Extend the value and reach of your software with performance management

The IBM Cognos OEM Program

Cognos.
software

Start small and grow.

"I have so much data and so little insight."

"We need to work smarter."

"I need more value out of my IT investment."

Does this sound like your customers? People in every kind of organization are facing these challenges. Now, with fewer resources at hand, the issues are more acute. As a software vendor, whether you provide on-site or hosted services, you can help your customers gain insight and reduce costs when you partner with IBM to embed performance management software. The dedicated IBM Cognos OEM program combined with a flexible, secure technology platform brings immediate, tangible results.

Platform

The IBM Cognos performance management platform provides the ideal environment for software as a service (SaaS) and independent software vendors (ISVs) alike to extend their solutions. Our platform provides all performance management components –

reporting, analysis, dashboarding, scorecarding, planning and budgeting – on a single, zero-footprint architecture. Deployment and integration are simpler with a flexible foundation that is:

Complete. All business intelligence and planning components on a single, robust foundation means you can start with one and turn on more capabilities as needed.

Open. An open API means full access to all functionality, rapid changes and connectivity to a multitude of data sources.

Scalable. Whether your application is an on-premise departmental application or the largest enterprise or SaaS solution, the platform easily scales to meet your needs.

Secure. Our open security model lets you leverage your security infrastructure and address any multi-tenant model to ensure customers have safe access to their data.

Diagram: COGNOS 8 PLATFORM with Reporting, Analysis, Scorecarding, Dashboards, Planning; Multi-tenant, Scale, Open (REST, SOAP)
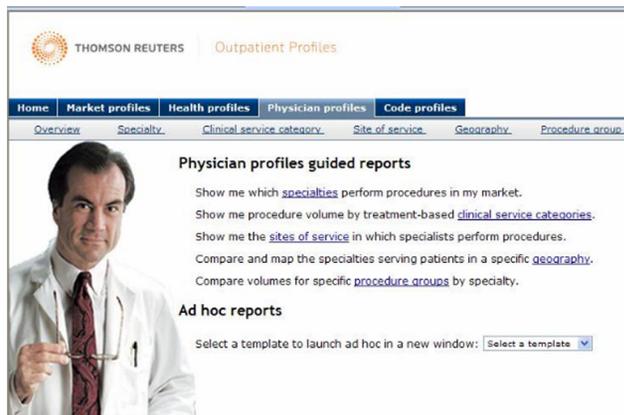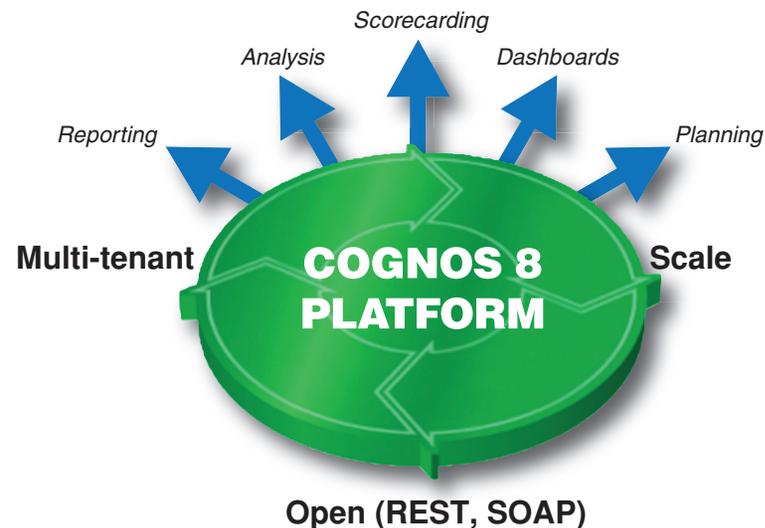
Program

The IBM Cognos OEM program supports your project through training, advisors, mentoring, proven practices, guides and other resources that help you optimize your investment, reduce risk, build value quickly and get to market faster. Our unique program created and staffed by product management and development professionals is focused on supporting you through every stage of your project from defining to selling.

1. Define and enable. In the early project definition stage, benefit from a dedicated technical account manager (TAM), classroom and computer-based training, capacity planning, and consulting services. The ISV Development Guide helps you integrate performance management into your application.

2. Develop and deploy. With a strategic project advisor (SPA) as your guide, make use of ISV integration tools, SaaS and Cognos proven practices, technical forums, code-level support, and open branding and documentation to bring you from initial design through development and go-to-market planning.

3. Market and sell. The IBM Cognos OEM program and the resources of IBM PartnerWorld maximize your sales and marketing efforts by helping your teams develop demonstrations and messaging, by coaching sales and pre-sales team in workshops, by assisting at kickoff and launch events, and by engaging with your marketing team to drive lead generation activities.

Results

Because of the immediate value customers gain from performance management capabilities, our OEM partners see this expansion of service drive revenue and deepen customer loyalty. Extending your application with performance management lets you:

Gain an edge. Differentiate your message and product from your competition.

Elevate the conversation. Tracking against strategy using KPIs lets you showcase the value of performance management to executives.

Increase the deal size. Expanding the community of users to respond to broader needs can move you from application to module to suite sales.

Keep customers for life. When data visibility and insight are a seamless part of the everyday workflow, customers are more satisfied and loyalty is deepened.

The IBM Cognos OEM program is dedicated to getting our partners to market, both technically and operationally. Our platform lets you work smarter and build value faster. Our program offers a flexible business relationship focused on your success. Through a strategic partnership with IBM, you can drive revenue and bring valuable new intelligence to your customers.

> *"Working with the IBM Cognos OEM program gave us the head start we needed. The experience and dedication of the team really helped us get to market quickly and effectively. They partnered with us across our entire organization, from product management to sales."*
> *Fiserv*

A strategic partnership for new intelligence.

"Offering Deltek Performance Management, powered by IBM Cognos 8, allows us to extend our solution and reach a broader audience. It also helps to gain the attention of the boardroom because executives can now focus on the metrics that matter. Giving customers the ability to access critical business information has given us a clear competitive advantage in our industry."

Deltek

Platform + Program + People = Results

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.oem-ibmcognos.com. An IBM Cognos representative will respond to your enquiry within two business days.