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hawkeye Channel Announces Integration with Salesforce

Brings together a Single Source of Truth between Channel Programs and CRM applications

SEATTLE, Washington, (September 28, 2011) – [hawkeye Channel Practice](#), a leading channel management agency to the global 1000, underscores its dedication to delivering incremental channel ROI for the world's leading companies with the introduction of hawkeye channelPay to the Salesforce AppExchange.

With vast experience in managing global Partner payments—\$1.4 billion in 2010 alone—hawkeye has now harnessed the power of our global payment solution, channelPay, from within the Salesforce environment.

"By looking to channel solutions that are integrated with your CRM application, you gain a holistic view of your channel program and channel Partner performance, enabling you to build stronger Partner relationships," said Andy Wright, Chief Executive Officer. "With channelPay for Salesforce, you streamline global Partner payments, manage Partner communications, ensure compliance and gain key insights."

Global payments are one of the biggest challenges facing Partner programs today. The challenges of paying Partners globally, accurately and expeditiously are many.

hawkeye channelPay helps bring order to the chaos by:

- Shrinking time-to-payment by greater than 60% while minimizing errors
- Realizing significant cost savings by more effectively managing VAT/GST
- Reducing administrative costs by over 70% per payment
- Increasing Partner satisfaction through an at-a-glance summary of all pending and paid benefits, with the ability to view detailed transactions

The integration of channelPay with popular CRM applications, like Salesforce, provides manufacturers with a single source of truth—one holistic view of their business from both systems and processes perspectives—that they need to more effectively engage their Partners, increase channel sales, and continually get more out of their channel programs and Partners. hawkeye's CRM-integrated solution, channelPay for Salesforce, is the first in a string of integrated software solutions designed to bring unparalleled insight to ensure smart channel investments.

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About hawkeye

hawkeye Channel Practice, a leading global channel agency, delivers full-service, best-in-class channel solutions to the world's top companies. From well-informed strategies to world-class programs and communications, the company applies over 15 years of channel intelligence and know-how to deliver incremental channel ROI using a unique, data-driven approach. For more information, visit www.hawkeyechannel.com

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