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MASSIVE. POWERFUL. CONNECTIONS.

## Something Big is Coming to the Channel

Introducing SUMO, the channel's first online network designed to help technology companies form valuable business partnerships. SUMO is the industry's most comprehensive resource for identifying potential new business relationships and finding partners who can help you extend your reach!

### How Can SUMO Benefit My Company?

If you're a technology reseller, independent software vendor or manufacturer, or a company that sells products or services that complement technology solutions, SUMO makes it easy for you to find partners who can help you. You can benefit from SUMO in the following ways:

- If you're a reseller in search of a software partner offering solutions that you don't currently sell
- If you're a reseller who wants to expand into a new geography, vertical market or technology and are looking for a partner to help you do it
- If you're an ISV or manufacturer who wants to offer your solutions to resellers who are searching for them
- If you sell products or services that complement technology solutions and want to offer them to resellers who are searching for them
- If you need to find a technology partner who can help you find a solution or assist with implementation/installation
- If you need to find a technology partner with expertise in a specific niche
- Utilize a one-stop-site of industry specific products, services and solutions

SUMO can help you extend your reach, generate new leads, be found by partners who need your products and services and so much more. You can reach an entire ecosystem of partners at the click of a mouse.

### How Does SUMO Work?

SUMO uses a Google-based search engine to help match you with partners who offer what you need. SUMO is currently in a beta-test version, but will be ready for you to join, create new partnerships, find leads and generate new profits very soon.

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SOMETHING BIG IS COMING TO THE CHANNEL —  
AND IT MEANS BIG OPPORTUNITIES FOR YOUR BUSINESS.