



## TECHTORCH PARTNERS WITH GCN GROUP.

TechTorch is a leading provider of intelligent sales enablement software for technology vendors. Their cutting-edge platform equips sales teams with the necessary tools and information to effectively sell and deliver technology and professional services, resulting in quicker and more efficient deal closures.

The partnership combines GCN Group's expertise in managing and optimizing a global network of vendors, distributors and local resellers, with TechTorch's innovative approach to enable sales teams with the right information and tools to sell and deliver technology and professional services. The combined entity will enable technology vendors to reach a network of 100,000+ fully enabled resellers to deliver all types of technologies and projects.

As a GCN Group global vendor, we are proud to celebrate that Exclaimer has been selected as a finalist for Microsoft's Customer Experience 2023 Partner of the Year Award.

The Microsoft Partner of the Year Awards recognize Microsoft partners that have developed and delivered outstanding Microsoft-based applications, services and devices.

Exclaimer's acclaimed email signature management is available on KATY Platform.



## THE LATEST PLATFORM FEATURES.

KATY Platform is continuously improving to provide better features and a better platform experience.



**CATALOG PAGE ENHANCEMENTS** - design of the catalog has been improved to enhance the purchasing process, allowing for different product types to be managed more intuitively.



**IMPROVED USER MANAGEMENT** - allowing Distributors to manage and edit their partner users on a more granular level and, likewise on a partner-level, enabling partners to manage and edit their customer users.



**ENHANCED PRODUCT CONFIGURATION** - improved to allow catalog differences for the same product, from one country to another.

## CANALYS FORUMS 2023.

GCN Group has joined as a distributor sponsor for the Canals Forums this year again. The 2023 edition of the Canals Forum EMEA is set to be the biggest yet, with 22 of the world's leading distributors joining the event. Distributors are vital to the Forum's success, and GCN Group is proud to enable partners to connect with the broadest range of channel-friendly vendors across EMEA and APAC.

