



## **LogicBay Announces Release of PRM Version 10.0**

New Mobile-First Version of Partner Relationship Management Software Provides Affordable, Scalable Solutions to Support Sales Partners

FOR IMMEDIATE RELEASE

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LogicBay Corporation, a leading provider of cloud-based Partner Relationship Management (PRM) solutions has released Version 10.0 of their LogicBay PRM software. The new version includes updated and expanded abilities – including integration with the widely used Salesforce.com Customer Relationship Management (CRM) Sales Cloud – as well as a new, cost-effective pricing model, to accelerate revenue growth in the channel.

Advancements new to Version 10.0 include:

- Enhanced mobile capabilities which allow sales service partners to review prioritized content from a mobile phone or tablet
- Deal registration capabilities that allow sales partners to register and update new and existing sales leads
- The PRM industry's most robust SCORM and Tin Can compliant training and certification capability
- Tailored user and manager dashboards that provide real-time access to KPI
- Highly customizable user interface to adhere to corporate branding standards
- Sophisticated organizational structure setup that supports delivery of the right content to the right people
- Robust integration capability supporting Secure Single Sign-On with other complementary IT systems needed in the sales channel

“Our Version 10.0 release provides our customers with a mobile-first, modern technology that is based on over 13 years of helping our clients support their sales channels. A PRM system that’s easy to use and supports today’s B2B buying patterns is critical to a company’s strategy given that vendors and manufacturers are doing more of the heavy lifting when it comes to lead generation” said John Panaccione, President and CEO of LogicBay. “Sales reps, service technicians, and the management structure in a sales channel are on the move these days. They need an easy to use mobile solution that supports what they on a daily basis. Version 10.0 is built around a mobile-first design and early customer feedback has been tremendous.”

About LogicBay:

*LogicBay provides technology-enabled Partner Relationship Management (PRM) solutions that enable organizations to support, develop and accelerate revenue growth through their sales channel. LogicBay PRM technology supports the entire sales channel life cycle from recruiting and onboarding sales partners to supporting a global network of partners in multiple languages. For additional information, visit [www.logicbay.com](http://www.logicbay.com).*