

ON24 Virtual Partner and Agent Center

Train and Communicate with Partners at Reduced Cost with Higher Impact



Key Benefits

- An innovative way to increase the support provided to partners and agents
- One intuitive and interactive location for all training, communication and sales tools
- Virtual host directing visitors to content and tools
- Staff your briefing center and utilize rich networking tools to engage participants
- Easily publish and maintain your content
- Measure the performance of your assets with detailed reporting and tracking features

Effective training, communication and easy access to sales tools are essential components of a successful channel enablement program. One of the biggest roadblocks to channel success is that resellers and agents don't implement sales and marketing strategies the way you envisioned. The tools and training you have provided have simply not reached your audience, and you can't measure who has received it.

A virtual partner center provides intuitive access to training resources and current information and makes it easier than ever for partners to increase their knowledge on how to sell your products.

A virtual host welcomes visitors and provides a short guided tour on where to find specific information. The live chat functionality allows you to answer questions in real time. You can also arrange scheduled live Q&As with experts at a specific time.

Real-time analytics provide statistics and data so you can view who's participated in training sessions or downloaded specific sales tools. This will allow you to reach out to partners and agents who haven't actively taken part in training or used your sales tools.

— Key Features

Live and On-Demand Training Sessions

Host live and on-demand webcasts and video training sessions in the virtual theatre. Invite your partners into the Virtual Partner Center to learn about your products and how to most effectively sell them. The webcasts provide high-quality interactive presentations that allow participants to interact with presenters and ask questions.

Easy Navigation with Virtual Host

Unlike traditional content portals, the Virtual Partner Center is easy to navigate, and a video greeter from your company will welcome visitors and instruct them on where to find specific content. The greeter can also point out anything that is new or important.

Content Management Tools for Organizing Related Information

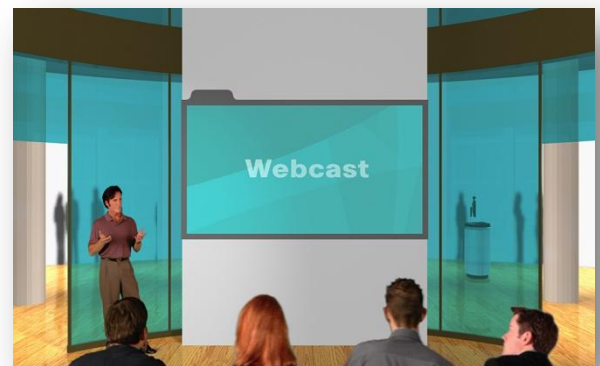
The ON24 Virtual Partner Center makes it easy to publish, organize and keep track of all content related to your partners. In addition to rich media webcasts, you can add datasheets, case studies, presentations, rate cards, product demos and links to anywhere on the web. Reports tell you what content is most popular and exactly which visitors are accessing each item.

Reporting and Analytics to Measure Usage and Participation

Detailed reporting dashboards and real-time monitoring of your environment give you the data you need to know which partners are using the environment and what content they are viewing and downloading.

Social Networking Tools to Engage Visitors

Invite visitors back to discuss important topics with subject matter experts and presenters. The ON24 Virtual Partner Center includes social networking tools you can use to engage your visitors and set up programs to bring them back for repeat visits and further nurturing through your pipeline.



Publish Any Content or Assets

- ✓ Webcasts
- ✓ Flash Media
- ✓ Research Reports
- ✓ Podcasts
- ✓ White Papers
- ✓ Newsletters
- ✓ Product Demonstrations
- ✓ Case Studies

— About ON24, Inc.

The recognized global virtual events market share leader, ON24 is the world's leading provider of webcasting and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for a wide range of applications, including training, conferences, company meetings, partner expos and virtual trade shows. More than 750 organizations in publishing, technology, life sciences, government and financial services, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare, Oracle and the National Science Foundation, rely on ON24. The company is headquartered in San Francisco, with offices in New York, London and Singapore. For more information, visit <http://www.on24.com>.