

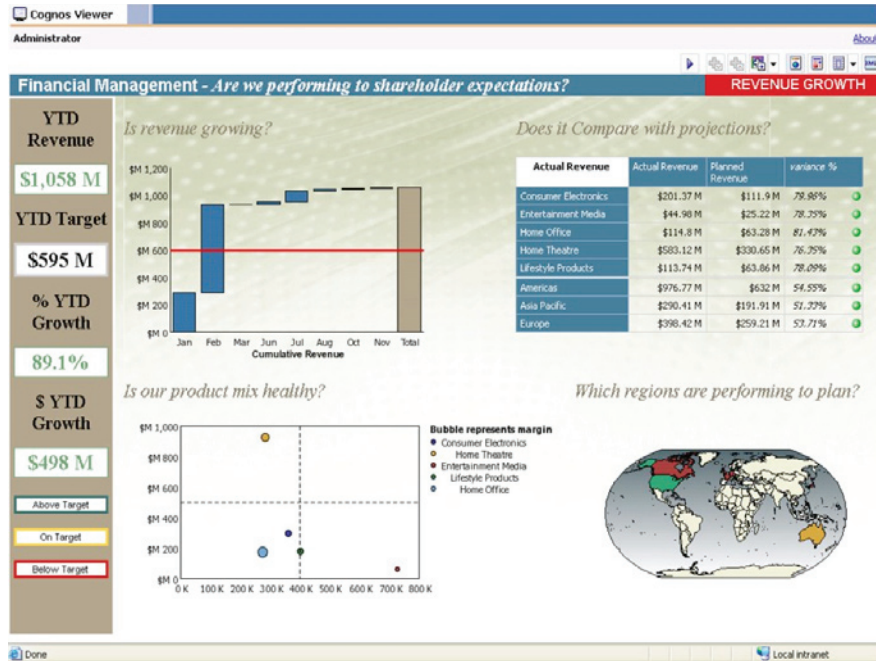
The IBM Cognos OEM Partner Program

Increase revenue and customer satisfaction while reducing total cost of ownership

Overview

Today, more than 300 IBM Cognos® OEM partners are adding value to their enterprise applications through embedded business intelligence from IBM. Independent software vendors (ISVs), ASPs and SaaS vendors build on IBM Cognos business intelligence (BI) and performance management solutions within their applications to drive greater customer value, create a strategic advantage and increase revenue.

The IBM Cognos OEM Partner Program is designed to help you accelerate the success of your applications through embedded IBM Cognos business intelligence (BI) solutions. Through the strategic use of these solutions, you can quickly increase the revenue streams for your applications, increase return on investment, reduce costs, increase customer satisfaction and improve your competitive advantage.



Sample - IBM Cognos 8 Financial Management Dashboard

Increase revenue streams

Embedding business intelligence into your applications will allow you to attract new customers and increase deal sizes by providing the reporting, analytics and dashboards demanded by today's executives throughout industries and departments. In addition to winning more business, embedded BI can help to increase your customer retention rate and provide increased revenue streams for your applications and your organization.

“IBM understands our business. They’ve worked hand-in-hand with us to develop a model that makes sense for our market segment and is profitable for both our companies.”

*Scott Williams
Director of Product Management
Infor*

The IBM Cognos OEM Partner Program

Improve customer satisfaction

Traditionally, OEM partners have simply provided their customers with embedded reports. With IBM Cognos 8 BI, you can now deliver a simplified BI environment that goes beyond basic reporting. IBM Cognos 8 BI empowers your customers to create their own reports and dashboards, enables better decision-making and serves as the performance management foundation the market and your customers are demanding. This incremental value creates increased customer satisfaction and customer retention, improves

