



Leaders in ACTION

Showcasing our customers' success

Join the ranks of industry leaders such as **Princess Cruises**, **Tyson Foods**, **Best Buy**, **US Marines**, **Federal Express**, **Manpower**, and **American Express** who have gained valuable recognition for their use of Cognos products and solutions. That recognition has helped enhance their reputations as technology innovators in the eyes of their peers, customers, partners, investors, and employees.

We invite you to participate in joint publicity opportunities. The Cognos Customer Reference Program is a powerful vehicle for your organization to gain favorable publicity through demonstrated leadership in the use of Cognos BI and performance management solutions.

Every day organizations from around the world are extending the reach of their sales, marketing, and communications activities through a variety of Cognos-driven joint marketing, branding, and networking opportunities.

How you can participate

This flexible program is designed to let you choose your own level of participation. Take part in a media interview. Speak at a Cognos-sponsored event. Participate in a Cognos video. Do one. Or do all three. The choice is yours. And we'll manage the process from start to finish. Cognos provides qualified customers with a wide variety of joint-marketing opportunities. Once you identify the mix that's right for you and your organization, we'll take care of the rest:

- **Advertising:** Share your success with Cognos products and services through select placement in leading industry and business publications.
- **Press Releases:** Demonstrate your leadership and vision by announcing your decision to partner with Cognos.
- **Media Interviews:** Gain positive exposure for your company as well as important professional recognition through your participation in carefully selected, relevant, top-tier industry and business media opportunities.

“Princess Cruises’ participation in the Cognos Customer Reference Program has benefited us in many ways: the joint ad campaign with our Cunard cruise line means free advertising in major business magazines, and Cognos-sponsored speaking events have provided us with the opportunity to make terrific contacts and network with other organizations. This partnership has resulted in solid relationships at senior executive levels for both companies.”

Greg Bozigian, Director of Financial Planning,
Princess Cruises

COGNOS[®]

THE NEXT LEVEL OF PERFORMANCE™



- **Business and Technology Profiles:** Deliver powerful messages to target audiences through meticulously researched and written success profiles and case studies that showcase how your company is using, and benefiting from, Cognos solutions.
- **Videos:** Be seen. Be heard. On the Cognos Web site or at select events, video testimonials are a powerful tool for telling your story.
- **Analyst Interviews & Briefings:** Gain access to the most important IT industry analysts and experts covering the enterprise technology sector.
- **Public Speaking Engagements & Conference Presentations:** Take to the podium as a recognized leader and talk face-to-face with your industry peers, the media, and analyst communities.
- **Cognos Publications:** Be featured in white papers, brochures, newsletters, and other communications published by Cognos.

- **Beta Testing:** Get sneak-peek previews of next-generation Cognos solutions and help drive product direction and innovation by participating in Cognos betas.
- **Customer Site Visits:** Showcase to prospective Cognos customers how your organization is using Cognos products and solutions.
- **Reference Roundtable Webinars:** Be seen and heard as an expert! A Reference Roundtable is an interactive prospect event that profiles our most successful customers in a closed, Web-based format exclusively for qualified prospects.
- **Cognos Innovation Center:** Join the exclusive ranks of customers featured in the Cognos Innovation Center, a center created to advance the understanding of proven planning and performance management techniques, technologies and practices. Be featured in Web seminars, publications, roundtables or panel discussions.

What your participation involves

Each opportunity will vary, but you will find the time commitment to be minimal. Essentially, our audiences are interested in the success your company has enjoyed.

Is it an endorsement of Cognos?

Cognos' success is wholly dependent on your success—your successful implementation of and ongoing satisfaction with our technology and best practices. That's why we want you to tell your story. You are under no obligation to make any specific endorsement—simply telling the story of your success is all we ask. Your use of

Cognos solutions to take your company's performance to the next level is one factor that distinguishes you as a leader. If Cognos has done its job, your story itself will inherently convey Cognos' value.

Media and analysts we work with

Cognos actively solicits media and analyst interest on an ongoing basis. The media and analyst opportunities often span very high profile outlets and include:

- *Business Week*
- *Computerworld*
- *CFO and CIO*
- *eWeek*
- *Forbes*
- *Fortune*
- *InformationWeek*
- *Investor's Business Daily*
- Vertical publications
- Gartner
- Forrester Research
- Ventana Research

Start now

For more information, the customer reference team would be happy to share more details.

Get started by sending contacting us at:

reference.program@cognos.com.



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