22/08/2012 - LogicBay partners with purechannelapps to provide socialondemand

BATTLE, UNITED KINGDOM - LogicBay Corporation, a leading provider of Partner Relationship Management (PRM) solutions and the cloud-based Performance Center™ partner portal technology used for supporting and enabling distribution channels, announces a partnership with purechannelapps™ to offer the socialondemand® product suite. With socialondemand®, manufacturers can help their channel partners influence their end-user decision makers by automating content syndication... all in real-time and without having to manually sign in to their social media accounts!

What if your partners could publish your content directly to their customers via Facebook, LinkedIn and Twitter... all in real-time and with targeted posts?

Now they can! With socialondemand® - a unique web-based solution now available from LogicBay, your partners can select and publish your relevant end-user content to their social media accounts instantly. Give your partners and in turn their end-user customers the high-value content you produce... all in real-time! Typically, manufacturers have too much content and the struggle is delivering it to the entire channel ecosystem including end-users efficiently. Yet conversely your partners don't have enough content and invariably lack the time to create it.

This imbalance of social media activity between you and your channel partners represents an opportunity. With socialondemand®, not only can you reach customers more effectively, but you can close the loop on the 'decision making journey' a buyer takes. By enabling your channel partners to transparently leverage your 'high-value' content, you are giving them the information, knowledge and perception they need to influence and impact more customers and prospects.

With socialondemand®, your partners will be in a position to better represent you in the market place! With socialondemand®, you can easily input and categorize Social Media content and also make it only available to certain partners, in certain territories at certain times. But, ultimately, it's your partners who have full control! Solutions Overview:

- Web-based hosted solution
- Multi-lingual capability and fully customizable
- Easy to set-up and manage
- Full reporting (for partners, posts, documents, social media accounts, followers, likes, etc.)
- Upload documents and create short links
- Integrates with all major social media networks
- Easy to publish and deliver real-time content

Key features include:

- Set up accounts in minutes with a simple registration process for vendors and partners alike
- Create posts, upload documents and generate short urls to link to documents
- Offer a 'publish automatically' option that requires no partner intervention
- Enable your partners to edit/ reject/ publish/ re-assign content
- Make it easy for partners to link their social media accounts

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- Brand the partner portal with your logo, amend website copy, or set styling themes

- Localize all the pages, buttons and automated emails in any language

- Customize the post categories, post targets and sales territories

- Allow partners to select preferences so they only receive relevant content

Give your partners the power to extend their social media reach with your content via socialondemand®.
About LogicBay:

LogicBay provides technology-enabled Partner Relationship Management (PRM) solutions and the cloud-based Performance Center™ partner portal technology enabling organizations to support, develop and manage their channel partner networks. Performance Center™ technology focuses on the key elements of partner engagement, including collaboration, marketing/communications effectiveness, training/certification, and performance management. LogicBay deploys powerful on-line communities that empower and enable companies to sell and service products more effectively in a channel setting. For additional information, visit http://www.logicbay.com.

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 http://www.purechannelapps.com.