

Cognos Education

Drive performance through knowledge

Flexible learning solutions

Your decision to deploy industry-leading solutions from Cognos, an IBM company, is a commitment to better performance management throughout your organization. Now, accelerate your success and return on investment with Cognos Education. By enabling your project team with the knowledge and skills they need to drive readiness and user adoption, Cognos Education can help take your performance to the next level. Count on us to provide flexible, blended-learning training solutions: role-based curricula, state-of-the-art classrooms, professional instructors with deep product expertise, global presence, and robust multimedia offerings that best fit your time frames, learning styles, and budget.

Your business benefits

Turn your investment in Cognos into a strategic and operational advantage for your organization. Take advantage of Cognos Education, like other customers have, to realize the following benefits:

- Accelerate know-how across the organization from a rich choice of options for content and delivery to meet the needs of all users from project managers and administrators to developers, authors, and business users. To help customers leverage the functionality

in Cognos technology, we develop our education offerings to ensure students have a clear and structured training path, based on their particular job roles.

- Get results by increasing the confidence of your users to take advantage of the software effectively. Engage our Cognos Education experts to develop and execute the training plans specific to your needs.
- Empower users with the flexible training options from Cognos Education to ramp them up quickly and efficiently for optimal performance. Reduce the calls to your helpdesk and the workload for your IT support staff.
- Ensure success by using certified Cognos Education experts to empower your organization to drive maximum value from the Cognos solution. Benefit from time and cost savings in current and future projects.

Public classroom training

We offer standard classroom training, at our more than 70 training centers around the world, on the latest Cognos products. Courses are delivered in many local languages using award-winning courseware that serves as handy reference material after the class.

The right training for the right users at the right time

“Cognos training has been well-received. We always do a postmortem with the users after their sessions and the feedback has been amazing. Employees come back from the Cognos training absolutely thrilled with their experiences.”

David Klotz
Manager, Enterprise Information Management, British Columbia Lottery Corporation

“The Cognos training team really delivered a program that met our needs. They pulled together a high quality training program at extremely short notice – with enough flexibility on timings and location to fit in with our demanding schedule. On the day, the information was delivered extremely effectively and our team all came away with great enthusiasm and a desire to get involved in the project.”

John Calvey
Business Intelligence Manager for European Information Services, Newell Rubbermaid

“The end users got incredible support from Cognos training. The trainers made sure we felt comfortable using our new solution, and had an amazing knowledge of Cognos, which they conveyed very well.”

Eugenia Sanchez de Fuentes
Executive Director, Budget, Miami-Dade County
Public Schools

Benefits of public classroom training include:

- In-depth training on the latest product releases.
- Instruction from certified instructors with real-life experience.
- Intensive hands-on workshops.
- A dedicated training environment away from office distractions.
- Interaction and exchange of ideas with other participants facing similar business challenges.
- Convenient global locations.

Onsite training

Our instructors can deliver training at your site or at our classroom facilities for your entire project teams or user groups. We can also tailor the content to meet your organization's specific needs. Benefits of onsite training are:

- Elimination of travel time and cost savings.
- Personalized content that fits your needs.
- Interaction with your project team for a consistent training experience.

e-Learning offerings

Cognos e-Learning offerings provide a convenient and cost-effective way to reach a large or globally diverse end-user community. We offer award-winning computer-based training (CBT) courses that are modularly designed with the right blend of multimedia and interactive labs. These CBT courses are available on CD-ROM, Web servers, or on your Learning Management Systems (LMS). Benefits of e-Learning include:

- Just-in-time availability enables access when users need it the most.
- Cost-effective option, especially for large user populations.
- Interactive and prescriptive training with learners proceeding at their own pace.
- Modular and scalable delivery in short lessons to balance learning with daily work commitments.
- Knowledge refreshers in easy-to-access multimedia format.
- Virtual instructor-led training available without leaving your desktop.

User adoption services

For companies deploying a new Cognos solution or going through a major upgrade, Cognos Education offers a comprehensive range of options based on your application data and business processes. We perform a detailed task analysis to develop and deliver a solution based on our customizable content, utilizing our rapid authoring and deployment expertise. These solutions can range from user manuals customizing our courseware with your application data to performance support offerings and e-Learning. Benefits of user adoption services are:

- Smooth product rollout and long term success.
- Variety of training options to suit your audience and budget.
- A more relevant learning experience using your application data and business process.
- Performance support for handy on-the-job reference.

Cognos Certification Program

The Cognos Certification Program establishes an industry-standard benchmark and validation of technical competence for professionals working with Cognos technology. The program provides a way for professionals to demonstrate their competence in a competitive marketplace, empowering businesses to leverage their performance management solutions from Cognos with confidence. Cognos Certification is the only authorized accreditation in the industry for benchmarking and validating Cognos expertise. Benefits of certification for professionals include:

- Demonstrated professional credibility as a certified Cognos practitioner.
- Professional advantage derived from validation.
- Enhanced career advancement and opportunities.
- Increased self-sufficiency with Cognos technology.

Other enterprise training solutions

For larger companies that may have their own training organizations, we have developed special training offerings to simultaneously train large and widely dispersed communities of end users or to deliver ongoing training. Cognos Enterprise Learning Library is a perfect solution for companies that have their own internal training departments and want to deliver Cognos training at their site. We make an enterprise license available for our classroom training materials and e-Learning courses.

About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit www.cognos.com.



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