

Allbound Announces Free Partner Enablement Platform for Emerging Channel Programs

Industry's fastest-growing SaaS channel partner platform launches "Initiate" package to help SMBs and Startups grow channel partner programs

PHOENIX, ARIZONA, UNITED STATES, June 28, 2017 /EINPresswire.com/ -- [Allbound](#), the world's leading Software-as-a-Service (SaaS) Partner Sales Acceleration solution, today announced the availability of a free version of its cutting-edge platform to help business grow revenue through [channel partners](#). Allbound's new "Initiate" package is built to help organizations with smaller or emerging channel partner programs compete with their larger competitors while offering even more powerful features than legacy PRM vendors who typically charge tens of thousands of dollars.



The graphic features the Allbound logo (a multi-colored star) and the text "Allbound Partner Sales Acceleration". Below this, it says "Don't just manage your channel" in blue, followed by "EMPOWER YOUR PARTNERS" in large, bold, black letters. To the right is an image of a laptop, a tablet, and a smartphone displaying the Allbound software interface. At the bottom, it reads "Grow faster and more efficiently with a single SaaS toolset for partner enablement, content marketing, collaboration, customer success, and pipeline management." Below that are the website "Allbound.com" and the hashtag "#NeverSellAlone".

“A channel partner program adds tremendous leverage and reach to businesses focused on growing faster and more profitability,” said Allbound CEO and founder Scott Salkin. “Two years ago, we launched Allbound with a commitment to support organizations of all shapes and sizes. And now, with our Initiate offering, even early-growth companies and startups can start reaping the benefits of aligned, collaborative partner ecosystems.”

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Allbound's technical flexibility provides an ideal platform to grow an evolving, maturing channel partner program”

Kyle Burnett, CTO and co-founder

Allbound Initiate supports all aspects of content management, learning management, social selling, lead and deal tracking, as well as reporting capabilities necessary to track the engagement and effectiveness of a [modern channel organization](#).

“Allbound's technical flexibility provides an ideal platform to grow an evolving, maturing channel partner program,” said Allbound CTO and co-founder Kyle Burnett. “With a true multi-tenant framework, we can deliver a much more simple and user-friendly experience for both administrators and sales users that the old hybrid-SaaS and single-tenant solutions simply can't match because of the vast amounts of customization they require. Meanwhile, Allbound can be configured and ready to go-live with tons of powerful features in just minutes.”

“We've already witnessed awesome growth for some of our early Initiate beta-users,” said Salkin. “And it's just flat-out fun for our team to see so many new customers onboard, enable and engage

their partners so quickly and with such ease while no longer having to worry about breaking the bank. Frankly, this is why we do what we do.”

The new version called Allbound Initiate supports companies with up to five channel partners and includes unlimited users and unlimited group segmentation. For more information about Allbound Initiate, or any of Allbound’s other Partner Sales Acceleration solutions, visit <https://www.allbound.com/pricing>.

About Allbound

Allbound, a partner sales acceleration software-as-a-service (SaaS) solution, is a cloud-based software that simplifies and accelerates a business’s ability to recruit, onboard, train, measure, and grow indirect sales partners. The innovative software enables collaboration among channel vendors and their partners to improve the performance of their indirect sales channels by automating the delivery of marketing content, sales tools and training at each stage of the pipeline. For more information, visit www.allbound.com.

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