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**Amazon Consulting Announces Enhancements to their PartnerPath Family of Partner Collaboration Solutions**

*Customer Renewals and Solutions Directory are Newest Additions to Innovative Technology Offerings from Partnership Experts*

**Mountain View, Calif., Thursday, June 21, 2007** - Amazon Consulting, the leader in helping technology companies design, implement and automate their partner programs, this week announced several significant additions to their PartnerPath family of partner collaboration technology.

The new PartnerPath Solutions Directory enables technology vendors to more effectively engage their developer and ISV communities. The solution provides an online venue for partners to showcase their complimentary solution offerings, both to customers and each other. The tool encourages a solution-oriented sales approach, improving partner collaboration, revenue generation and overall customer satisfaction. A lead manufacturer in the mobile computing industry recently deployed the PartnerPath Solutions Directory to promote solutions offered by their developer community. The directory has been well received by the community and customers and is being well adopted.

The PartnerPath Customer Renewal Solution addresses a widespread challenge in the vendor community by simplifying the process of renewing product licenses, and maintenance and support agreements through channel partners. By automating a vendor's unique business processes through configurable workflows, the PartnerPath Customer Renewal Solution allows vendors to more effectively assign and track renewal opportunities, providing partners better lead time and the capability to more effectively close renewals. This improves partner revenue generation, satisfaction and loyalty while reducing channel conflict around renewals.

Diane Krakora, President and CEO of Amazon Consulting, believes that the time has come to formally address these mission critical aspects of partnering, "By offering vendors cost-effective ways to automate and scale their customer renewal processes and easily publish solutions directories we are enabling their overall partner collaboration capabilities."

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Additional enhancements to the PartnerPath platform include enhanced system security and tools to more effectively manage security groups and roles. The addition of a system content editor provides the ability to self-administer system content, allowing those running multiple languages to more easily manage the translation process. Finally, a new tool has been added to simplify the administration of global system deployments, giving administrators the ability to configure sales regions and geographies to match their unique business processes.

### **About Amazon Consulting LLC**

Amazon Consulting, LLC is wholly dedicated to helping organizations in the technology industry to increase profitability by effectively developing and leveraging their partnerships. To learn more about Amazon Consulting or PartnerPath solutions, please visit [www.amazonconsulting.com/partnerpath](http://www.amazonconsulting.com/partnerpath)

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