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TEKLYNX STRATEGIC PARTNER PROGRAM DRIVES SIGNIFICANT REVENUE GROWTH
Collaboration between software vendor and partner channel improves customer experience

MILWAUKEE (June 16, 2014) − TEKLYNX International, the world's leading developer of barcode labeling software solutions, reports significant revenue growth as a result of their innovative Strategic Partner Program, now in its second year. The first year featured a multi-faceted offering including quarterly partner webinars and on-site training and sales strategy sessions for its member partners. As part of their ongoing commitment to education and growth, the software developer also sponsors the AIDC Academy hosted by industry expert Doug Hall and develops co-marketing opportunities to support sales initiatives. Since the launch of the Strategic Partner Program in May 2013, TEKLYNX attributes revenue growth of 25% to software sales by program members.

The TEKYNX Strategic Partner Program currently comprises over 70 resellers who are in the process of becoming a Strategic Partner and more than 20 value-added resellers who have completed the enrollment process. These members work closely with TEKLYNX's sales and marketing staff to enhance their knowledge of the industry-leading barcode labeling solutions and leverage specific tools designed to support sales efforts. Partners who have committed to the TEKLYNX Strategic Partner Program have an average revenue growth rate of 22%, based on their level of involvement with the program. Those who are actively engaged have experienced revenue growth of over 200%.

"The Strategic Partner Program reflects our commitment to the growth of our partners," said Doug Niemeyer, Sales Director at TEKLYNX. "We designed the program to drive value back into our channel by helping our resellers be the best TEKLYNX resource they can be for our shared client base."

TEKLYNX recognized that value-added resellers who leverage software as a major component of their sales strategy are able to secure more solutions sales, including hardware and labels. Resellers who use software as a key differentiator see the greatest overall growth, largest sales margins and best customer retention among their competitors. Through the development of this progressive partnership model, TEKLYNX has strengthened their reputation as leaders in the AIDC market and improved the effectiveness of their business model. Their comprehensive product offering includes label design, label management and data collections solutions that support companies at all levels in both perpetual and subscription licensing models. This breadth of options allows partners to create an ideal solution for each client's unique needs, which helps build a long-term relationship between end user and reseller.

"Our TEKLYNX software sales open the door for our team to expand our relationship with the client," said Kirk Steinhoff, Owner of ValuTrack and a TEKLYNX Strategic Partner. "As we build a rapport with our end users, they come to know our company as their go-to source for any and all TEKLYNX-related questions and support. This helps us provide great service while generating additional sales over the course of the relationship."

As the Strategic Partner Program enters its second year, TEKLYNX plans to grow membership by 60%. The TEKLYNX team has continued to develop beneficial tools and resources to support the growth of its partner channel, including an innovative parts and pricing tool that will streamline quoting of software packages, and additional co-marketing opportunities to drive solution sales.

"As we start a new fiscal year, we plan to increase our focus on cementing our partner relationships through additional offerings that will drive actionable qualified leads that yield real revenue for our channel," Niemeyer said. "The Strategic Partner Program will support our resellers and help them grow revenue through technical innovation, strategic planning and loyal partnerships."

For more information on the TEKLYNX Strategic Partner Program, visit http://www.teklynx.com/en/partners/infographic-strategic-partner.

About TEKLYNX International

TEKLYNX International is the world's leading developer of barcode labeling software solutions; providing applications for simple to complex labeling needs: LABEL MATRIX, LABELVIEW, CODESOFT and TEKLYNX CENTRAL. Its products feature the widest range of device and driver support in the industry. More than 600,000 companies in 120 countries rely on its integrated software solutions for supply chain automation, warehouse management, shipping and receiving, inventory control and asset management. TEKLYNX' channel program helps its resellers achieve maximum sales results through a solution-focused business strategy. TEKLYNX is a Microsoft Gold Certified Partner, Oracle Gold Partner, and has connectivity relationships with multiple Enterprise Resource Planning (ERP) software providers including Oracle and SAP. TEKLYNX is headquartered in France with operations in the United States, Europe, Japan, China and Singapore. More information on TEKLYNX International is available at http://www.teklynx.com.

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