

IBM Cognos Acquisition – Close Announcement FAQ

GENERAL

What was announced January 31, 2008?

IBM has announced that the acquisition of Cognos has closed, with shareholder and regulatory approvals completed, and that Cognos is now an IBM company. Cognos is a recognized industry leader and one of the leading providers of business intelligence and performance management solutions, with a global customer and partner base across all major industries.

Why Cognos?

The acquisition of Cognos extends IBM's Information On Demand value proposition, providing the industry's leading and most complete solutions for unlocking the business value of information for competitive advantage. Cognos provides the most complete, integrated, open standards-based platform for turning data into actionable insight for business intelligence and performance management, and best leverages SOA for delivering greater agility. With the acquisition of Cognos, IBM is now the leading provider of technology and services for business intelligence and performance management, delivering end-to-end capabilities for establishing and leveraging accurate, trusted information, with the broadest range of expertise to help our clients expand the value of their information, optimize their business processes and maximize performance across the enterprise.

How will IBM customers benefit?

For decades, IBM has provided customers with software, hardware and services for business intelligence. Combining these capabilities with Cognos' leading business intelligence and performance management technology and extensive partner network will provide customers with added value through a complete, end-to-end solution for optimizing business performance. Clients will immediately benefit from the combined technologies of both companies, giving them an open standards-based information infrastructure, along with market-leading BI expertise and industry solutions that can help customers optimize their businesses and maximize enterprise performance.

How will Cognos customers benefit?

Cognos customers will immediately benefit from the increased investment, global reach and improved support available as part of IBM, along with market-leading BI expertise and industry solutions that can help customers optimize their businesses and maximize enterprise performance. In addition, IBM can uniquely provide customers with complete, end-to-end systems that include hardware, software and implementation services, optimized to deliver premium system performance. Of course, IBM remains committed to open standards and will continue to support and enhance use of Cognos products with heterogeneous information systems. IBM will also maintain and expand the robust Cognos partner network.

How will the Cognos team fit organizationally within IBM?

Cognos is now a new business unit within IBM's Information Management Software division, and will focus on BI and performance management. Cognos President and CEO Rob Ashe leads this new unit, reporting directly to Ambuj Goyal, General Manager, IBM Information Management.

Will IBM keep the Cognos name?

Because Cognos carries a strong value proposition in the business intelligence and performance management market, IBM will continue using the Cognos name. All Cognos products will be marketed and sold as "IBM Cognos" offerings and Cognos will operate as "Cognos, an IBM company".

PRODUCT STRATEGY

How has IBM addressed this market opportunity until now? Is there product overlap between IBM and Cognos?

Cognos offerings have virtually no overlap with IBM products, allowing us to focus on added value integrations and innovation as opposed to product rationalizations. IBM has focused on providing the underlying information infrastructure to support business intelligence and performance management solutions. This includes databases and data warehouses to manage data, information integration and master data management to establish accurate, trusted information, as well as various analytic capabilities for extracting knowledge from unstructured information, mining data to identify patterns and trends, and multi-dimensional analysis. Meanwhile, Cognos has focused on providing technology such as query and reporting, analytics, scorecarding and dashboarding, and planning, budgeting and forecasting, all of which work together to enable applications and users to leverage such information to improve enterprise performance. As a result, Cognos will immediately extend IBM's ability to capitalize on emerging business growth opportunities and deliver significant added value to our customers, partners and shareholders.

Not all Cognos customers run on IBM DB2 software; what will this mean for them?

We recognize that there are Cognos customers with heterogeneous systems and environments. We plan to take a similar approach as we have done with previous IBM acquisitions (including FileNet and Ascential), which is to continue to support our customers' choices. IBM is committed to putting customer success and satisfaction first.

- Customers using products acquired from Cognos will continue to be supported by their current contacts and processes.
- Customers can expect continued support for their heterogeneous environments. The IBM open middleware strategy is committed to continued market-leading support for multi-vendor environments.
- Customers will be able to leverage the power and scale of the IBM worldwide services and support infrastructure.

Can customers be confident with their new or continued investments in Cognos and IBM products into the future?