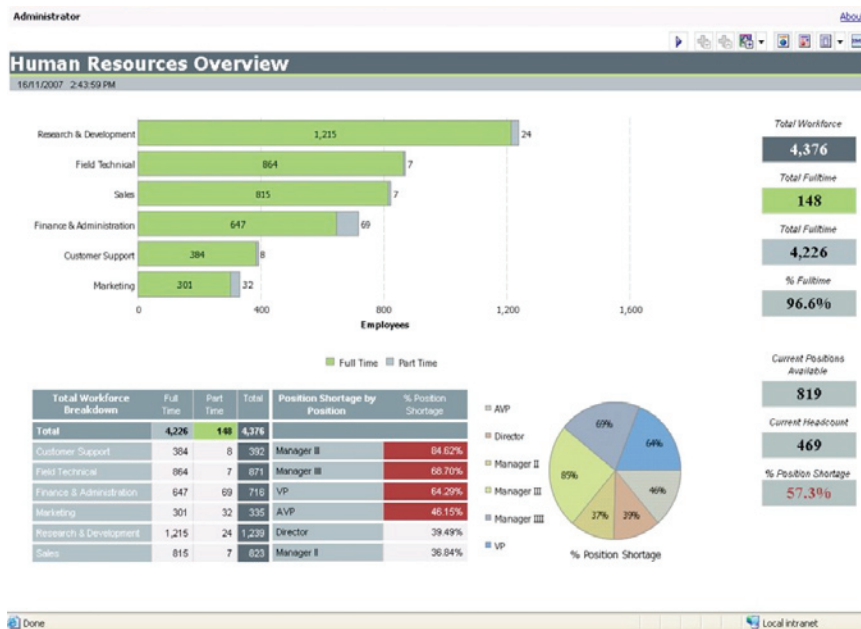
customer adoption and enables you to drive an incremental revenue stream from your installed base.

Differentiate your offerings

Augmenting your applications with industry-leading business intelligence capabilities can help you strengthen your value proposition and gain competitive advantage. With IBM Cognos 8 BI, you can deliver the complete range of BI capabilities as part of your application. Offering reporting, analysis, scorecarding, dashboards, business event

“Our partnership with IBM is built on the strength of its OEM partner program, as well as its solution capabilities, vision and strong alignment with our customers’ reporting needs.”

*John Bourne
SVP, Global Product Management
Verint*



Sample - IBM Cognos 8 HR Dashboard

management and data integration, IBM Cognos 8 BI also delivers powerful search functionality for both BI and enterprise search. Best of all, it is easy to integrate, deploy and use in any industry and department.

Reduce Total Cost of Ownership

Adding business intelligence to your applications increases the return on your development investment. IBM Cognos solutions are easily embedded into your application, run on your application services, use your security model and provide full access to all data assets. IBM also offers an ideal platform for those OEMs supporting hosting environments. The proven IBM Cognos SOA allows you to plug capabilities into your architecture and build on your existing assets. Combined with a fully open single Web-based API, IBM Cognos solutions minimize application complexity, provide maximum integration possibilities and deliver manageability and scalability. This results in lower total cost of ownership, reduced risk and a high level of flexibility that can turn costs into revenue by accelerating time-to-market for your applications.

OEM Partner Program benefits

The IBM Cognos OEM Partner Program provides the infrastructure necessary for partners to develop an application with IBM Cognos technology and then successfully market, sell and support it. OEM Partner Program benefits include:

- Proven go-to-market methodology and services
- Dedicated deployment teams
- Award-winning support
- Sales, presales, services and support education and seminar series.
- IBM Cognos OEM User Group
- Joint marketing initiatives including co-marketing programs, PR and user conferences
- Comprehensive partner enablement tools

Additional benefits include access to the IBM Cognos Partner Advisory Board, the award-winning Support Web Access Program for your customers, the OEM BI Development Guide, IBM Cognos Proven Practices, the IBM Cognos 8 BI Open Documentation Source Code (for easy customization), and industry-leading development, education and services programs.

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About IBM Cognos BI and Performance Management:

IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: www.ibm.com/cognos

Request a call

To request a call or to ask a question, go to www.ibm.com/cognos/contactus. An IBM Cognos representative will respond to your enquiry within two business days.



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3755 Riverside Drive
Ottawa, ON, Canada K1G 4K9

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