

Nortel Implements Requisite Technology Channel Management Solution

Leading Telecom Company Drives Sales with Channel Marketing Funds Application

Chicago, Jan. 24, 2007 - Requisite Technology Inc., a leading provider of channel management, eCommerce and master data management solutions, announced today that Nortel has successfully launched the Requisite Technology Channel Management solution to its partner community in North America, and Central and Latin America.

Nortel, which relies on a direct and indirect sales force to market and sell its telecommunications products, is using the Requisite Technology Marketing Funds module to streamline channel partner marketing incentive activities and support sales growth. The channel marketing funds module enables Nortel to allocate marketing funds based on partner status and facilitate the funds approval process.

“Allocating, approving and tracking marketing funds in a large partner community is cumbersome and time consuming and Requisite Technology has enabled us to completely automate these activities,” said Eric Schoch, vice president, North America Enterprise Marketing, Channels and Distribution, Nortel. “Nortel is absolutely committed to improving and strengthening relationships with its channel partners, increasing the value we bring to customers and mutually growing our respective businesses. This is yet another example of how we are making it easier for channel partners to do business with Nortel.”

“In highly competitive markets, speed to market and customer service are key differentiators, and extended enterprises are turning to technology to help set them apart,” said Steve Cole, senior vice president of product management and marketing for Requisite Technology. “The Requisite Technology Channel Management solution enables companies like Nortel to collaborate with partners and proactively respond to demand.”

The Requisite Technology’s Marketing Funds module provides Nortel partners a single portal for interacting with the company. Known as Partner Source, Nortel resellers can request marketing dollars, submit claims, and learn about new marketing programs using the Web-based Requisite Technology solution.

“With Partner Source, we have instant access to information such as product specs, pricing, and marketing funds” said Stuart Chandler, president and CEO, Optivor Technologies, a Nortel reseller. “This makes our job marketing and selling Nortel products easier, which benefits both my company and Nortel.”

About Requisite Technology Inc.

Requisite Technology Inc. is a provider of industry-leading Channel Management and eCommerce solutions that enable companies to effectively market, sell and service their products to end customers via their channel partners. Requisite Technology enables industry-defining enterprises such as Kawasaki, Lexmark, Motorola and Nortel Networks to drive revenue throughout their entire channel. More information can be found at www.requisite.com.

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