

LinkedIn now has a competitor ... from Australia

A new Australian company, ChannelPace.com, has put a new twist on business networking and contact management with a unique system for the b2b market.

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new Australian company, ChannelPace.com, has put a new twist on business networking and contact management with a unique system for the business to business market.

"Unlike LinkedIn, all users need to enter their full business card information, and validate through their work email, to join the system so that when they connect with other users, full business card details are exchanged. This not only provides a greater level of confidence in information, but allows business cards to be thrown away" said Greg Furlong, one of the founders.

"You don't have to wait for your contacts to join either. You can add your contacts in just like regular CRM systems."

In what could be a first step into the territory of CRM stalwarts like Salesforce and others, users in the same company automatically pool their contact knowledge to create a business relationship system that is the sum of contacts known by their company. But ownership of those contacts remains with the individual users, even when they move to another company.

"Traditional CRM systems rely on updates being performed by people in the same company. We took a new view and came up with what we term 'crowd-sourcing'. This is the updating of information by anyone in the company, but also by other users who know the same contacts. This enables the latest details to be available without any syncing required." said Greg.

A full social platform including instant messaging and more is also available.

"As with most social systems, ChannelPace.com is free to join and organise your business contacts, and premium features are available for a monthly charge. And the best bit," quipped Greg "is that you don't even need to remember a password."

"All we are wanting to do is provide a platform that enables people to be more efficient and effective in the job, and to give them a competitive advantage."

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