

April 11, 2007



PRESS RELEASE

Amazon Consulting Brings on Channel Veteran to Lead Consulting Practice

Beth Vanni, formerly of BEA, Cisco and Merisel, to run Technology Channel Consulting Practice

Mountain View, Calif., Tuesday, April 11, 2007 - Amazon Consulting, an organization dedicated to enabling companies in the technology industry to increase profitability by effectively developing and leveraging their partner relationships, today announced they have hired Beth Vanni, a well known and established technology channel executive with over twenty years of marketing and sales experience. Vanni has been brought on to run the firm's nine year old consulting practice providing professional services in the areas of channel and alliances strategy development, program and framework development, and competitive best practices and benchmark analysis.

Vanni has managed the Marketing, Channel Marketing, Market Development and Sales Operations functions for several leading commercial and technical distributors, including Merisel and Ingram Micro. Vanni has also built and led enterprise hardware and software distribution businesses focused on Sun Microsystems and related enterprise technologies at Arrow's MOCA division, created and led a market development and alliances management team focused on the SMB market at Cisco Systems and lead a team focused on sales operations for global alliances and regional channels at BEA Systems. Vanni offers unique insight into building and managing alliances and channel communities to optimize companies' customer market penetration goals.

It is precisely that diverse industry experience and depth of partnering knowledge that motivated Diane Krakora, President and CEO of Amazon Consulting to recruit Vanni for a role that was previously hers. Krakora said, "As the founder and person responsible for setting the direction for our consulting practice over the past nine years it is without reservation and with great excitement that I pass the role on to Beth. Our clients and our company as a whole will benefit from her leadership, background and industry knowledge." For Vanni's part she is looking forward to the challenge of running the central practice within an organization which has become known for its innovative thought leadership specific to alliances and channels strategies. Of her new role Vanni says, "This exciting and challenging new role will allow me to utilize my industry knowledge, from both the partner and vendor perspectives, across multiple technologies to continue to develop and deliver innovative services and thought-leadership to our clients."

About Amazon Consulting, LLC

Amazon Consulting, LLC is a partner development firm based in Silicon Valley, California wholly dedicated to helping companies in the technology sector increase profitability by effectively developing and leveraging

their go-to-market through channels and alliances. Amazon Consulting takes a holistic approach to partnering, designing and implementing services that support both their clients channel and alliance strategies and program execution. Amazon Consulting offerings range from providing channel intelligence and program development to partnering operations and program execution. PartnerPath[®] by Amazon Consulting offers clients a best-in-class partner portal and program automation solutions.

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