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BizNet Software Surpasses "100 Sage Partners" Mark

Robust suite of business reporting and analysis products - along with extensive sales, marketing and technical support - nets strong response from Sage reseller community.

DALLAS (April 30, 2010) — BizNet™ Software, experts in real-time, Microsoft Excel®-based business reporting and analytics solutions, announces that its business partner network now includes over 100 Sage resellers.

According to Denise Hutchison, BizNet's Director of Channel Sales, the achievement is a significant milestone in the company's drive to grow its business through a dedicated partner channel and to extend its reach into the Sage community. "We are a partner - not a competitor," she says. "For over two years we've been focused on building a partner program that makes significant investments in Sage resellers who recognize the value of BizNet solutions to their customers and who seize the opportunity to actively market those solutions."

Emerald TC, LLC, is one such partner. Emerald's president, Cherry Williamson, says that with the imminent discontinuation of FRX a growing need exists for an alternative financial reporting tool that can either fill the gaps in FRX or replace it. "Customers are asking 'What's my real play here?'. With BizNet we're able to be proactive by offering an Excel-based tool that has a lot of the FRX capabilities and extends the functionality of their financial reporting." Emerald now includes BizNet in every customer proposal.

Recognizing that no two partners' sales and marketing skill-sets are identical, BizNet structures its partner program to provide no-cost access to expertise and resources for a wide range of business development tactics, from telemarketing campaigns and email templates to case studies, webinars and partner-branded video demos. The BizNet Partner Portal provides access to additional sales-support tools, like scripted Powerpoint presentations, recorded demos and short videos teaching demonstration techniques.

From a training and education perspective, BizNet does not require an extensive certification process. Each partner receives a copy of the BizNet software for their internal use and links to a download site with a click-by-click installation tutorial. BizNet also offers a low-cost web-based consulting class for partners requiring additional install training.

"I don't know of any other provider that makes the kind of investment we do in a partner," says BizNet's Hutchison. "We want to be the product of choice in financial reporting and build a self sufficient partner network that makes us a part of their standard product offering. To that end, we're willing to do a lot of the legwork upfront and support our partners and their customers in any way we can. That's why we continue to sign more and more Sage resellers."

ABOUT BIZNET SOFTWARE:

BizNet Software®, Inc. (BizNet) builds pre-integrated Excel-based business reporting and analytics products for the mid-market. Founded in 1996 to take the mystery out of databases, BizNet focuses on data integration guided by financial and accounting professionals with a real-world understanding of corporate financial, operational and technical requirements to extract and present data with efficient, powerful and easy-to-use tools that leverage existing financial and desktop systems. Its flagship product BizExcelerator creates a real-time link to business data for dynamic access to the most accurate and current data in Excel-based spreadsheet reports. Built upon fundamental accounting disciplines and controls, BizNet solutions create a self-sufficient work environment for professionals that streamlines workflow and improves productivity. BizNet Software is a privately held company based in Dallas, TX. More information about the company is available at <http://www.biznetsoftware.com>.

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