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## **Partnerpedia Now Offers Built-in Lead Management Capabilities**

*Easy-yet-powerful tool for SMBs to track sales activities without a full CRM implementation*

**Vancouver, Canada – August 11, 2009** – [Constructive](#) today announced the availability of lead management capabilities for its Partnerpedia family of online partner community solutions. The new built-in features are part of the Partnerpedia [Open Community](#) and [Private Networks](#). With the new lead management capability, Partnerpedia provides business partners with a secure content portal for B2B collaboration, enabling companies and partners to manage and track sales activities.

Ideal for small and medium businesses (SMBs) that are not yet ready to implement a full CRM system, Partnerpedia provides a simple, easy-yet-powerful solution to manage sales activities. Available as a built-in feature to the Partnerpedia online service, companies no longer need to worry about the complexities or high costs associated with traditional lead management implementation.

“SMBs can really take advantage of lead management tools without the worry of additional costs and complexities associated with traditional CRM implementations,” said Mark Sochan, CEO of Constructive. “SMBs often lack the financial resources and manpower to implement a lead management system in-house.”

Instead of relying on spreadsheets or other ad-hoc methods to track and manage sales activities, Partnerpedia provides a secure, simple and effective way to manage leads across sales teams and partners. Leads can easily be entered into the system and tracked throughout its lifecycle. In addition, sales reps and managers can receive notification of lead status and pipeline reports can be generated instantly to project forecasts.

“We’re currently using Partnerpedia for its portal and social networking features, and have already seen business coming from the community,” said Nathan Greenlee, co-founder and principal of (aTs) [al33t solutions](#). “The new lead management feature is very exciting for us since it provides an easy and cost-effective way for us to manage our sales leads and pipeline.”

For information on Constructive and its entire family of partner solutions, visit <http://www.constructive-media.com/>

**About Constructive**

Constructive is the leading provider of online partner community solutions through its flagship offering, Partnerpedia. As a family of web-based collaborative platforms, Partnerpedia leverages the power of social networking and online media to maximize business opportunities through channels and partners. Available in a scalable model, Partnerpedia offers online community and partner enablement solutions for companies ranging from small businesses to large enterprises. To learn more about Constructive, visit [www.constructive-media.com](http://www.constructive-media.com).

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