Convey™ News Release

Convey Launches Channel Partner Program for Web Portal Solutions

Atlanta, GA — March 20, 2019 — Convey Services today launched its new channel program for agents or sales partners to refer or resell Convey's Content and Marketing portals and portal networks along with supporting services. Convey is providing an unprecedented opportunity for partners to help their customers reduce the high cost and time drain of designing, engineering and launching a web portal solution to support sales, operations or membership. Convey is rolling out its portal solutions as partner relationship management (PRM) systems, customer resource centers, internal knowledge centers, and membership platforms. Portals can operate as stand-alone solutions or be connected together to form industry-focused portal networks.

"Our new channel program is fundamental to Convey's go-to-market strategy, as it takes the complexity out of delivering portal solutions to a variety of vertical markets," said Carolyn Bradfield, CEO of Convey. "Convey has had tremendous success in accelerating channel revenue in the telecommunications, cloud and IT services industry with our PRM systems deployed to over 50 master agents and channel vendors, who collectively have 23,000 plus sales partners actively engaged. Sales agents, VARs and MSPs can now offer Convey portal services to their clients and receive a referral commission or resell services to their clients with a buy rate/licensing fee. Referring or reselling Convey portal solutions produces a solid recurring revenue stream with little or no participation from the agent or sales partner."

Convey's channel program supports four different partnership models. In a referral sale, partners introduce a prospect then step aside and let Convey take the lead to manage the sale, deliver the portal and manage the customer relationship. Resellers and system integrators can integrate existing technology with Convey portals to offer a more complex solution, then invoice and own the customer relationship. Advertising and marketing agencies add portals to their service offerings to generate incremental revenue through portal management, graphics, content generation, and advertising. Member organizations, non-profits and industry associations offer portals to their members or affiliates and can create an on-going content feed through a portal network.

Convey portals include CRM systems to manage members and content providers, membership management tools including applications, dashboards, payment, content management systems, email notifications, reminders and messaging, along with advanced analytics. Convey's proprietary Conduct™ email campaign technology, enables portal owners to create marketing campaigns and deliver them through the network to connected portals or directly to members for marketing outreach and engagement. Explore the Convey Partner Program

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About Convey Services

Convey Services delivers content and marketing portals and connects them into networks to inform, educate and engage channel partners and direct sellers in the telecom/cloud space, the property and casualty insurance market and food distribution industry. Convey's portal technology automates and organizes partner management, has tools to engage and educate partners and integrates email marketing technology for members to run packaged email marketing campaigns to their customers and prospects. For information visit www.conveyservices.com, info@conveyservices.com or call 888-975-1382.

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