

Baramundi Seeks Partners To Boost Sales In The UK CLM Market

Germany's Baramundi is making it easier for UK customers by kickstarting direct channel operations

Baramundi Software has launched its channel programme in the UK for its client [life-cycle management](#) (CLM) products.



Hoping for substantial growth in this region over the next five years, Baramundi will be taking a direct approach to the UK market through a two-tiered channel programme. To sell its flagship product, Baramundi Management Suite, and its recently introduced mobile device management suite and intelligent energy management product.

British broadcasting

The CLM Management Suite has two notable customers in the UK already. One is the BBC, which uses it for nationwide synchronisation of radio schedules, music, and news broadcasts. The BBC is supplied and supported by Baramundi reseller SciSys, which is also a user of the product.

Baramundi claims that its relatively small size, compared to its competitors, allows it to have better customer engagement because feedback, both direct and through its channel, directly influences product development and improvements.

New partners will be able to choose from several teaching modules to familiarise themselves with the Baramundi products. [Solution Sellers](#) can attend a course at the company's development centre to learn about the products in depth. pre-and post sales support is also provided.

The other option is to become a [Competence Centre](#) which is open to Solution Sellers that have already successfully implemented at least three projects. These partners have a much closer relationship with Baramundi and can offer first level support. They are also involved in product development with the opportunity to adapt the software to specific customer needs.