



WITH CHANNEL EDITOR BRIAN SHERMAN

## *Connecting To Your Business Partners Just Got Easier*

(New York) — Do you have difficulty staying connected with your clients and suppliers while focusing on all the needs of your business? Analog Method, a Web development company, has introduced Channeltivity, an extranet solution targeted at small to medium businesses (SMBs) that are managing customer programs. This product allows customers, distributors, and partners to share information through a Web interface, document library, and reporting system. VARs can use it to provide Web access to information needed by their clients to make the correct solution decisions.

Custom extranets are used by many large companies to provide information access to their partners, but are too expensive for most SMBs to implement and maintain. Channeltivity provides an opportunity for new and smaller businesses to implement a cost-effective extranet system to securely share documents and information, such as customer service requests and product catalogs. "This program allows a company to distribute and track files and information with partner organizations without the cost of complete customized systems," says Zach Smith, cofounder of Analog Method. "While most existing extranet programs are designed

for large consumers, Channeltivity's modular structure lends itself to small to medium business needs."

If you wonder which of your customers are actively selling your products, and which are not, activity reports from the program will provide the answers you need. Real-time tracking and reporting of information (such as orders and shipments) provides the details on what resellers and distributors contribute. This allows you to quantify increases or decreases in your partner business and monitor developing trends. By assessing the contributions of resellers, distributors, and vendors, you can provide incentives for those that perform to increase your channel sales.

Channeltivity's Web interface includes a secure port accessible only by approved partners. The document library allows secure access to updated information, pricing, marketing materials, and presentations. Channeltivity employs simple controls for document sharing and user management, allowing implementation without an IT department. Available as a hosted or installed software solution, the modular architecture of the program means it can be customized or expanded as needed. □

