSpot?

The name PeerSpot represents the power of technology professionals coming together to **share advice with their peers**. Our platform has always been a place where people can access the advice of their peers to make buying decisions.

We're tapping into the grassroots movement that's happening in every part of the world--politics, society, financial markets--that people put their trust in peers more than any other source, including traditional "experts".

The move away from having "IT" in our name, signals the broader focus of our review platform and our continued expansion into more categories of enterprise technology. When we founded IT Central Station, our main focus for enterprise reviews was in the IT sector. Over time, the scope of solutions that feature on our site has broadened to include a wide variety of enterprise tech solutions. We're going to continue expanding into more categories in addition to the traditional IT categories.

How does the rebrand affect my existing contract with IT Central Station?

Will I need a new contract?

No worries! The name change has no effect on your existing contract. Future orders will be placed under the PeerSpot name.

Do we need to re-sign any of the contracts (MSAs, NDAs)?

No need. All contracts signed with IT Central Station continue to be in effect with PeerSpot.

Will there be any changes to the customer service?

No changes - you'll continue working 1:1 with the same Customer Success Manager who will continue to support and work strategically with you. There will be no disruptions in service at any point.

Remember - if your CSM is out-of-office you can always reach out to successteam@peerspot.com for a same day response to anything you need.

What will happen to the reviews widget I have on my website?

We will be sending out updated widgets to all customers during Q1 2022.

Can I get a new #1 Ranked/Leader badge created?

Absolutely - just reach out to your Customer Success Manager, they'll have it done in a jiffy.

What will happen to my product reviews on ITCentralStation.com?

Don't worry, they'll all appear as usual on PeerSpot.com. Additionally, the rebrand to PeerSpot and subsequent improvements will allow us to attract a wider audience

across all spaces, giving your company and your reviews even more exposure to the right audience.

We commissioned a PeerPaper or other content from IT Central Station – can we continue to use it?

For any PDF asset delivered since July 2021, we will be sending you by the end of January a PeerSpot branded version. For any document delivered before July 2021, please contact your customer success manager and we'll rebrand it in a timely manner at no cost.

Will the links I have to IT Central Station pages/reviews still work after the rebrand?

Yes – All links will take you to the exact same page on the new PeerSpot.com site

Will there be any disruption to my programs (e.g. lead generation, retargeting)? Will the delivery cadence change?

We expect no changes to any delivery of an active contract with us.

Should I continue sending the Primer Email template I have for my Reviews Subscription? Will you be providing a new one?

We'll be providing a new template to all customers.