



## Plumtree branches out with alliances

**James Sherwood**

PORTAL VENDOR PLUMTREE Software has formalised its UK channel strategy with the creation of its first global channel programme.

Plumtree's previous route to market in the UK was through a mixture of direct sales, distribution and consulting partner relationships. The vendor said its new Synergy Alliance programme will help to clarify its position in the UK market.

Although details are still scarce, Plumtree is looking to recruit resellers, distributors and consulting partners which can provide complementary services and already have a foothold in a number of vertical markets.

Simon Stevens, regional director for northern Europe at Plumtree, said businesses are beginning to take portal strategies more seriously.

"Lots of organisations are now looking at their portal strategies. We have no plans to tier our partners, but we are waiting to see what level of channel response

we get to the programme," he said.

Stevens added that an increasingly common feature of the portal market is composite applications. These re-use applications and services to create new applications, and aim to provide end-users with simpler, customised interfaces to disparate systems.

"Partners need to have an understanding of web applications and in particular composite applications," he said.

Plumtree claimed it was the only vendor able to support both the J2EE and .NET standards and said this allows channel partners to develop applications and portal solutions for specific customer needs quickly and easily.

Mark Ward, managing director of Plumtree partner Chapter26, said: "Plumtree understands the value of partnership and how to make the relationship work well. Its culture and attitude towards partners lays the foundations for the programme."

*james\_sherwood@vnu.co.uk*

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