



## **Amazon Consulting Releases Multi-language Version of Popular PartnerPath® Solutions**

*Established thought leader in technology channels advances partner program automation by offering new suite of individual automated solutions in localized languages.*

Mountain View, CA, November 01, 2006 --(PR.com)-- Amazon Consulting, a leader in working with technology companies to increase profitability through partnerships, announced today that their popular PartnerPath® Solutions are now available in a new multi-language platform enabling content to be presented in several localized languages: English, French, German, Traditional and Simplified Chinese, Japanese and Korean. Earlier this year, Amazon Consulting launched PartnerPath®, the industry's first Partner Management Automation (PMA®) portal solution designed to enable resellers and influencers of IT products and services to work more effectively with technology providers and manufacturers.

The PartnerPath® family of solutions consists of a highly customizable suite of hosted applications that alleviate the burden of deploying a packaged software solution, of developing a one-off customized portal solution in-house, or the investment of retrofitting a cumbersome partner relationship management (PRM) system. Each PartnerPath® solution individually addresses the most critical aspects of managing partner programs. Solutions include a highly customizable Resource Center, Partner Profile Manager, Opportunity Management System, MDF Manager, Contracts and Renewal Manager and Product Request Solution. PartnerPath solutions are secure, scalable and easily integrated with leading CRM, SFA and ERP applications. All solutions include a customizable portal front-end and a feature rich database which may be utilized as a central partner database or as an extension of any existing system.

Users of PartnerPath solutions include some of technology's most forward-thinking companies including Mercury, OpsWare and Phoenix Technologies. Both internal and external users have been pleased with the system's capabilities. Martin Burke, Executive Vice President of Spectrum Systems, Inc. and a user of Mercury's PartnerPath solution remarks, "We use their portal extensively and it is very helpful to us, especially for...opportunity registration management." Phoenix Technologies recently went live with several PartnerPath solutions globally in seven different localized languages. Marianne Carter, Director of Global and Channel Programs at Phoenix Technologies said, "It was critical to the success of our alliance program globally that we communicate with partners in their native languages. Amazon Consulting's PartnerPath allowed us to meet this need in an easy to implement, cost-effective manner."

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### **About Amazon Consulting, LLC**

Amazon Consulting, LLC is a consulting firm based in the Silicon Valley, California wholly dedicated to helping organizations in the technology industry to increase profitability by effectively developing and leveraging their partnerships. Amazon Consulting answers the broadest level of needs, designing and implementing programs that support their clients channel and alliance strategies. Amazon Consulting services range from channel intelligence and program development to partnering operations and technology tools and services. To learn more about Amazon Consulting or PartnerPath solutions, please



visit [www.amazonconsulting.com/partnerpath](http://www.amazonconsulting.com/partnerpath).

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