



Channel Partner Programme Criteria and Support

Premier Partners

Cognisco is seeking Premier Partners

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

The Partner programme sees end-users contracted directly with the Partner; 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 400™ and Profiler™.

Premier Reseller Level Qualification Criteria

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

Signed Cognisco Partner Agreement	✓
Provide 1 st and 2nd Line support and invoicing	✓
Partner responsibility for client invoicing	✓
Joint Partner Plan	✓
Agreed pricing structure	✓
Monthly sales forecasts/meetings	✓
Named sales and marketing resource	✓
Supplier Manager	✓
Named owner of revenue targets	✓
Position Cognisco as part of product/service portfolio	✓
At least one marketing initiative per year	✓
Agreed % of relevant sales staff trained and certified	✓
At least one sales support staff (technical) Cognisco trained and certified	✓
At least two Question Authors Cognisco trained and certified in Question Composer™	✓
Provide hot-desking facility	✓
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	✓
Access to Cognisco Index™	✓
Dedicated Business Development Manager	✓
Cognisco partner portal access	✓
Volume discount levels	✓
On-line application process	✓
Accreditation status and plaque	✓
Technical Support	
Provisioning hot-desk	✓
Dedicated pre-sales technical support	✓
3 rd line technical support	✓
Dedicated Customer Services Manager	✓
Marketing	
Market development funding	At Cognisco's discretion
Marketing support	✓
Cognisco communications: <ul style="list-style-type: none"> ▪ Electronic Insight Newsletter ▪ Partner summits ▪ End-User events and seminars 	 ✓ ✓ ✓
Co-branding privileges – Business Partner Logo	✓
Partner plaque and certificate	✓
Product literature	✓
Press relations support	✓
Marketing Tool Kit	✓
Training & Certification	
Pre-sales support	✓
Question authoring	✓
Selling Tools	
On-line ordering	Optional