IBM and Cognos intend to continue with existing plans of both companies to invest in and enhance the product portfolios, leveraging IBM's Information Management technology, enabling them to exploit the broader set of capabilities resulting from the combination of both companies' product portfolios without the need to replace existing installations.

BUSINESS PARTNERS

How does this affect Cognos business partners?

IBM will continue to support and nurture the Cognos business partner community, just as IBM has done through both the FileNet and Ascential acquisitions. In particular, there are strong, strategic relationships between Cognos and several service providers that are essential to preserve in order to deliver the greatest value to our customers.

How will this impact IBM's relationships with other BI Vendors, such as Business Objects?

IBM clients have complex, heterogeneous environments and expect IBM and other companies to work as seamlessly and smoothly as possible with other hardware and software solutions. IBM has relationships with many companies that offer competitive products. IBM has a strategic alliance with Business Objects and intends to continue this relationship. In addition, IBM will continue to remain open and support integration of all

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front-end business intelligence and performance management applications such as SAS, MicroStrategy and the various tools provided by Oracle.

PROFESSIONAL SERVICES (CONSULTING) AND EDUCATION

Will Cognos customers continue to engage Cognos Services personnel?

Yes. Cognos Professional Services and Cognos Education are a highly valued part of Cognos clients' success and provide deep product knowledge, in the form of consulting and education, around the Cognos offerings. This organization will continue to operate as part of the Cognos Business Intelligence and Performance Management segment within the Information Management division of the IBM Software Group.

Will Cognos continue relationships with Global System Integrators?

We expect these partnerships to be continued and enhanced, as these Global SIs are important, skilled providers of business and technical consulting services in Cognos business intelligence and performance management solutions.

How does the IBM acquisition affect services contracts for Cognos customers and Partners?

Cognos customers and partners should see no immediate change in the way they access Cognos Professional Services. Cognos will continue to provide a complete range of services using the same resources, systems, and processes that Cognos leverages. Over time as changes are made to integrate these processes into IBM's systems, information will be communicated to customers and partners with ample lead time to allow for planning and a smooth transition.

Will there be any changes to the web sites that customers previously accessed through Cognos?

Customers and partners will still be able to use the existing public [website](#). If longer-term these websites are merged with others already in use, this transition will be done in a manner that is seamless to their visitors and does not interrupt business operations.

Will customers still be able to register for Cognos Education courses at the same education area on the Cognos Web site?

Yes. This site will remain in operation and available for course registration.

CUSTOMER SUCCESS AND SUPPORT

Can customers expect any change to Cognos Customer Support?

The Global Customer Support team will continue to be completely focused on customer success with Cognos products. The team will continue to use the recently launched Cognos Insight! system to log and track customer requests for service. Cognos contact numbers and hours of service remain unchanged. Customers' current service delivery levels, as defined by the Support Program purchased, remain unchanged. For more details on any of the elements of your existing support agreement with Cognos, please refer to the [Support Plans](#) guide on our website.

How will support commitments on existing Cognos and IBM products change?

Customers using products acquired from Cognos will continue to be supported by their current contracts and processes, based on existing Cognos or Cognos Business Partner support commitments, without any immediate change. Details on the Cognos software support policy are available at: <http://support.cognos.com/en/support/about/guide.html>.

IBM Cognos Acquisition – Close Announcement FAQ

Customers using products acquired from IBM will also continue to be supported based on existing IBM support commitments without change. Details on the IBM software support policy are available at: <http://www-306.ibm.com/software/info/supportlifecycle/list/c.html>

Can customers and partners continue to purchase the same Support offerings that have been available from Cognos?

Yes. There will be no immediate changes to the Cognos programs/offerings available to customers and partners as a result of this acquisition. We will continue to provide the same support programs. Over time, as we integrate programs and processes into IBM's systems, information will be communicated to customers with ample lead time of any proposed changes and migration paths.

Will there be any changes to the maintenance renewal process?

The renewal process will continue to be managed by Cognos personnel and will not change. We will utilize the same processes and systems to ensure consistency and timeliness of renewals until we are able to review and map all processes and communicate changes that will enhance the customer experience.