

Nortel Implements Click Commerce Channel Management Solution

Jan. 24, 2007

Leading Telecom Company Drives Sales with Channel Marketing Funds Application

Click Commerce, Inc., a leading provider of on-demand supply chain management solutions, announced today that Nortel has successfully launched the Click Commerce Channel Management solution to its partner community in North America, and Central and Latin America.

Nortel, which relies on a direct and indirect sales force to market and sell its telecommunications products, is using the Click Commerce channel marketing funds module to streamline channel partner marketing incentive activities and support sales growth. The channel marketing funds module enables Nortel to allocate marketing funds based on partner status and facilitate the funds approval process.

"Allocating, approving and tracking marketing funds in a large partner community is cumbersome and time consuming and Click Commerce has enabled us to completely automate these activities," said Eric Schoch, vice president, North America Enterprise Marketing, Channels and Distribution, Nortel. "Nortel is absolutely committed to improving and strengthening relationships with its channel partners, increasing the value we bring to customers and mutually growing our respective businesses. This is yet another example of how we are making it easier for channel partners to do business with Nortel."

"In highly competitive markets, speed to market and customer service are key differentiators, and extended enterprises are turning to technology to help set them apart," said Steve Cole, senior vice president of product management and marketing for Click Commerce. "The Click Commerce Channel Management solution enables companies like Nortel to collaborate with partners and proactively respond to demand."

The channel marketing funds module provides Nortel partners a single portal for interacting with the company. Known as Partner Source, Nortel resellers can request marketing dollars, submit claims, and learn about new marketing programs using the Web-based Click Commerce solution.

"With Partner Source, we have instant access to information such as product specs, pricing, and marketing funds" said Stuart Chandler, president and CEO, Optivor Technologies, a Nortel reseller. "This makes our job marketing and selling Nortel products easier, which benefits both my company and Nortel."

About Click Commerce, Inc.

Click Commerce, Inc., a leading provider of on-demand supply chain management solutions, enables millions of users in 70 countries to collaborate, in real time, with business partners across the extended enterprise. Click Commerce solutions support the unique business processes of multiple industry segments such as manufacturing, aerospace and defense, and high-tech. Click Commerce enables corporations including Alaska Airlines, BASF, Citibank, Eastman Kodak Company, Jabil Global Services, Microsoft, Pier 1, Ryder, and Verizon to coordinate and optimize business processes, accelerate revenue, lower costs, and improve customer service. Click Commerce, an ITW company, serves as the platform to launch ITW into the software and technology market. More information can be found at www.clickcommerce.com.

Click Commerce is a registered trademark of Click Commerce, Inc. and its subsidiaries. All other company and product names mentioned herein may be trademarks and/or registered trademarks of their respective companies.