

Press Release

Herald Logic brings social collaboration capabilities for better channel management in partnership with Qontext

Mumbai, March 25, 2011. Herald Logic and Qontext have announced a partnership to integrate Herald Logic's industry leading channel management software with Qontext Social Contextual Collaboration Platform. This will enable customers of Herald Logic Channel Management System (CMS) to deepen their channel engagement through enhanced collaboration and communication. The integration will enhance core business processes of distribution management including on-boarding of new channels and participants, sales performance reviews, product and sales training, product launches and sales promotions, and compensation dispute resolution.

"Our CMS is an integrated platform for distribution management for enterprises with large and multi-channel (direct and partners) distributed sales teams. With this integration we intend to provide our customers the ability to link context specific unstructured collaboration with the structured collaboration provided by our system. The combined offering will add further value to our customers by enabling them to build a closely knit and fully engaged channel community" says Ram Ramdas, CEO, Herald Logic. Distribution and Sales are inherently social processes with financial business outcomes – "Social Business" has the potential to redefine how companies engage with their channels and sales force to address customer acquisition and top line growth, especially in highly competitive environments, adds Ramdas.

"Herald Logic CMS provides a comprehensive feature set for on-boarding and managing very large-scale, hierarchical channels. The integration with Qontext, enhances CMS events and processes with ability to bring related conversations, documents and other unstructured data together" says Jay Pullur, CEO, Qontext. "Effective engagement of the channel in a competitive marketplace needs portal capabilities that are inspired by today's social networks and Herald Logic CMS

with Qontext can now fulfill the social engagement and effective collaboration demands of the channel business.”

IndiaFirst Life Insurance, existing customer of Herald Logic Channel Management System, has recently adopted the Qontext Social Collaboration platform as a basis of strategic initiatives to deepen engagement various communities. “We were looking for a platform to enable collaboration with and between various communities like Employees, Distribution Partners, Strategic Customer Groups. In Qontext, we found an extensible platform with multiple collaboration possibilities. We didn’t find the facility of application data level integration with other systems in other product we evaluated. This will add a huge value to our initiatives” said Vinayak Khadye, Chief Technology Officer, IndiaFirst Life.

Qontext Social Collaboration Platform is designed to enable enterprise software products and applications with social tools and collaboration capabilities. Unique to Qontext, is its ability to integrate collaboration objects with business objects of the product, there by enabling Contextual Collaboration (hence the name Qontext) within the business application.



About Herald Logic:

Herald Logic is a leader in providing solutions to manage complex channels for retail oriented large enterprises in various sectors like BFSI, Telecom, CPG etc. It's CMS platform provides comprehensive set of modules for all stages of channel operations (Acquire-Monitor-Reward cycle) and can meet the challenges of multi-channel, rapidly changing partner world. For over 8 years, Herald Logic has delivered successful implementations, with a 10x Return on Investment (ROI) to many leading brands. Visit www.heraldlogic.com for more information.

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About Qontext:

Qontext Inc. is a global provider of enterprise social collaboration platform for companies. Qontext solutions meet the social community need of organizations, including, internal collaboration, inter-company collaboration, employee engagement and customer engagement. Qontext is the only private social collaboration platform that easily and seamlessly integrates with existing business applications such as CRM, ERP and others. Visit www.Qontext.com for more information.

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