

06/07/2012 - purechannelapps™ announces the launch of newsondemand

BATTLE, UNITED KINGDOM, 6th July, 2012 – purechannelapps™ announces the launch of newsondemand, the unique online tool that gives partners control over their suppliers' communication preferences.

newsondemand represents the second major launch by purechannelapps, the company that helps vendors to drive channel business through intelligence-based partner-centric online tools and portals.

newsondemand, which can be integrated into partner portals or delivered as a standalone tool, enables partners to set their own communications preferences via a simple online dashboard. It allows partners to select the category of news they want to receive – relating to which products or solutions they sell, and also to choose how frequently they would like to receive relevant news by type of content. For instance, a security partner could choose to receive news on MAC security threat reports instantly and as soon as it is issued by the vendor, but to receive news on PC security case studies fortnightly.

"Over the last two years we have seen a dramatic shift in the way partners want to be communicated with," commented Olivier Choron, CEO and Founder of purechannelapps. "According to our research, more and more channel partners want the choice to receive news and alerts on their own terms. They want to be able to receive vendor news how they want, whenever they want it. They certainly do not desire untargeted one-for-all news every five minutes."

purechannelapps believes that email is still the best mechanism to help vendors to communicate with their channels, but advocates that there are significant benefits to be gained by giving partners the choice. With this revolutionary tool, vendors can create a piece of content, tag it as relevant to a certain group of partners, feed it into newsondemand and it will reach just those partners that want it, when they want it.

"Vendors we are speaking to require the ability to dynamically deliver timely, customised news to partners that wish to receive it. But they currently cannot do this cost-effectively as every version-language-country combination requires its own HTML newsletters. With newsondemand, the creation of the newsletters is dynamic and therefore the costs are reduced dramatically, whilst the penetration of messaging increase because it is now more relevant to the audience," added Choron. "newsondemand still gives vendors the flexibility to include critical news to all partners, but the vast majority they now receive is at their own request. newsondemand also helps vendors to address the huge challenge of keeping email databases up to date. In essence, they don't need to worry about this problem anymore because partners keep their own information up to date," he added.

newsondemand will officially be launched via a webinar organised by Baptie – the channel focused community for senior executives working in the IT and Telco Industry – on 12th July. Registration for the event is available here <https://www1.gotomeeting.com/register/510920840>

"We are delighted to see that vendors are now prepared to step back from en-masse untargeted partner communications, and truly give their partners what they have been asking for – choice," concluded Choron.

About purechannelapps:

purechannelapps Limited delivers innovative, revolutionary and channel-focused web- and app-based solutions that help vendors – be it hardware manufacturers, software editors or other suppliers – better influence and

collaborate with their channel partners and intermediaries. purechannelapps' motto is to simplify many of the vendor-to-partners business processes found in complex channel eco-systems and to increase vendor profitability. For additional information, visit www.purechannelapps.com.