



RELAYWARE OPENS NORTH AMERICAN OPERATIONS TO DRIVE PARTNER RELATIONSHIP MANAGEMENT MARKET

New Silicon Valley Headquarters Serve as Springboard to Deliver Leading Cloud-Based PRM Platform to US Companies that Rely on Indirect Sales Models to Drive Business

Redwood Shores, CA.—July 20, 2010—[RelayWare](#), a global provider of cloud-based Partner Relationship Management (PRM) software, today announced the opening of its North American Operations in Silicon Valley. Building on 13 years of success in the UK market, RelayWare’s US headquarters will help the company meet the growing demand for a comprehensive partner management solution that automates and administrates every conceivable program deliverable. The opening coincides with the release of a significant upgrade to the company’s Sales Opportunity Manager, a key module within its leading PRM platform (see accompanying release, titled “RelayWare Releases Significant Upgrade to Partner Relationship Management (PRM) Platform”).

According to a leading research firm, sales of 80% of some of the key product categories in the information and communication technologies sector will be fulfilled by indirect sales channels by 2012. Yet there is a pervasive lack of understanding within organizations of channel performance and how to optimize it. A surprising number of companies are unable to immediately identify their best performing partners, or the percentage of revenue any particular partner represents much less take steps to influence their selling behaviour. While the merits of Customer Relationship Management (CRM) have been widely accepted, there remains a large market opportunity for specialized solutions built from the outset for PRM.

RelayWare’s PRM solution provides vendors a competitive edge with granular partner management tools that support virtually every step of managing a channel program, including: partner marketing communications; selection; segmentation and recruitment; training and enablement; lead management; deal registration; incentives and promotions; market development funds and co-op marketing and much more. As organizations continue to shift strategic focus to an indirect sales model to reduce cost and increase sales leverage through enhanced partnering strategies, the ability to manage the complexities associated with this go-to-market strategy is essential. RelayWare’s easy-to-use PRM system provides visibility and insight into the sales process and enables organizations to grow and improve markets by uncovering significant missed revenue opportunities within the channel.

RelayWare’s secure, scalable system meets the needs of enterprises of all sizes, from global corporations to smaller, regional organizations. By improving a vendor’s ability to recruit, engage with and manage their network of partners, RelayWare reduces the cost of

channel operations and cultivates partner loyalty, delivering competitive advantage, driving incremental sales and increasing profitability. RelayWare is a modular application available as a complete PRM suite or as standalone applications or modules.

“The downturn in the economy has forced many companies to trim margins and cut costs even further. In this environment, indirect sales channels with their inherent cost efficiencies and market reach have become even more important. As we emerge from the recession, progressive business leaders are seeking to gain a competitive advantage through channel advocacy and leadership.” said Mike Morgan. “RelayWare PRM software is a comprehensive and unique solution that has successfully changed the way businesses interact with the channel for over a decade. Our existing US deployments are thriving and we look forward to the many opportunities in North America as the only specialized software provider, purpose-built to deliver end-to-end PRM solutions.”

About RelayWare

RelayWare is a global provider of Partner Relationship Management (PRM) solutions. Our cloud-based software helps companies optimize partner performance and maximize indirect sales. Going far beyond CRM offerings with add-on features that claim to manage partners, RelayWare combines leading software in its 13th year and 8th generation – purpose built for PRM – with many years of domain expertise to deliver a comprehensive and unique solution to Fortune 1000 companies worldwide. RelayWare provides organizations with a secure scalable system that manages millions of customers, over 300,000 partners worldwide and in 34 languages. By improving a vendor’s ability to recruit, engage with and manage their network of partners, RelayWare reduces the cost of channel operations and cultivates partner loyalty, gaining competitive advantage, driving incremental sales and increasing profitability. For more information visit:

www.relayware.com.

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