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Colorado-Based Syndicom, Inc to Attend Prestigious 23rd Annual North American Spine Society Conference

Sales consultants to meet internationally recognized Syndicom team - a leader in Web 2.0 spine industry collaboration and creators of SpineConnect.com - in Toronto, Canada

DURANGO, CO, October 12, 2008 **/24-7PressRelease/** -- Syndicom Inc, a leader in online community collaboration, announces it will be attending the 23rd Annual NASS conference to be held in Toronto, Canada, October 14-18. Members of the Syndicom team, including CEO and Founder, Scott Capdevielle, will be in attendance. Syndicom invites all to visit its exhibit booth (#1311) as well as view a beta version of SalesEdge , a customizable platform to enhance the education, communication and knowledge share of direct and indirect sales consultants.

At NASS in 2005, Syndicom launched SpineConnect , a free Web site that allows physicians and medical device companies to collaborate and share knowledge about spine treatments, which has experienced tremendous response amidst the spinal surgeon community as a result. Syndicom designed SpineConnect to be a collaborative community that connects internal and external stakeholders and facilitates knowledge transfer. So far, over 1200 members have posted 1,200 cases that have been reviewed through the site resulting in over 5,000 comments. SalesEdge will be a similar tool in that it reaches a much broader community of sales consultants by offering an interactive Web-based platform.

"SalesEdge will revolutionize the way sales teams interact. By incorporating the collaborative process into the sales organization, sales consultants will better serve surgeons by providing immediate answers to their questions about complex products and procedures," said Scott Capdevielle, CEO Syndicom.

Recognizing the need to decrease time spent educating and training new sales consultants, SalesEdge combines the same collaboration platform engineered at Syndicom for spine surgeons. "We updated our forms and the general collaboration interactions to help sales consultants collaborate quickly and easily. What's more, SalesEdge is ready to support the customization needs of our customer base," said BlakeWard, VP Product Development.

In a SalesEdge private community, sales consultants collaborate on difficult sales scenarios, experiences and best practices, and learn from each other. Participants submit their questions or problems to their colleagues, and receive accurate and timely responses so they can take immediate and effective action. Over time, community members create a knowledgebase of best practices, experiences, and outcomes that are captured for reuse. As a result, sales consultants provide a higher level of service to their customers.

SalesEdge benefits - smarter sales force and superior customer service

- Leverage the accumulated knowledge and experience within your sales organization - years of combined experience - to give sales consultants more insight into sales situations and scenarios
- Connect your "company experts" with sales consultants to accelerate knowledge transfer between sales, R&D, product development, marketing, and training to build a foundation of trust
- Create a sales knowledgebase of best-practices to accelerate product adoption among customers

About Syndicom, Inc.

Syndicom provides an array of Web-based tools that allow medical professionals, medical device manufacturers and other professional communities to work together and solve problems in a timely, efficient and economical way. The company's set of proprietary collaborative technology products fosters the discovery of new treatment plans, more effective surgical techniques and life-saving medical devices. Syndicom's advanced communication tools let physicians around the world share challenging patient cases and respond immediately to colleagues' questions. Also, Syndicom's innovative platform gives medical companies the ability to leverage and extend the knowledge and skills of physicians in the development of new medical technologies and devices. To learn more visit www.syndicom.com.

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