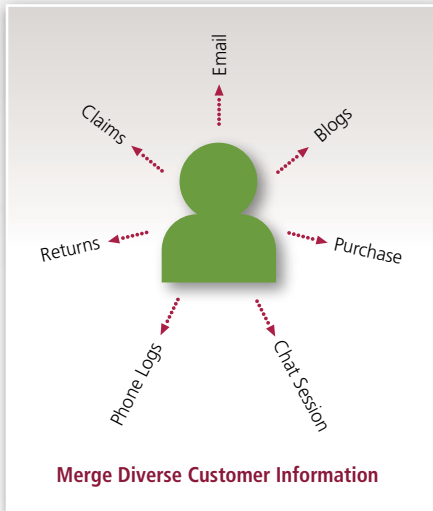


## Your Pass Key to Partnering Success: Clarabridge Partners Program



Ensuring your clients' success through effective customer experience management is always top of mind. Now imagine taking that effectiveness to the next level. Imagine unlocking for your clients a much broader and deeper set of critical insights about their market's current attitudes. With Clarabridge as your partner, you can.

As the industry's leading provider of text mining, Clarabridge offers you the means to quickly differentiate your own products and services—and bring even greater value to your clients. By incorporating the Clarabridge Content Mining Platform™ into your own solution, you and your clients can gain unprecedented access to a full spectrum of customer feedback found in any unstructured text sources (call center notes, survey verbatims, emails, Web content, and more), converted and compiled into highly valuable customer insight.

### PARTNER WITH CLARABRIDGE AND:

- ▶ Differentiate your products and services by integrating Clarabridge™ products into your solutions.
- ▶ Access new market segments by offering compelling new products and approaches.
- ▶ Expand existing business intelligence services to leverage unstructured data and broader use.
- ▶ Deliver world-class services to customers who are at the forefront of an emerging trend in business intelligence.

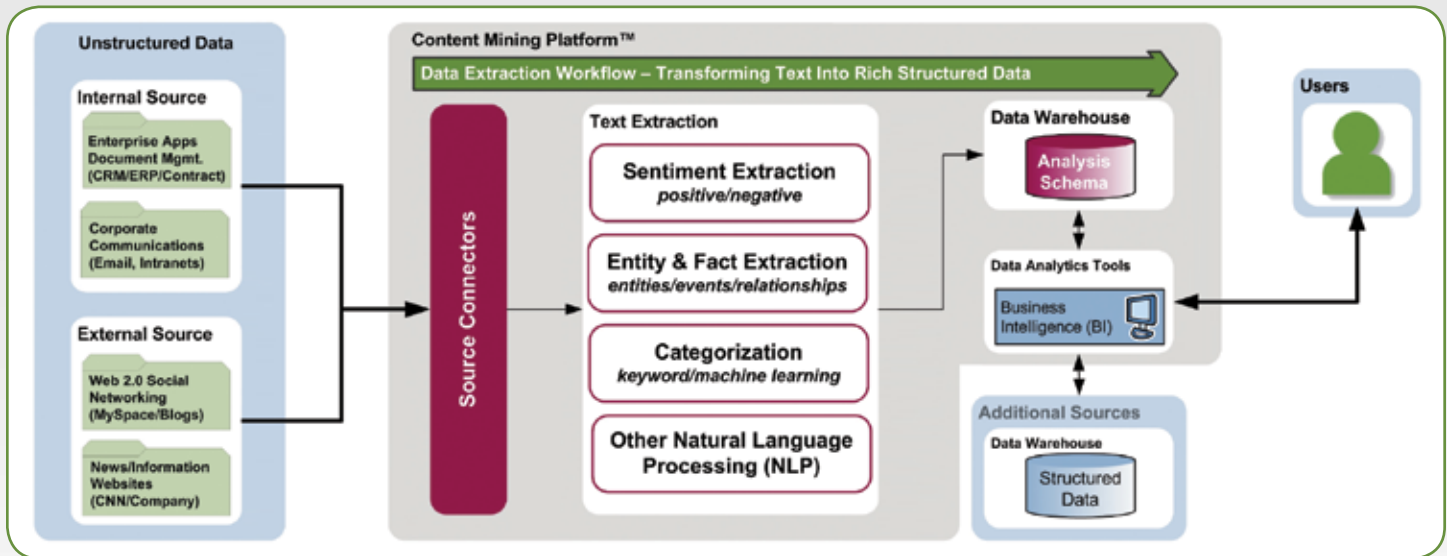
### WHY CLARABRIDGE?

With many years invested in the Clarabridge™ solution, we're simply the most qualified company to be your partner. We offer the only proven solution capable of fully integrating with all existing business intelligence (BI) tools. This not only allows you to leverage existing best-of-breed tools in any combination, but also enables you to achieve faster implementation times, greater cost-effectiveness, and an accelerated ROI. What's more, with our strong reputation financial backing, board advisors, and partnerships, you're assured that our software will continue to evolve to meet your emerging demands.

### A TRACK RECORD OF RESULTS

Since our founding by a team of BI professionals with decades of industry experience, Clarabridge has achieved impressive results for a number of top clients. **Typically, we serve Fortune 1000, \$1B+ companies that are seeking to improve customer experience and to make better business decisions through competitive intelligence.**

To date, such clients have included a most admired software producer, a large customer-oriented financial institution, a global marketing agency, a large research hospital, a pharmaceutical manufacturer, a large oversight agency, a video game publisher, a large insurance agency, and more.



### SHARING YOUR PASSION FOR SUCCESS

At Clarabridge, we develop long-term relationships with established and emerging companies that share our passion for success—by creating collaborative opportunities that drive new improvements in customer experience management. Over time, such partnerships provide a win-win for all involved, spurring innovation and growth.

**Technology Partners.** ISVs, BI vendors, survey firms, and speech analytics companies are leading providers of software and services that complement Clarabridge's solutions. By leveraging their product capabilities with Clarabridge technology, they can maximize their investment while offering greater results to customers.

**Market Research Firms.** These partners combine their leading research, consulting and analytical skills with Clarabridge's text mining and analysis reporting capabilities, creating a springboard for enhanced marketing services and deeper consumer insight to share with clients.

**BPO/Contact Center Providers.** These partners work closely with Clarabridge to improve the efficiencies of their operations and to enhance their overall services by capturing and reporting on interactions with customers at contact centers.

**System Integrators.** Our SI partners range from larger international consulting companies to smaller 'boutique' firms. Recognizing Clarabridge as a trusted partner, these firms will recommend our solutions as a means of enhancing the overall mix of consulting, integration and implementation services provided for clients.

**Enterprise Search Providers.** These partners turn to Clarabridge to help them connect with various Business Intelligence (BI) Systems across a client's enterprise. By bundling our BI Search solution within their OEM, these providers can extend their marketed enterprise search capabilities to include a greater range of sources for comprehensive reports.

**Please contact our Alliances team at 703.663.2500, or by e-mail at [partners@clarabridge.com](mailto:partners@clarabridge.com) for further details and to become a Clarabridge Partner.**

### ABOUT CLARABRIDGE

Clarabridge enables Fortune 1000 customers to transform text into valuable information to improve market research, customer care, product development, quality assurance, and risk management. Clarabridge's award-winning software links the worlds of text analysis, search and business intelligence (BI) to enable enterprises to more quickly and intuitively leverage all of their data—internal and external, structured and unstructured—to make better business decisions. Clarabridge's Content Mining Platform™ is the first text-mining solution to work seamlessly with standard BI applications, tools and techniques, and Clarabridge delivers the industry's only hosted text-analysis solution with its Content Mining Service™.

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