

## **FOR IMMEDIATE RELEASE**

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## **ChannelWave Introduces Industry-Specific Solution for Telecommunications Market**

*Integrated, Web-based Operating Platform Enables Service Providers to Manage Complete  
Channel Business Lifecycle Through Multiple Tiers of Agents and Partners*

**CAMBRIDGE, Mass. and LAS VEGAS, Nev. – March 25, 2003** – ChannelWave Software, Inc., the leader in Partner Relationship Management (PRM) solutions, today announced the availability of ChannelWave for Telecommunications, an extended, industry-specific solution developed to address the unique marketing, sales and operational challenges of service providers in managing dynamic, multi-tiered selling relationships with agents and other partners. The announcement was made at PHONE+ Magazine's Channel Partners Conference & Expo, a leading educational forum for channel sales executives in the telecommunications market.

ChannelWave for Telecommunications is the first complete, Web-based, operating platform that enables carriers and master agents to increase sales revenues and profitability by optimizing channel operations, improving channel visibility and supporting multiple tiers of agents and partners. The solution can be deployed onsite or hosted, and purchased by perpetual license or subscription.

Building on its success with market leaders such as AT&T, Cable & Wireless, Covad Communications, Qwest and Verizon, ChannelWave has extended its flexible, open solutions to support telecommunications channel best practices, including program management, joint marketing, lead management, team selling, order management, pricing and commissioning, as well as back-office integration for secure agent access to order, billing, contract and customer service information through a self-service portal.

“Based on our experience and market research, ChannelWave is providing exactly what this industry needs – a complete platform to improve operations, drive down costs and enable carriers and their agent partners to market, sell and service their solutions more effectively,” said Nik Nesbitt, founding partner of MarketRace, LLC, a channel consulting firm focused on the telecommunications market.

ChannelWave for Telecommunications gives carriers greater visibility into master agent and subagent performance, end-customer demand, sales forecasts, commissions and other essential information needed to effectively manage an indirect sales organization. As a result, carriers and agent partners can manage all account activity from program registration to commission payments in real-time, through a single dashboard.

“Service providers are increasingly leveraging their indirect sales and distribution channels as a competitive advantage,” said Chris Heidelberger, president and CEO of ChannelWave. “ChannelWave for Telecommunications provides a flexible platform and extensive out-of-the-box functionality that enables our customers to achieve faster bottom-line results and a lower total cost of ownership than traditional CRM systems.”

## **About ChannelWave**

ChannelWave Software, Inc. helps enterprises gain a competitive advantage by optimizing the performance of indirect sales channels and business partnerships. ChannelWave's open, Java-based platform and comprehensive application suite enables complex and collaborative partnerships by improving the effectiveness of pre-sales, sales and post-sales activities. ChannelWave's solutions are quickly deployed, easily integrated with other enterprise systems and deliver fast ROI through dramatic cost savings, increased channel sales revenues and enhanced customer satisfaction. Customers include AT&T, BEA, Cable & Wireless, Covad Communications, McDATA, PTC, Qwest, Sterling Commerce and Verizon. ChannelWave's solutions are available worldwide through the company's direct sales force and system integration, consulting and distribution partners, including Mitsui & Co. in Japan. ChannelWave is privately held, with lead investors Mobius Venture Capital, ABS Capital Partners, Lazard Technology Partners and Ironside Ventures. The company is headquartered in Cambridge, MA and has offices in Toronto and San Jose. More information is available at [www.channelwave.com](http://www.channelwave.com) or by calling (800) 862-5596.

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