



ChannelWorksSM
Building partner relationships for business.



Who We Are

ChannelWorks, Inc. is a full-service channel sales and marketing company focused on helping companies identify, build and sustain healthy and profitable sales channels.

Our goal is to provide innovative, cost-effective channel marketing services that succeed in meeting both your sales and marketing objectives for short and long-term channel growth. We achieve this through strategic planning, deployment and measurement of channel initiatives, partnerships, programs and services.

Founded in 1997, ChannelWorks' combined, real-world channel experience with Fortune 500, start-up, consulting and

distribution companies contributes a broad and unique perspective to the changing landscape and opportunities in launching new technologies, programs, partnerships and alliances, and the continuous evolution and convergence of channels.

We've built an international team of channel marketing professionals, sales experts and partners with core experience in channel development across technology, entertainment and health care industries.

How We Work

Our goal is to work in a collaborative way to maximize the success of our engagement with you and further your business relationships with your channel partners.

We work on both a project or retainer basis. Projects are defined through an in-depth discovery process that results in a clearly defined scope of work, set of deliverables, budgets and time lines.

Our hands-on, collaborative approach with each client results in knowledge transfer and tools that allow our clients to successfully manage their channel business into the future.

We Help Our Clients

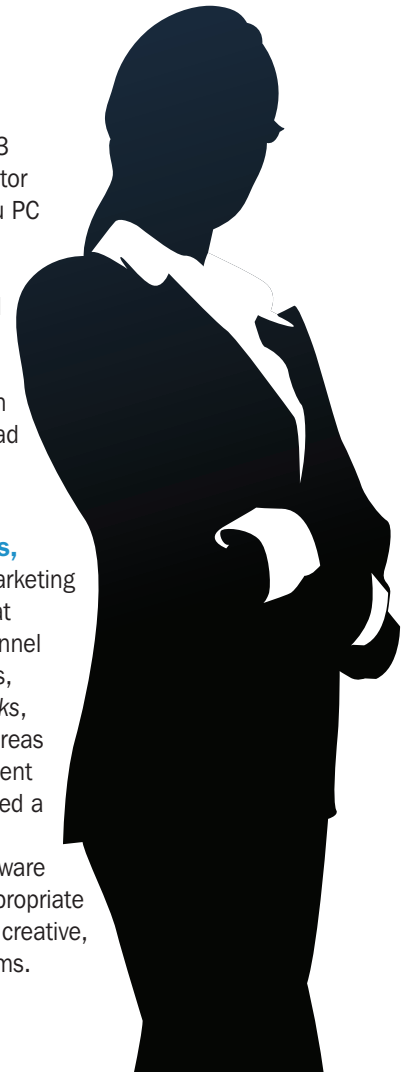
- Avoid channel pitfalls
- Leverage our channel industry knowledge and relationships
- Focus on execution
- Meet channel objectives

Principals

For over 11 years ChannelWorks' principals have worked to define channel strategy direction and build successful channel partnerships with the industry's leading companies and start-up firms. This seasoned professionalism has contributed to build solid industry relationships for our clients.

Alicia Celmer, President and Founder, Prior to founding ChannelWorks in 1997, Ms. Celmer held management and executive-level positions in channel marketing beginning in 1983 at AT&T, Ingram Micro, AST and Fujitsu PC Corporation. As Director of Channel Marketing for start-up notebook manufacturer Fujitsu PC Corporation, she built a channel marketing organization able to support and contribute to \$160 million dollars in first year revenues. Since founding ChannelWorks, she has been engaged in over 40 major channel strategy, development and sales projects for companies including Computer Associates, Cisco Systems and Novell. Ms. Celmer's comprehensive background in distribution, start-ups and Fortune 500 companies provides broad knowledge and a unique perspective to address the challenges facing today's high tech companies.

Michele Hentges, Vice President of Marketing Services, Hentges has over 17 years experience in technology channel marketing and sales. As a founding partner and VP of Marketing Services at ChannelWorks, Ms. Hentges developed and executed major channel programs targeted at VARs, Solution Providers, Service Providers, System Integrators and Distributors. Prior to joining ChannelWorks, Ms. Hentges held several marketing and sales positions in the areas of channel marketing, product marketing and channel development at Ingram Micro, Xircom and 3Com. While at Ingram Micro she led a marketing team focused on channel development for IBM and Hewlett-Packard as well as over 75 emerging hardware and software high-tech companies. Ms. Hentges' expertise lies in defining appropriate target channel segments, recruitment and developing/executing creative, effective and measurable sales/marketing strategies and programs.



Our Services

As a client you'll benefit from the strength of our expertise and our unique approach to each project.

We understand every aspect of the channel development process and the requirements needed to maintain and sustain channel relationships. It's our core business.

We offer integrated or stand-alone services in these essential areas:

Channel Readiness:

Our channel readiness services include everything from internal and external audits to competitive analysis to channel training.

- Channel audits
- Channel strategy
- Strategic messaging and positioning
- Competitive channel research
- Infrastructure and process evaluation
- Channel training (individual or organizations)

Channel Development:

Our channel development services are delivered based on industry and channel best practices and our breadth and depth of "hands-on" experience.

- Partner recruitment strategies
- Channel partner program development
- Training and certification
- Marketing and sales programs
- Launch planning and implementation

Business Development:

Our business development services include partner selection and recruitment to business-to-business matchmaking and fund-raising.

- Business-to-business matchmaking
- Strategic alliances
- Co-marketing ventures

Channel Marcom:

We offer full-service capabilities in channel marketing communications.

- Creative design and branding for channel programs, initiatives, print and web
- Channel-ready messaging development, copy and design for channel brochures, solution guides, FAQs, and sales tools
- New media: multimedia marketing campaigns (web, CD, DVD), partner and co-branded web sites
- Email newsletters—development and delivery
- Partner program support materials including presentations, brochures, welcome kits, program guides, web sites
- Copywriting

Channel Communications:

Our channel communications services range from complete communications strategy, marketing strategy, process re-engineering to corporate infrastructure requirements and delivery options.

- Communications strategies (internal and external)
- Process and implementation
- 3rd party software or technology evaluation and recommendations

Project Management:

We employ highly effective customized methods and secure online tools to manage your internal projects.

These include:

- Product and service launches
- Channel program launches
- Communications implementation plans (process, technology, creative design)
- Management of cross-functional organizations
- Management and coordination across multi-regional, global teams



20655 Wells Drive, Woodland Hills, California 91364
channelworks.com

