



FOR IMMEDIATE RELEASE

VALORA TECHNOLOGIES LAUNCHES NEW CHANNEL PARTNER PROGRAM

Provides Partners With Cutting-Edge Automated Review Technology

(PRLog) Bedford, MA, January 26, 2012 – [Valora Technologies, Inc.](#) (“Valora”), a leader in automated document indexing, analysis & review, today launched its new Valora Channel Partner Program, designed to provide legal and records management service providers with access to Valora’s cutting-edge automation technology and time-tested processes.

The main goal of the Valora Channel Partner Program is to strengthen the relationship between Valora and its client-facing distribution channels. By selling technology-enabled coding and review solutions directly to legal and records management professionals, Valora’s Channel Partners can rapidly achieve significant profit and margin growth. The Valora Channel Partner Program gives Channel Partners a direct connection to Valora resources, tools and expertise, specifically developing their expertise in Technology-Assisted Review (TAR).

“Now more than ever, our industry is looking for technology solutions that enable them to solve complicated issues of surging datasets, while still meeting tight deadlines, reducing costs and improving quality and consistency,” explains Sandra Serkes, Valora’s President & CEO. “By becoming a Valora Channel Partner, eDiscovery, Litigation Support and Data Processing providers can now deliver world-class, sophisticated offerings to meet their clients’ demands, *without* capital investment or development hassle.”

With three participation eligibility levels, the Valora Channel Partner Program was designed with flexibility in mind. According to Tara A. Lamy, Valora’s Channel Marketing Manager who runs the Program, “options vary based on commitments, pricing and training levels, as well as exclusivity, because there is no “one size fits all” model in the ever-changing landscape of legal technology services.”

Partners select service and support options that provide flexibility and choice, whether delivering their own brand of Valora’s services (White Label) or whether they prefer to offer a value-added Valora-direct solution, allowing them to focus on core business. The multi-tiered model makes it easy to participate in the program level that is most appropriate and provides the best return. The three Program levels are:

- **Elite**
Via this powerful alliance, Valora provides Elite Partners the richest benefits, including incentive programs, deal exclusivity, custom pricing, extensive access to marketing, sales, and technical resources, and an additional focus on key account planning and the development of mutually beneficial customer relationships.
- **Premier**
Premier Partners participate in key account planning and enjoy enhanced benefits, such as preferred pricing, plus access to Valora’s internal resources, complementing the wealth of available sales and marketing information, tools, and support.
- **Advantage**
Advantage Partners have access to Valora services at reduced price points, as well as interaction with sales and support professionals to meet the needs of their clients.

“We have been thrilled with our partnership with Valora,” explains Christopher “C.J.” Jensen, Partner at Excelerate Discovery. “Being a Valora Elite Partner has allowed us to develop an advanced comprehensive and defensible technology-assisted review solution to meet our clients’ needs – it provides accurate and consistent results and increases overall cost savings for our clients.”

Service providers interested in learning more about Valora’s Channel Partner Program and the services available, are encouraged to contact the Company at mktg@valoratech.com for an analysis and evaluation of program level suitability.

About Valora Technologies, Inc.

Valora is a technology-based provider of automated document indexing, analysis and review services for the legal and records retention professions. For over a decade, Valora has offered services for rapid and cost-efficient coding, review and analytics of paper and electronic populations to law firms, government agencies, corporate legal departments and litigation support organizations around the world. For more information about Valora Technologies, contact info@valoratech.com or visit www.valoratech.com.

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