

YOU ARE CORDIALLY INVITED to become an active member of the Cognos Innovation Center for Performance Management, a consortium of business professionals dedicated to the advancement of performance management best practices.

WHAT THE INNOVATION CENTER OFFERS YOU

Innovation Center participants share information and gain knowledge through:

- » **Cognos Innovation Center ... *Online!***, a collaborative, real-time performance management community where customers can connect to share best practices, ask and answer questions, and build relationships.
- » **Exclusive research, case studies and articles** related to performance management
- » **Technology experts** who combine knowledge of performance management technology with extensive experience in complex, global implementations.
- » **Members-only events** geared toward helping you realize a vision for performance management innovation.
- » **Performance Blueprints**, pre-defined data, process, and policy models that help organizations speed software deployments and drive faster return on investment.

IN EXCHANGE, the Innovation Center asks only that you participate in an ongoing discussion of next-generation practices.

TO ACCEPT YOUR INVITATION

Membership is complimentary. Visit www.cognos.com/innovationcenter and click on Become a Member. You'll receive a login to access the Cognos Innovation Center ... *Online!* community of customers, experts and thought leaders, as well as an extensive array of Performance Blueprint assets and thought leadership.

**THE MISSION OF THE COGNOS INNOVATION
CENTER FOR PERFORMANCE MANAGEMENT**

To demonstrate—in theory and practice—how cutting-edge, technology-enabled approaches to planning and performance management are being profitably used by forward-looking organizations.

To facilitate transition to innovative planning and performance management practices that are effective and add value.

To encourage successful adoption of innovative practices to stimulate performance improvement across the enterprise.



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