

# Channel Partner Programme Criteria and Support

## Partners

### Cognisco is seeking Partners

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

The Partner will provide first 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™.

### Partner Level Qualification Criteria

Levels of requirement and support differ through the different levels of Reseller. To qualify as a Reseller we require:

Signed Cognisco Partner Agreement	✓
Agreed pricing structure	✓
Quarterly sales forecasts/ meetings	✓
Named owner of revenue targets	✓
Hot-desk provision	✓
1 <sup>st</sup> and 2 <sup>nd</sup> line support	✓

### Support from Cognisco

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

Cognisco partner portal access	✓
Volume discount levels	✓
On-line application process	✓
Accreditation status & Plaque	✓

### Technical Support

3 <sup>rd</sup> line technical support	✓
--	---

### Marketing

Cognisco communications: ▪ Electronic Insight Newsletter	✓
Partner plaque & certificate	✓
Product literature	✓
Marketing Tool Kit	Reduced

### Training & Certification

Pre-sales support	Limited
-------------------	---------

### Selling Tools

On-line ordering	Manual
------------------	--------