

WHAT WE DO

LogicBay is dedicated to helping manufacturers design, implement, and manage programs for their distribution partners that, in turn, dramatically increase sales and service quality throughout the channel. The company's mission of ramping up new hires, supporting new product introductions, and sharing best practices with the tens of thousands of people that work in dealerships and sales forces has resulted in millions of dollars in increased profitability for our clients and their distribution partners. Today, the technology has matured to the point where even small manufacturers can use the same proven technology that industry titans use.

HOW WE DO IT

LogicBay has proprietary Performance Center technology that combines communication, training & certifications, motivation & incentives, and reporting in a single web-based, personalized portal. It has been our experience that the right mix of these four factors is critical to optimizing performance in the distribution channel. The magic is in the mix! We offer our solution as both a managed service whereby we provide the technology and the day-to-day administration, and as a Software-as-a-Service product where our clients administer the technology themselves.

CUSTOMERS DRIVE PRODUCT DESIGN

Our years of experience with our customers have driven the design of LogicBay's Performance Center. Our clients include Caterpillar, Freightliner, 3M, Hewlett-Packard, Terex, Detroit Diesel, Sterling Trucks, Western Star Trucks, Nissan, Briggs & Stratton, Yale, Hyster, and others. The company also serves the continuing education, franchise, business incentive, and other industries through partnerships with resellers.

THE PERFORMANCE CENTER™

LogicBay provides its solution as a Software-as-a-Service (SaaS) offering. The product is a mature (version 7.x), internet-based, "audience-smart" hosted application. The technology deploys within 90 days or less.

LOGICBAY SERVICES LARGE, GLOBAL CUSTOMERS...
AND SMALLER, EMERGING BUSINESSES



LogicBay offers 30-minute, one-on-one executive web briefings. We share best practices and research that we've uncovered in the area of channel partner management. We use the briefing as a way to have a conversation with you to see if we may be able to add value to your business.