

Grow your business through your partners and resellers

Connect and engage your extended communities with the SocialChorus FirstUp platform.

To drive business results, it's vital to engage external communities beyond your workforce, like partners and resellers. But the digital experience they receive at most enterprises just isn't cutting it.

Why current partner engagement efforts fall short

Sales information is hard to find on disparate platforms, leaving partners and resellers uninformed and disconnected. Meanwhile, channel managers lack a simple way to send real-time updates and roll out new policies, and they can't measure the results of these efforts.

Improve the digital experience with a platform your company already uses

The SocialChorus FirstUp platform provides a single source of truth for partners and resellers in the field. Companies can ensure partners are up to date on the latest information, foster community through collaboration and sharing, and help them better promote the business.

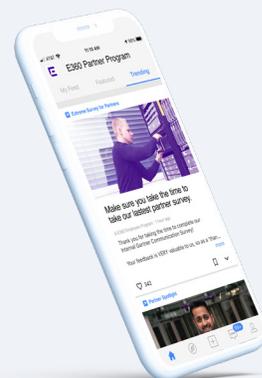


Reach partners and resellers with FirstUp

- **Target content** to specific groups of partners and resellers
- **Deliver and track enablement materials** and resources
- **Promote wins, news and user-generated content** to build community
- **Share training materials with automated reminders** to ensure they're reviewed
- **Track and measure partner engagement**, sentiment and retention of information

Engagement is a key predictor of productivity

Partners and resellers who have a strong connection to your company are likely to have stronger sales performance.



80%

of business is sold through Extreme Network's reseller community

"This is a new era of communicating with our reseller network around the world. It's an absolute game changer"

MITCH REYES
Program Manager, Worldwide Channels
Extreme Networks

FirstUp extends your digital experience beyond your employees

WHAT IS FIRSTUP?

It's the SocialChorus platform your company already uses to give employees the information and tools they need to be productive.

Companies like Abbott and 7-Eleven are using FirstUp to engage their extended communities.

HOW IT WORKS

- 1 FirstUp lets you **target the right content** and resources to each member of your extended community.
- 2 The platform delivers a **personalized experience** to the endpoint or device each partner or reseller prefers to use.
- 3 **Analytics give you insight** into how your partner programs are working and where to optimize.

FirstUp connects your company with your partners and resellers

