

RollStream Launches Collaborative B2B Workspaces at HIDA 2009

McLean, VA. – September 10, 2009 - RollStream, the leading provider of enterprise community management solutions, today announced the launch of its newest community management application—Business-to-Business (B2B) Workspaces. RollStream B2B Workspaces enable supplier management and procurement executives to develop secure, online micro communities of trading partners, enabling one-to-one or multi-group collaboration. At the 2009 Med Surg HIDA conference, RollStream will showcase the power of B2B Workspaces to facilitate supplier continuous improvement projects, collaborative RFP management, dispute resolution, and more.

“Supplier management and other partner relations teams continually tell us that their existing technology solutions do not enable them to interact efficiently with their suppliers,” said Kristin Muhlner, CEO of RollStream. “With B2B Workspaces, RollStream is the first to deliver true supplier collaboration tools with the ease of use seen in social networking applications, but with the security and data isolation required by enterprise IT policies. By offering these workspaces as on-demand solutions, buyers, commodity managers, sourcing and supplier management teams can engage suppliers instantly, without the need for expensive and protracted software implementations.”

Workspaces are used for a variety of solutions including coordinating partner marketing activities, managing performance feedback and improvement plans, coordinating and co-authoring RFPs, soliciting feedback on existing products or innovating over new product strategies.

Additionally, Workspaces are used to provide a destination for buyers to discover new suppliers, review their product capabilities, comment on their design, and help influence overall product strategies. It allows distributed teams to come together to share multimedia market and competitive intelligence information for better supplier enablement and increased likelihood of a successful relationship.

Workspaces instantly create a secure online site where the right people for the right project can be brought together on either side of the business-to-business relationship. Permissions control who can view and edit content in the Workspaces. Key features include conversations, document and video sharing, event and project calendar tracking, and automated notifications.

“Workspaces is applicable for customers in all industries, but it is especially pertinent that we are announcing it at the HIDA conference,” said Nick Parnaby, COO and founder of RollStream, “Several of our healthcare distributor customers are seeking new ways to engage their suppliers to determine true demand for products, share performance scorecards and form focus groups to feed innovation. And, our healthcare manufacturing customers have demanded simpler ways for sales and marketing to engage new customers, educate distributor sales forces and engage providers in value based sales activities. On all of these RollStream delivers.”

RollStream will demo Workspaces in Booth #402 at the 2009 HIDA MedSurg Conference & Expo taking place in Washington through tomorrow September 11 at Gaylord National Conference Center.