



# SHOWCASE your success, SHARE your story, JOIN the IBM Cognos Performance Leaders Program

Be a technology visionary and join industry leaders such as **Manpower**, **Southwestern Energy**, **Quiznos**, and **University of North Texas**. These firms have gained valuable recognition for their leadership using IBM Cognos software solutions for business intelligence and performance management.

## What's your story?

Maybe you've thrown spreadsheets out the window in favor of total performance management? Or maybe you've taken business intelligence on the road with IBM Cognos Go! Mobile? Other customers have shared their stories on how they use Cognos solutions to:

- Draw business insights from different ERP's
- Manage their workforce, supply chain, or sales and marketing performance
- Gain a head start with IBM Cognos Performance Blueprints
- Lead their industry through increased revenue or contained costs
- Ensure successful deployments through broad user adoption

Share your success story through the IBM Cognos Performance Leaders Program and tell your story your way.

## The benefits of sharing your story

The IBM Cognos Performance Leaders Program offers you several benefits in addition to helping other organizations that face challenges similar to yours.

- Low-cost, high-impact exposure for your brand
- Networking opportunities with peers, industry leaders, and executives
- Professional recognition for individual and corporate leadership
- Stronger relationships with the IBM Business Intelligence and Performance Management organization
- Opportunities to earn a pass to IBM events


## Your participation

You can participate in as many activities as you like. Approach these opportunities on a case-by-case basis to suit your priorities and availability. Some options available to you include:

- **Publications** including case studies, white papers, newsletters, and magazine articles
- **Sales References** to help influence others decisions and implementations
- **Site visits** with other customers
- **Press releases** demonstrating your leadership and vision
- **Media interviews** with relevant, top-tier industry and business media
- **Speaking engagements** and conference presentations to peers, media, and analysts
- **Get Access** to tools, expertise and guidance that will help you champion your performance management initiative within your own organization
- **Beta testing** to influence, provide valuable feedback and comment on new products
- **Analyst interviews** and briefings to access important influencers in your industry
- **Videos on the IBM Website** or at select events
- **Joint advertising** in leading industry and business publications
- **Podcasts** on BI Radio

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*“Since becoming an IBM Cognos Performance Leader, we’ve had greater exposure and visibility within IBM. We’ve been able to share knowledge with them about our story and gain insight into where IBM is taking its product. This allows us to work together like a marriage.”*

Chad Erman  
Business Intelligence Lead  
Southwestern Energy Company Inc.



However you choose to share your success, we will guide you through every step of the process.

See more case studies at: [www.ibm.com/cognos](http://www.ibm.com/cognos)

### Are you an IBM partner?

Do you have a great customer story? Joint marketing is an excellent way to promote a valued customer and showcase your success with that customer. It's an opportunity to celebrate your leadership.

### High-profile exposure

You can benefit from the active relationships IBM maintains with high-profile media outlets and industry analysts such as:

- Business Week
- AMR Research
- CFO and CIO Magazines
- Forrester Research
- Forbes
- Ventana Research
- Fortune
- Gartner
- New York Times
- Wall Street Journal

### How do I get started?

To participate in the IBM Cognos Performance Leaders Program, please contact us at: [plp@ca.ibm.com](mailto:plp@ca.ibm.com)



*“At IBM, our greatest achievement is your success.”*

Rob Ashe, General Manager,  
IBM Business Intelligence and Performance Management

Sign up for the program at: [plp@ca.ibm.com](mailto:plp@ca.ibm.com)

### 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.

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*“Being a part of the IBM Cognos Performance Leaders Program has given me the opportunity to share my Quiznos success story with others and gain valuable insight to best practices from other industry professionals.”*

Davis Shepherd  
Director of Financial Systems  
Quiznos

