

Media Contact: Xeequa USA
Marita Roebkes
Phone: (650) 384-0057
Email: press@xeequa.com



Media Contact: NexGen Singapore
Tom Galantomos
Phone (65) 9815-7654
Email: tom@nexgen.sg

Press Release

NexGen and Xeequa™ introducing virtual business communities for APAC

Xeequa's "Social Business Suite" is selling exclusively through partner channels.

Palo Alto, California/USA and Singapore— Xeequa Corp., a leading provider of business focused social media solutions is selling its software services exclusively through business partners and is announcing today they have signed a Master Distributor agreement with NexGen for Asia Pacific (APAC) and Japan. NexGen not only uses Xeequa internally to manage their partner ecosystem, but has also decided to build a partner channel for Xeequa. "Social media tools are growing at a phenomenal rate. But so far most tools are advertising based and only support direct sales engagements with no play for partners. Xeequa introduces an exciting change. We decided to build a fully integrated business grade social media suite and sell it exclusively through business partners. In order to serve customers and prospects in the APAC region, we are very pleased to work with NexGen who provide a perfect profile to us: SaaS expertise, local representation and a team of highly experienced channel executives." Said Axel Schultze, founder and CEO of Xeequa. For traditional high tech VARs, Xeequa is an easy and fast way to tap into the fast growing Software as a Service market opportunity which according to

SpringBoard Research is predicted to grow around 83% in APAC this year. Partners will receive higher margin than traditional software products, have no channel conflict with the vendor, no inventory to manage and no need to heavily invest in IT knowledge or support teams. In addition there is no competition or conflict with existing vendors product lines or technology and at the same time an ever growing pull from the emerging and fast growing market for social software for businesses.

Tom Galantomos, Managing Director of NexGen, based in Singapore said "This is not only another complimentary addition to the SaaS solutions we represent for Asia Pacific, but as an ASE (All SaaS Enterprise) it is an important platform in our own business to enabling us to more effectively manage business with our existing partners and an excellent source for discovering new ones. The Business Community functionality also provides a revolutionary way to create, develop, and maintain deeper and trusting channel relationships. Most exciting of all is Xeequa's CellTier™ commission structure which significantly reduces the friction of channel conflict between partners by providing an automated system to reward all partners equitably for their involvement in the sale at all levels of the channel with very good margins – now that's cool!"

"We're excited to be working with NexGen," said Marita Roebkes, Xeequa co-founder and Alliance & Community manager. "I worked in high tech distribution in Europe and the US for more than 10 years, specifically enabling partners to enter into new technologies, such as Internet applications and solutions 10 years ago or the first SaaS solutions 3-5 years ago. I'm eager to help VARs to enter the social media space with a product they can sell to business customers."

About Xeequa

Xeequa is an online social business software provider. The company's "Social Business Suite" helps corporations strategically develop a more trustful and loyal business ecosystem including their customers, prospects, alliances, channels and suppliers for a better business experience resulting in incremental market share.

Xeequa's Social Business Suite is designed especially for corporations or industry associations and includes social networking, alliance networking, forums, blogs, event tracking and online collaboration such as opportunity or project collaboration. The solution supports corporate organization structures and provides an extended level of privacy rules created for corporate use.

The advertising free "software as a service" is subscription based and scales from small businesses to global enterprises. More info on www.xeequa.com or 1-888-xeequa1

About NexGen

NexGen assists SaaS ISVs by providing a lower risk, lower cost, faster to market entry into the world's fastest growing regional economy – Asia Pacific. They are the undisputed SaaS enablers of the region. They create partner channels in weeks, not months by providing SaaS ISVs with the business functions necessary identify, connect and maintain partner relationships through a virtual subsidiary model. More info on www.nexgen.sg