

# Expert System Partner Program

---

Expert System's Partner Program offers to System Integrators, Consulting Firms and Software Vendors the opportunity to increase their revenue and profitability by leveraging the power of the most advanced semantic technology in the market.

Through our partnership program, we work with you to build early and long-lasting business success and provide you with access to the technology, the tools and the required training to provide your enterprise and government customers with advanced knowledge management, customer care, and corporate and security intelligence solutions.

Expert System has been included in Gartner's 2007 Information Access Technology Magic Quadrant and was named by leading industry analysts *as one of the top ten IT companies to track in 2008 and 2009*.

To become a partner please send an email to [partnership@expertsystem.it](mailto:partnership@expertsystem.it)

---

## Benefits of partnering with Expert System

Becoming a partner of Expert System allows you to gain many advantages:

### Access to a Rapidly Growing Market

Analyst group Gartner identified semantics among the top 10 disruptive technologies that will change the world over the next five years (Gartner, May 2008). Semantic technologies are spreading out and penetrating into all areas of information and communications technology, all economic sectors, and most categories of application.

Both consumer-internet and enterprise-oriented investments in semantic technology will increase significantly through the end of the decade (Semantic Wave 2008 Report).

### Potential to Up-sell to Customer Base

While most organizations have already invested heavily in developing systems (ERP, BI, CRM) to manage structured information, they've barely started to unlock the value in unstructured information even though that value is widely recognized.

As a result, enriching the offer with applications and solutions in this area can provide any system integrators or consulting organizations with significant opportunities to up-sell to its customer base.

### Leveraging Expertise on Vertical Processes

Cogito will provide you with all the tools to develop applications to enable your customers to effectively and efficiently manage their growing base of unstructured information, leveraging your expertise on specific business processes or your knowledge of their organizations and their way of doing business.

## Benefits for customers

Cogito semantic technology benefits customers by

- increasing the efficiency and precision of searches and automatic information retrieval and classification beyond the level of current generation software;
- effectively identifying and accessing strategically relevant information (internal and external);
- enhancing customer service activities and user experience through a multi-channel (sms, email, and web), self-help solution.

**COGITO®**

## How Expert System supports Partners

We offer a comprehensive set of support service:

Discounted licenses

Commercial and technical start-up: commercial training on products, technologies, best practices, selling strategies, competitor analysis and live demonstration of technologies.

Marketing support: marketing collaterals including brochures and case studies from a range of commercial and government sectors, on and off line demonstrations.

Pre sales and sales assistance: training and documentation, consulting, collaboration and advanced customization on projects and prototypes.

Post-sales assistance: consulting, support and documentation.

Advanced sales training – Commercial support: area reserved for Partners on Expert System's web site, brochure and CD, periodical business review.

Technical training: core technology and solutions, integration of systems (SW installation, HW configuration), on the job training, documentation (user, reference, API manuals, etc.).

## Tools & Products

We offer our partners the possibility to resell our complete line of products and to make available to them, the Cogito Semantic Intelligence Management System (SIMS), the first advanced linguistic SDK directed to OEM customers and system integrators.

Our products, based on the patent pending semantic technology Cogito, enable companies to retrieve and leverage strategic information more effectively and streamline communication with their customers, as many of our current users will testify.

**Cogito SIMS** is designed to develop applications to find, organize, select and correlate with accuracy and a high level of quality unstructured data coming from different sources.

**Cogito Semantic Search** overcomes the limits of traditional keyword search engines and provides a new intelligent way to effectively search for information.

**Cogito Categorizer** helps you to maintain order of the fast growing amount of documents, news and emails you manage everyday, classifying them according to their content and your criteria.

**Cogito Discover** tags, extracts and normalizes automatically the most relevant data contained in any type of text, whether it be structured or unstructured.

**Cogito Monitor** enables you to make informed strategic decisions by monitoring and analyzing opinions and other weak signals available on the web.

**Cogito Focus** increases the value of your business through the search, analysis and correlation of strategic information available inside or outside a company's intranet.

**Cogito Contact** enhances customer service activities and streamlines user experience through a multi-channel (sms, email, and web), self-help solution.

**Cogito Intelligence Platform** supports analysts in the most advanced Intelligence processes of collection, processing, analysis and dissemination of information.



[www.expertsystem.net](http://www.expertsystem.net)