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PRESS RELEASE



Amazon Consulting, LLC announces availability of new Partner Management Automation® technology

Established thought leader in partnership consulting creates PartnerPath®, a platform for engaging and enabling partners

Mountain View, Calif., May 25, 2006 - Amazon Consulting, a leader in working with technology companies to increase profitability through partnerships, announced today a platform for automating partnership management, PartnerPath®. After eight years of working with clients to effectively develop and leverage their partnerships, Amazon Consulting has developed 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. PartnerPath® leverages hundreds of client engagements completed by Amazon Consulting and represents the collective best practices from working with the industry's leading IT organizations to optimize their partner relationships. PartnerPath® is a modular web services platform that vendors can turn on quickly and scale as their partner programs grow in scope and maturity. It is the industry's first portal solution designed specifically with partners in mind. PartnerPath takes partners from enrollment all the way to reward with an easy-to-use interface and a complete set of business tools specifically designed for third-party business allies.

PartnerPath® includes a rich set of user features including self-service partner registration and profiling. For vendors, the software alleviates the burden of developing a one-off customized portal solution in-house, or the investment of retrofitting a partner relationship management solution (PRM) to their own processes and workflows. PartnerPath® includes tools for handling opportunity or deal registration, managing MDF programs and incentives, and creating a robust partner directory. The solution includes a feature rich database which may be utilized as a central partner database or as an extension of any existing system such as Salesforce.com.

"Over the past several years we've seen our clients struggle with complicated and costly partner portal solutions that were ineffective or ill-equipped at engaging partners," said Diane Krakora, Amazon Consulting's President and CEO. "Partner program management has many unique requirements and most existing solutions simply lack the functionality and domain-expertise required to address those needs in a customized and cost-effective manner."

Current Amazon Consulting clients that have experienced impressive results from their PartnerPath implementations include companies like Phoenix Technologies and Mercury. "Amazon Consulting thoroughly understood our partner program and effectively implemented a world-class partner portal because they understood our needs, culture and our partners," remarks Harry Gould, VP of Alliances at Mercury. Kathy Freeman, Senior Director of Global Field Marketing from Phoenix Technologies Ltd. was also pleased with their choice and said, "We selected PartnerPath for its rapid-implementation time and modular approach which allows us to provide additional functionality to partners as we continue to mature our program."

The PartnerPath solution is generally available in English with integrations available with Salesforce.com and Siebel. Multi-language capabilities will be available in the Fall of 2006.

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, please visit their website at www.amazonconsulting.com.

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