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## PRESS RELEASE

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### **Occulus Announces the Availability of the Channel Accounts Module Allowing Sales Operations to Forecast Distributor Sales**

Occulus ([www.OcculusInc.com](http://www.OcculusInc.com)), announced today the release of the Channel Accounts Module that extends the deal qualification and sales analysis capabilities of Occulus down to the desktops and mobile devices of the manufacturer's channel partners.

*"With the Occulus Channel Accounts Module we can now provide our channel partners with a proven deal qualification and forecasting tool that allows our Account Managers to work much closer with our distributor's sales reps to close more business and to accurately forecast our channel business." Commented H. Greene, North American Sales Manager.  
"Furthermore, it strengthens the relationship with our distributors and is a clear demonstration that we are interested in and committed to their success."*

In today's complex selling environment most manufacturers use a combination of in-house sales and distribution channels to sell their products. Some of the challenges in working with distribution channels are; distributor mind-share, lack of visibility into distributor pipeline and distributor sales rep experience. By implementing the Channel Accounts Module and providing Occulus functionality to the distributor, under the guidance and with the support of the of the manufacturer's Account Manager, the manufacturer can:

- Increase distributor mind-share and gain competitive advantage over other suppliers
- Gain significantly increased visibility into the distributor's pipeline and accurately forecast channel business
- Increase sales through the close working of the distributor sales rep and the manufacturer's Account Manager.
- Increase communication and cooperation and strengthen the relationship between the manufacturer and their distributors.

*Mel Harding, VP Marketing & Product Development, Occulus Inc., states: "We are excited about the Sales Channel module, it will help our manufacturing customers strengthen their relationships with the distributors, capture greater mind-share and give them a competitive advantage over other suppliers. Furthermore, whether stand-alone or integrated into the manufacturer's CRM, the visibility into the distributor's pipeline has allowed our customers to significantly increase the forecasting accuracy of their channel business. For additional information please email me at [mel.harding@OcculusInc.com](mailto:mel.harding@OcculusInc.com) "*

#### **About Occulus Inc. ([www.OcculusInc.com](http://www.OcculusInc.com))**

Occulus' deal qualification. Pipeline analysis and forecasting platform is based on a "predictive analysis" model which incorporates a highly structured process and powerful analytics combined with the latest customer information to analyze and rate deals in the pipeline to identify those that have the greatest probability of being won and of closing by the forecasted close date; resulting in higher win rates and greater forecasting accuracy.