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ServiceKey Awarded 5-Star Rating in CRN's 2015 Partner Program Guide

Annual guide recognizes the best channel partner programs in the market

Norcross, Georgia, April 10, 2015 – ServiceKey today announced it has been awarded a 5-Star rating in The Channel Company's [CRN](#) 2015 Partner Program Guide. This annual directory is the definitive listing of technology vendors that service solution providers or provide products through the IT channel. The 5-Star Partner Program rating recognizes an elite subset of companies that offer solution providers the best partnering elements in their channel programs.

ServiceKey has created a partner program that meets the service requirements for scaled Solution Providers. With a zero dollar investment and zero quota requirement partners benefit from our 100% channel experience. Partners also benefit from business development dollars and up to 50% increase on gross profit in a recurring revenue strategy.

To determine the 2015 5-Star recipients, The Channel Company's Research team assessed each vendor's application based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support and communication.

"Solution providers have a lot of choices when it comes to selecting vendor partners. Identifying the right vendor, with the right technologies, and the right approach can make all the difference," said Robert Faletra, CEO, The Channel Company. "Our annual Partner Program Guide and 5-Star rating recognizes the best channel programs available in the market today to help solution providers determine which vendors deliver the best partner elements for their individual business goals."

"ServiceKey goes the extra mile to insure we are listening to our partners and developing business solutions that truly meet our customer needs. Bringing the customer Experience to IT, is our prime focus," said Stephanie Yauger, Vice President of Sales and Marketing, ServiceKey.

The 2015 Partner Program Guide will be featured in the April issue of CRN, and online at www.CRN.com.

About ServiceKey www.servicekey.co

ServiceKey is the Master Independent Service Maintenance Organization that delivers partner branded maintenance and professional service solutions exclusively for the channel. ServiceKey's dedicated services are developed to provide an easy to implement recurring revenue stream for Solution Providers while creating value for the end customer. To learn more about ServiceKey, please contact Nicole Nicholson at 404.446.3747, nnicholson@servicekey.co

About The Channel Company

The Channel Company, with established brands including CRN, XChange Events, IPED and SharedVue, is the channel community's trusted authority for growth and innovation. For more than three decades, we have leveraged our proven and leading-edge platforms to deliver prescriptive sales and marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at www.thechannelcompany.com.