



7.26.2022

## Disrupting the IT Industry: Channel Program Announces a Breakthrough Platform Release

*Channel Program launches unbiased User Reviews of IT software products and services and Personalized Newsfeeds on its IT Channel-only platform and marketplace.*

ANNAPOLIS, MARYLAND/ [Channel Program](#), the IT Channel's largest and rapidly growing community platform and marketplace, announced a major enhancement to its IT Channel-focused platform to be released on July 26, 2022: unbiased User Reviews of IT software products/services and individually personalized newsfeeds. These new features are important stepping stones in the company's mission to disrupt the highly fragmented \$2.2 trillion IT Channel industry, by giving more IT Vendors access and more IT Service Providers a voice in what is next.

With the launch of **User Reviews**, IT Service Providers can publish reviews of the software products with which they have experience in Channel Program's [Product Directory](#). By helping their fellow IT Service Providers and MSPs make informed buying decisions, the reviewer is empowered with direct influence on which software products succeed in the Channel.

"The IT Channel industry is woefully underserved by the "pay to play" and completely unfocused models of the current research leaders - Gartner, Forrester, and G2," states Kevin Lancaster, Channel Program Founder & CEO. "Unbiased product reviews for the IT Channel by the IT Channel, on a platform that is dedicated to the IT Channel has been needed for a long time."

The User Reviews are part of a larger product release that includes several platform improvements including the ability for members to Like Content and Follow company and individual profiles. Updates from their followed profiles will show in a **Personalized Newsfeed** on their Channel Program homepage. In this manner, Service Providers of all types – whether MSP, MSSP, IT Consultant or VAR - will be able to follow Vendors within their tech stack and utilize the Channel Program platform as a consolidated source of ALL key Vendor information – from unbiased, user-generated software reviews to the latest product releases, marketing messages and company information.

"With every release in our robust innovation pipeline, we are simplifying the way the entire Channel engages and interacts – streamlining communication, providing valuable and authentic content, hosting industry events, and facilitating connections - and ultimately how it grows and succeeds," concludes Kevin.

Are you an IT professional who wants *your* voice heard? Follow this link to [Become a Member](#).

### About Channel Program

With a rapidly growing community of 4,000+ IT professionals and events that regularly attract hundreds of attendees, Channel Program has quickly become the IT industry's premier network and marketplace. Laser-focused on eliminating favoritism, politics, and waste (of time and money), Channel Program gives more Vendors access to and more IT Service Providers a bigger voice in what is next in the IT Channel.

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## Help the IT community decide which solutions are right for them.

Leave a review and receive a  
\$15 Amazon gift card... on us!



Unbiased product reviews  
for the IT channel, by the IT channel.

Forward this along to a friend and we'll send them a  
\$15 Amazon gift card for their review too!



\*Receive a \$15 Amazon Gift Card  
for every approved user review. Max 3 per user.

 **channel  
program**