



KOGNITIO VERTICAL SOLUTION PROVIDER (VSP) PROGRAM FACT SHEET

HIGHLIGHTS

Partners that specialize in one vertical market, whether it be retail, leisure, telecommunications, healthcare, government, insurance or utilities, are invited to become a Kognitio VSP. Kognitio is committed to providing a program that enhances a VSP's sales of WX₂ and increase their product knowledge. By enjoying a well-developed program, VSPs can: sell more services and training, shorten their sales cycle, increase revenues, and ultimately enjoy higher margins.

With its speed and agility, WX₂ enables VSPs to enhance their offerings in their specific vertical markets. For example, a retail-oriented basket analysis offering can now be run in real time, data audit services can be performed in a fraction of the time and telco call re-pricing and modelling can now occur on an iterative basis, easily and quickly.

Kognitio offers VSPs the opportunity to sell their solutions together with WX₂ as a license, as a fully-integrated data warehouse appliance, or through Data warehousing as a Service (DaaS), an innovative model where end-users can benefit from on-demand data analytics on a highly cost-effective utility basis. In all cases, Kognitio is dedicated to helping its VSPs grow their revenues and maximize their expertise in the BI/data warehousing market.

KEY BENEFITS

Offering Higher Margins

Kognitio's VSP program delivers the biggest discounts on the market. This means bigger margins for our VSPs.

Offering Investment Protection

With our lead registration program, Kognitio offers real protection from a VSP's competitors. If you uncover a potential opportunity for WX₂ (either as a license, an appliance or a DaaS contract), and register the opportunity with Kognitio, guarantee you sales support and will ensure that another partner does not register the same opportunity.

Working with the Fastest, most Scalable and Flexible Analytical Database – WX₂

Kognitio WX₂ is ideally positioned to help end users meet the new challenges that have arisen from the trends in the business intelligence and data analytics market. Leveraging these challenges, Kognitio VSPs are able to take advantage of the low TCO, scalability, flexibility and speed of the solution to shorten sales cycles and provide end users with their valuable professional services to implement the right analytics solution.

Working with DaaS – Data warehousing as a Service (DaaS)

The idea of offering end users data analytics or data warehousing as a service is growing in popularity, especially with SMEs and at the lower end of the Enterprise market. Through the Kognitio VSP program, partners can offer end users the power of the WX₂ database as a service on an on-demand basis. Consequently, VSPs will benefit from annuity-based revenues on an ongoing basis and can concurrently offer the power of DaaS to a large number of end users.



KEY FEATURES

Partnering with DaaS partners

Kognitio will provide the infrastructure for VSPs to deploy WX₂ and their solutions through DaaS, either via our Technology and Data Centers or via a third-party DaaS partner.

Lead Registration

Registering an opportunity guarantees Kognitio sales support and precludes other partners from registering that same opportunity. VSPs receive extra discounts on all registered leads when the sale is closed within a mutually agreed timeframe.

Presales Support

Kognitio's account managers and presales teams are available for presales support.

Technical Support

Kognitio offers comprehensive technical support for its WX₂ analytical database and DaaS implementations.

Leads

Kognitio is committed to providing VSPs with leads and opportunities generated through Kognitio marketing campaigns and joint marketing activities. Leads are distributed via the Kognitio VSP Manager.

Marketing Development Funds

Kognitio will make marketing development funds available to our VSPs to help drive new business.

Training/Certification

To promote a well-trained and technically proficient community of VSPs capable of representing Kognitio and the WX₂ solution to end user customers, our VSPs are encouraged to attend Kognitio's regular training classes.

Special Promotions

Kognitio will occasionally run special offers and promotions. These may include product promotions, special pricing and other incentives.

Secure VSP Site

Kognitio's secure partner site offers VSPs a one-stop-resource for all their product and marketing needs, as well as access to an online knowledgebase and technology FAQs.

REQUIREMENTS

Requirements to become a Kognitio Vertical Solution Provider (VSP).

	Kognitio VSP
Business	
Specialization in a Vertical Market	Yes
Minimum Annual Revenue Target	Yes
Application	Yes
Contract	Yes
Quarterly Business Plan	Yes
Quarterly Business Review	Yes
Marketing	
Quarterly Marketing Plan	Yes
Eligible for Kognitio Marketing Development Funds	Yes, subject to Quarterly Marketing Plan goals
Training/Support	
Number of Certified Sales Professionals	1
Number of Certified Technical Professionals	1