

INDUSTRY COLLABORATIVE ANNOUNCES THE CHANNEL MARKETPLACE

Channel Companies Band Together to Create the First Marketplace for the Channel

HUNTINGTON, NY, APRIL 30, 2020 – Ten channel technology and services companies today announced the formation of The Channel Marketplace, an online and human-driven resource that enables technology vendors access to solutions and expertise that address their indirect go-to-market opportunities and challenges.

The Channel Marketplace features a concierge service, in which real people will help technology vendors and channel professionals identify and connect with the most relevant and appropriate solutions in the community.

“Our vision is to create a better experience for channel leaders as they look for solutions to address their channel needs,” stated James Hodgkinson, Webinfinity CEO and Marketplace founder. “Through The Channel Marketplace concierge process, technology companies are guided to the combination of solutions and services matched to what they need when they need it.”

The Channel Marketplace provides easy access to the solutions and experts of the member companies. Each of the 10 participating companies contributed their market-leading solutions and resources to the marketplace. They are providing thought-leadership in the marketplace’s blogs and access to their experts.

“Online marketplaces are growing in popularity as they provide a unifying experience for customers looking for solutions,” said Lawrence M. Walsh, CEO and chief analyst of The 2112 Group. “Our marketplace provides technology vendors selling through the channel with a one-stop resource for finding solutions that meet their needs by a collaborative group of market experts.”

Founding members of the Channel Marketplace include:

- The 2112 Group
- bChannels
- Is Inspired
- OneAffiniti
- Perks Worldwide Channel
- Signals
- Spark Your Channel
- Successful Channels
- Vartopia
- Webinfinity

For more information about the Channel Marketplace, its services, and members, please contact the concierge service at channelmarketplace.com/concierge.

About The Channel Marketplace

The Channel Marketplace is a unified resource where companies can find and research indirect go-to-market solutions, services, and support to fulfill indirect sales goals. Through The Channel Marketplace, companies can find and interact with member companies to develop solutions that resolve channel challenges and optimize partner operations.

MORE COMMENTS FROM CHANNEL MEMBER COMPANIES

"The value of Channel Marketplace for bChannels is the channel depth and specialisms that this Alliance brings to the market. As a group, we deliver an unmatched industry channel knowledge that can only bring success to our customers."

Phil Gowing, CEO, bChannels

"With our singular focus on empowering channel partners' growth, we are very excited about the collaboration and synergies with the other members of the Channel Marketplace. Now more than ever we believe a shared platform, efforts, and alliances is exactly what the channel needs."

Joel Montgomery, CEO, OneAffiniti

"Instead of trying to be another through-channel marketing automation tool that is mediocre at everything, we decided we would do a few things incredibly well. We knew early on that strategic partnerships would be crucial to our success and the timing of The Channel Marketplace on the heels of Spark Your Channel's February launch was perfect!"

Heather Margolis, Founder and CEO, Spark Your Channel

"Success in the indirect channel for 2020 requires expertise, program knowledge, collaboration, best-of-breed solutions, and integration. The Channel Marketplace pulls together many of the finest channel industry minds, best practices, capabilities, and enabling technology to serve as the preeminent resource to help executives build a more committed, capable, and revenue-producing channel."

Gary Morris, Founder and CEO, Successful Channels

"Channel teams need different tools and expertise as they scale and evolve. We are excited to join a community of partners whose solutions and expertise complement our own." *Michael Reilly, Founder and CEO, Vartopia*