

*For Immediate Release*

**Partnerpedia Receives *Unified Communications*<sup>®</sup> Magazine's  
2010 Product of the Year Award**

***Community Marketplace Solution Recognized for Exceptional Innovation***

Morgan Hill, Calif., April 11, 2011 — Partnerpedia announced today that [TMC](#), a global, integrated media company, has named its Community Marketplace solution as a recipient of its 2010 [Unified Communications](#) magazine Product of the Year Award.

Partnerpedia's [Community Marketplace](#) is a private label, cloud service that allows vendors to deploy an ISV solutions marketplace or an enterprise app store around their brand of products. Community Marketplace allows vendors to create a thriving community of partners and developers who can offer customers value added products and application solutions.

Whether for tablets or cloud platform, vendors whose products depend on a vibrant partner ecosystem can leverage Community Marketplace as a customizable, turnkey solution that gives their partners a way to easily monetize the solutions they've built around the vendor's brand. Their customers, in turn, benefit from having a convenient destination where they can search, inquire, and purchase complete products and solutions.

"As more and more tablets and smart devices enter the enterprise market, new challenges arise due to the complexities of the applications, services and products that businesses use," said Geoff Mair, CTO at Partnerpedia. "Through the Community Marketplace solution, device and platform manufacturers can offer their corporate customers a marketplace focused on business applications, as well as a way for IT departments to securely distribute and manage apps internally to end-users."

"Partnerpedia has proven they are committed to quality and excellence while addressing real needs in the marketplace. *Unified Communications* is pleased to grant a 2010 Product of the Year Award for their Community Marketplace," said [Rich Tehrani](#), CEO, TMC. "We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from Partnerpedia in the future."

Product of the Year Award winners are published in the April 2011 issue of [Unified Communications](#) magazine.

For more information about TMC, please visit [www.tmcnet.com](http://www.tmcnet.com).

**About Partnerpedia**

Partnerpedia is a provider of private label marketplace and enterprise app store solutions. Leveraging the power of social commerce and partner communities, Partnerpedia helps enterprise companies monetize vendor partner strategies through partner enablement, collaboration and go-to-market solutions.

For more information about Partnerpedia, visit <http://www.partnerpedia.com>.

### **About *Unified Communications* magazine**

Launched in July 2007, *Unified Communications* magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of *Unified Communications* magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. *Unified Communications* has a readership of 100,000. For more information, please visit [www.uc-mag.com](http://www.uc-mag.com).

### **About TMC**

Technology Marketing Corporation (TMC) is a global, integrated media company helping clients build communities in print, in person, and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), [NGN](#) and [InfoTECH Spotlight](#) magazines. TMC is the producer of [ITEXPO](#), the world's leading B2B communications event. [TMCnet.com](#), which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. In addition, TMC runs multiple industry events: *4GWE; Smart Grid Summit; M2M Evolution; Cloud Communications Summit; Social CRM Expo; SIP Tutorial; VIPeering; Business Video Expo; CVx; Digium/Asterisk World; StartupCamp; MSPAlliance MSPWorld and more!* Visit [TMC Events](#) for a complete listing and further information.

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

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