

an



Part of the CMP Channel Group

var Business

HOME AWARDS CONTACT ABOUT US SITE MAP

- ChannelWeb Network
- Events
- NetSeminars
- Research
- Tools and Services
- Newsletters
- Subscriptions
- Hot Topics

STRATEGIC INSIGHT FOR TECHNOLOGY INTEGRATORS

Search GO

[Research](#) |
 [Technology Solutions](#) |
 [Strategy](#) |
 [Customer](#) |
 [VARBusiness 500](#) |
 [Government VAR](#)

[Technology Home](#) |
 [Tech Innovators](#) |
 [Linux Business Partner](#) |
 [State of Software](#)

[FINDCHANNEL](#)

ChannelWave Readies PRM Release

By **Barbara Darrow, CRN**
CRNBoston
, Wed. Sep. 04, 2002

While the weak economy may not exactly be a boon to partner relationship management, it may not be the worst thing for it either.

PRM pioneer ChannelWave is prepping its next major release to ship late this year, adding tools to help vendors and partners better deal with co-op advertising and marketing funds.

"This is a \$50 billion-plus heartache every year," said Drew Williams, vice president of marketing at ChannelWave, Cambridge, Mass. "It's a disaster trying to figure out co-op in local markets. Typically, for every dollar spent, the vendor will refund, say, 50 cents. This system is ripe for abuse. . . . We'll provide a tool that helps manage that process."

In theory, PRM systems make distribution relationships more efficient by facilitating lead referrals, ordering, invoicing, billing and even payment, PRM proponents say. These are not bad things in a world of lengthening buying cycles and shrinking IT budgets. Ideally, such systems also alert the vendor to problems in the process, enabling a company to work with partners to remedy failing promotions, for example.

Diane Krakora, principal and founder of Amazon Consulting, a Mountain View, Calif.-based consultancy specializing in channel issues, said companies are slowly buying into PRM, and are taking a modular approach. "That's why [ChannelWave President] Chris Heidelberger is brilliant, he says, 'Buy the cup of tea, don't try to boil the ocean.' Everyone else is trying to sell the big suite," she said.

▼ advertisement

The key to PRM success is getting people to actually use the technology, to input data and use the system as both a repository and a resource. Partners will, in fact, use anything that puts money in their pockets, Williams said. "Right now, when a partner files a [co-op] claim to, say, IBM, it can take eight to 12 weeks

- Discuss this article
- E-mail this article
- Print this article
- Link/reprint this article

Click here to download
"Maximum Profit:
Increasing Lifetime
Value of Accounting
Software Customers"

SAGE ACCPAC

Breaking News

- ▶ Busy Week For Symantec In SMB, Services
- ▶ Apple Names Cook COO
- ▶ Strategic Computer Solutions Acquires IBM Partner
- ▶ VARs Say Vendor Mergers Progressing Well
- ▶ Yahoo Eyes AOL
- ▶ CA Sharpens Protection Suites For SMBs
- ▶ AMD Expands Capacity With New Fab
- ▶ Microsoft Makes Its Move

Search

Search for more news about...

▶ **ChannelWave Software**

ENCYCLOPEDIA
Definitions for more than 20,000 IT terms:

[Encyclopedia Home](#)

to get the money. . . . This tool will cut that turnaround time," he said.

Also new to ChannelWave 6 will be support for wireless devices and desktop synchronization. "If a partner does a lot of work in [Microsoft] Excel, we

have to make it easy for him to get that data into the system to avoid double-keying. We'll have tools to very easily export Excel files into the system," Williams said. The company is also working to strengthen metrics and reporting tools.

Williams said the new release will bolster ChannelWave's "dashboard" view of channel activity. "If the vendor can go into the database and see which partners are not doing as well as others, maybe one is doing a great bundling promotion, the vendor can target a campaign to get other partners going. I can fire off an e-mail campaign suggesting actions that might earn a lagging partner an additional five points," he said.

Nik Nesbitt, managing partner at MarketRace, a Denver-based integrator and PRM consultant, said ChannelWave has done a good job motivating partners to use the technology.

"If you use this as your way of communicating with partners, that's where they go to get all their information. . . . We strive to create a partner portal, so if people are required to go through training and certification, they go to that portal, for leads they go to that portal. You get them out of the binders-and-paperclip mentality," Nesbitt said.

Other PRM vendors are not standing still. Comergent, Palo, Alto, Calif., recently updated its PRM lineup with an online price-negotiation tool and updated dashboard. An interactive parts catalog feature lets users view graphical representations of products and drill down to get their pricing/availability.

Both Comergent and Channelwave base their modular offerings on J2EE.

TalkBack

You can be the first to comment on this story!

[Start a New Thread](#)



- IP Com sales rely on making the business case, not just cost savings, says report
- Add a Job Posting...
- XChange OnDemand - Sponsored by Microsoft
- Intel - Helping you compete...
- Get a FREE Tape Drive Selector Tool from Quantum!
- Do System Builders Distrust Dell?
- Join the Channel's Elite. IPED's Channel Elite MBA. Now Accepting Applications

CHANNELWEB PRODUCT SOURCE (Sponsored Links)

[Win More Government Business - INPUT Free Trial](#)

Track thousands of government technology contracting opportunities from pre-RFP to post-award. Benchmark labor rates, monitor task orders, and access agency contacts, profiles & market analysis. 1,000 companies rely on INPUT. Get a Free Trial.

[Level Platforms Managed Services Software for VARs](#)

Why has Managed Workplace become the new software standard for VARs providing proactive managed services to SMBs? \$300 gets you 5 customer licenses and our comprehensive MSP Now! training program for immediate profits and happier customers!

[GroundWork--Open Source Network Monitoring](#)

Low-cost purchase and deployment, unrivaled flexibility, proven service and support, unmatched simplicity, and no vendor lock in. Tap into GroundWork's open source solution for IT monitoring.

[Risk Free VoIP](#)

Find out how Quintum's channel partner program benefits value-added resellers. Profit from VoIP products that bring reliability and voice clarity of public telephone networks to Internet telephony!

[Refurbished and Used Networking Equipment](#)

Network Liquidators sells refurbished and used networking equipment for up to 95% off list, with a 1 year warranty.

We buy and sell top brands like Cisco, Extreme, Foundry, and more. Call us for best pricing.

[Buy a Link Now](#)



[Media Kits](#) | [Privacy Statement](#) | [California Privacy Rights](#) | [Copyright © 2005 CMP Media LLC](#) | [Terms of Service](#)



GovernmentVAR