



**RELAYWARE RELEASES SIGNIFICANT UPGRADE TO PARTNER
RELATIONSHIP MANAGEMENT (PRM) PLATFORM**

*Enhancements to Sales Opportunity Management Module Deliver Demand Generation
ROI for Vendors with Indirect Sales Channels*

Redwood Shores, CA.—July 20, 2010—[RelayWare](#), a global provider of cloud-based Partner Relationship Management (PRM) software, today released a significant upgrade to its Sales Opportunity Manager, a key module within RelayWare’s industry-leading PRM platform. The upgrade includes enhanced lead and pipeline management, deal registration and added support for partner-driven software license renewal management, providing companies that rely on channel sales with a powerful solution for recruiting, engaging and managing their extensive network of partners. RelayWare also announced today that it has established U.S headquarters in the heart of Silicon Valley to drive growth in this critical market (see accompanying release, titled “[RelayWare Opens North American Operations to Drive Partner Relationship Management](#)”).

Virtually every company relies on an indirect channel to drive sales yet few have the necessary tools or systems in place to measure and analyze overall program performance or that of its individual partners, nor the ability to determine the value of investing in indirect versus direct sales. Traditional approaches such as spreadsheets or retrofitting legacy CRM software do not address this mounting pain point. RelayWare’s cloud-based PRM platform bridges this market gap by helping companies optimize partner performance and maximize indirect sales through a broad range of sales, marketing, operations and reporting tools within an integrated partner portal.

The enhanced version of RelayWare Sales Opportunity Manager module extends the power of the company’s PRM system by establishing a closed loop between customer demand generation campaigns, resulting sales leads, qualified opportunities and the distribution of sales opportunities to a company’s channel. Placed squarely in the driver’s seat, partners now have the ability to self-administer leads online via the vendor’s partner portal, enabling full tracking of the lead through to closure accompanied by detailed reporting. Partners can also register and manage sales opportunities or ‘deals’ via the portal. The Sales Opportunity Management module supports vendor approval workflow, tracking and reporting.

“Panda Security considers collaborative sales and marketing to be a key component of our worldwide partner program,” said Bruno Rodriguez Calvo, Panda’s worldwide business development & channel director. “The capability to efficiently handle lead management, deal registration and especially software license renewal is fundamental to our success and that of our partners. We selected RelayWare as our global partner management platform to automate and web-enable these key processes.”

Additional new features in Sales Opportunity Management include:

- *Software license renewal management*: Software vendors lose substantial repeat business every year through failure on their part or their partners to renew expiring licenses. RelayWare automates the process by notifying partners in advance of pending license approvals in their customer base and empowers them to lead the renewal process.
- *Multi-tier deal registration approval workflow* keeps the vendor in control of and better able to address channel conflict, incumbency control and rewards management.
- *Time triggered workflow* enforces partner compliance with deadlines and vendor policy, and ensures rapid response to customer issues, resulting in greater satisfaction.

RelayWare PRM Modules

RelayWare's secure, scalable PRM 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, gaining competitive advantage, driving incremental sales and increasing profitability.

“Vendors invest billions of dollars every year in generating demand from their customers but for those with indirect sales channels, it is almost impossible to attribute customer acquisition and actual sales to marketing spend. RelayWare provides a physical linkage between the two for our customers,” said Mike Morgan, CEO of RelayWare, Inc. “With our new license renewal functionality, software vendors can ensure that partners are advised well in advance of customer license expiration and are firmly encouraged to reengage with the customer and drive the renewal. The impact on customer retention and recurring revenue will be huge.”

RelayWare is a modular in design, available as [a complete PRM suite](#) or as standalone applications or modules. Additional modules include:

- **Content and Partner Portal Manager**—Builds and maintains portals that provide partner networks or ‘indirect channel’ partners with the information, tools, resources and support to sell, drive and monitor channel interaction.
- **Partner Account Manager**—A comprehensive set of sales force automation tools for use by account managers, sales management and other members of the team who need to access and modify partner records, view contact information and contact histories, assign and action tasks and much more.

- **Communications Manager**—Manages inbound and outbound web, email, phone and paper-based campaigns for partners and customers. It dynamically delivers targeted information to predefined campaign lists and measures the results so that future actions can be modified accordingly. Communications Manager reduces the cost of communicating with your channel by making it easier to define and execute connected communication with targeted audiences. It also provides the functionality to measure campaign results so that future campaigns can be more effective.
- **Training Manager**—Manages the entire channel training and development program, from registration and curriculum alignment to the delivery of rich media training content and tracking of individual training attendance and performance. The Training Manager module serves to ensure that your channel is always up-to-speed with the latest developments and empowered to sell.

For the complete set of RelayWare modules, please visit RelayWare's [website](#).

Availability and Pricing

RelayWare's Sales Opportunity Manager is available immediately for new and existing customers. For further information, please contact RelayWare at (650) 632-4520 or fill out the [online contact form](#).

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, delivering competitive advantage, driving incremental sales and increasing profitability. For more information visit:

www.relayware.com.

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