

Powered by Cognos

Powered by Cognos is an elite program for partners who develop and deliver performance management solutions that combine Cognos technology with their deep domain expertise. These partners deliver solutions focused on key areas, including industry groups, enterprise performance and system infrastructure, all with the objective of enabling and engaging their customers to better manage company performance. Members of *Powered by Cognos* are integral players in delivering fast, proven performance management solutions to Cognos customers.

Industry-specific expertise

The *Powered by Cognos* program offers greater market opportunity and exposure to partners that develop, market, and sell solutions based on Cognos technology. Customers that adopt *Powered by Cognos* solutions know that the solutions are based on best practices and proven technologies designed to improve corporate or operational performance at leading organizations in their industry.

Program goals

The *Powered by Cognos* program works to ensure that complete, tailored offerings solving complicated business requirements are made available to customers. Designed to empower and showcase partners that develop, market, and sell solutions based on Cognos capabilities, the program is a key element of Cognos' overall approach to help organizations around the world improve performance and gain a sustainable competitive advantage.

Powered by Cognos maintains an inventory of all partner developed and delivered solutions that combine Cognos technology with partner domain expertise. Through the continually updated *Powered by Cognos* Web site, customers prospects and sales teams can educate themselves on partner solutions that match their specific industry needs.

Benefits of membership

As a partner offering *Powered by Cognos* solutions, you can leverage this established Cognos program to:

- **Promote your solution to the Cognos sales community and customer base**
 - All *Powered by Cognos* solutions are featured in both the *Powered by Cognos Solutions Directory* — a quick-reference handbook listing all *Powered by Cognos* solutions, and the online *Powered by Cognos Solutions Catalog* found at http://www.cognos.com/solutions/powered_by_cognos/. Cognos customers and staff looking for specific value-added solutions for their industry often refer to these catalogs for the names of partners who deliver solutions meeting their requirements.
- **Take advantage of joint marketing programs**
 - Cognos offers a variety of joint marketing programs to partners offering *Powered by Cognos* solutions to help increase partner sales and ensure customers are aware of the most effective performance management solutions at their disposal.
- **Gain recognition for being a leader in this market segment**
 - Partners that enlist in the *Powered by Cognos* program gain additional exposure and are recognized as leaders delivering solutions in one of the industry's high-growth areas — the Corporate Performance Management market.
- **Join an elite group of partners who are members of the program**
 - There are currently more than 60 partner companies representing solutions from a variety of vertical and solution areas including financial services, health care, manufacturing, pharmaceuticals, compliance, enterprise performance and system infrastructure.

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THE NEXT LEVEL OF PERFORMANCE™

Criteria for membership

To qualify for membership in the *Powered by Cognos* program, partner solutions must:

- Be developed exclusively on Cognos technology
- Deliver value-added benefits to customers above and beyond Cognos products
- Have performance management enablement as their core focus
- Be in active use by at least two customers. Members must also submit new customer wins annually to maintain membership status
- Have a defined promotional commitment in place and underway

Please note that only *solutions* qualify for the *Powered by Cognos* designation — the designation does not apply to the partner company as a whole. A partner may submit more than one solution to be designated as a *Powered by Cognos* solution, but each solution must be submitted separately. Having one solution deemed a *Powered by Cognos* solution does not automatically grant *Powered by Cognos* status to other solutions offered by the same partner.

To learn more about the program, or obtain a list of member partners and details on their solutions, please visit:

http://www.cognos.com/solutions/powered_by_cognos/

To submit a solution for *Powered by Cognos* membership consideration, visit <http://www.cognos.com/partners/poweredbycognos/apply.html>

Please contact PoweredByCognos@cognos.com with any questions or concerns.