July 11, 2011

Boardwalktech Launches Global Partner Program

Palo Alto, California – July 11, 2011

Boardwalktech, Inc., a leader in collaboration technology for the enterprise, announced today the launch of its global partner program for technology and system integration partners who will work with Boardwalktech to configure and deliver purpose-built applications on its Boardwalk Collaboration Platform (BCP). Boardwalktech has been working with a large number of domestic and international partners who are already working with Boardwalktech to deliver collaborative applications for customers in multiple industries and the company is now formalizing and expanding its focus on partners.

There are over 500 million Microsoft Excel users and without question, Excel is the business productivity tool of choice for line of business (LOB) professionals around the world. There is simply no other environment which can support business users developing processes which fit the specific requirements of their business need. Leveraging the familiar row &column paradigm and rich business logic capabilities of Excel, users are able to develop business processes for a variety of collaborative applications including project management, financial planning & budgeting, sales forecasting, promotion planning, and Sales & Operations Planning (S&OP). The problem has always been that once a business user creates an Excel-based process, it doesn't scale and is difficult to integrate with other enterprise applications.

BCP overcomes these limitations with its patented positional database technology which extends native Excel to include powerful cell-level collaboration capabilities. Using BCP, companies are able to work with a platform that combines the flexibility of Excel with the scale of a relational database. The result is an environment which can be used to extend existing enterprise applications making them more collaborative. BCP is also widely used to configure and deploy new applications which fit and adapt to a company's exact business requirements both now and as they change over time.

"Companies in all industries are frustrated with the time it takes to deploy an enterprise quality application using traditional software technology," comments Glenn Cordingley, VP of Channels at Boardwalktech. "Working with BCP, our partners are able to rapidly deliver collaborative applications which meet both current and on-going customer requirements. And, since BCP is built around the familiar Wintel stack including SQL Server as the standard database, it aligns nicely with other customer facing initiatives at our partner companies."

Boardwalktech is actively recruiting partner companies in supply chain, financial services, business consulting and other professions. With BCP's rich capabilities, there are many opportunities for partners to enable collaborative applications at new and existing customers. To sign up or get more information on the Boardwalktech Partner Program, click here.

About the Boardwalk Collaboration Platform (BCP):

Using the Boardwalk Collaboration Platform (BCP), line of business (LOB) users can work offline in a familiar spreadsheet environment performing what-ifs to mature their inputs. When they are ready, with the click of a button, their changes are shared at the cell-level and automatically consolidated between other process users working in Excel users and with backend systems. Unlike with traditional database technology connected to Excel, all changes in BCP are versioned and persist which means your changes are not overwritten. BCP's patented technology raises the bar well beyond what's possible using SharePoint, Web-based Excel apps, or Google Spreadsheet for the enterprise planning user. BCP has been selected by companies ranging in size from $20m to over $22B for its capabilities as a business process automation solution that provides measurable operational improvements and financial ROI. Companies including Coca-Cola, Qualcomm, and Logitech have enterprise-enabled their Excel-based processes using BCP in areas including partner collaboration, joint business planning, forecasting, replenishment planning and project and resource planning.

About Boardwalktech:

Boardwalktech enables companies to build and maintain competitive advantage through business process innovation in the enterprise collaborative planning space. Boardwalktech provides a patented, next-generation positional database technology platform that enables companies to integrate and automate collaborative processes using spreadsheets as the user interface form and the Boardwalk Collaboration Platform (BCP) as the data management environment.

Learn more at www.boardwalktech.com

Company Contact
J.B. Kuppe
650-618-6104
jb.kuppe@boardwalktech.com