

Channel Partner Programme Criteria and Support

Authorised Partners

Cognisco is seeking Authorised Partners

Cognisco is seeking partners who can provide dedicated solutions to end-users in the SME and Corporate markets. Authorised Partners will typically focus on providing value-added services and derive revenue from Learning Management Systems and solutions, consultancy and industry-specific training.

The Authorised Partner programme sees end-users contract directly with the Partner; the partner will provide first and second line support and invoicing. Cognisco will act as a supplier and will contract with the partner. Products will be sold on a co-branded basis including Milestone™ and Profiler™.

Authorised Reseller Level Qualification Criteria

Levels of requirement and support differ through the different levels of Partner. To qualify as an Authorised Partner we require:

Signed Cognisco Partner Agreement	✓
Provide 1 st and 2nd Line support and invoicing	✓
Joint Partner Plan	✓
Agreed pricing structure	✓
Quarterly sales forecasts/ meetings	✓
Named sales resource	✓
Supplier Manager	✓
Named owner of revenue targets	✓
Position Cognisco as part of product/service portfolio	✓
At least one sales person trained and certified	✓
Hot-desking provision	✓
Reciprocal arrangement re: web site	✓

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Support from Cognisco

To support your business, your customer and your objectives, Cognisco's Partner Programme commits to provide:

Access to all products	✓
Cognisco partner portal Access	✓
Volume discount levels	✓
On-line application process	✓
Accreditation status and plaque	✓
Technical Support	
3 rd line technical support	✓
Dedicated Customer Services Manager	✓
Marketing	
Cognisco Communications: <ul style="list-style-type: none"> ▪ Electronic Insight Newsletter ▪ End-User events and seminars 	
Co-branding privileges – Business Partner Logo	✓
Partner plaque & certificate	✓
Product literature	✓
Press relations Support	✓
Marketing Tool Kit	✓
Training & Certification	
Pre-sales support	✓
Question authoring	✓
Selling Tools	
On-line ordering	Mandatory