

# What is Crossbeam?

Crossbeam is a collaborative data platform that helps companies build more valuable partnerships.

Use Crossbeam's Partner Ecosystem Platform to automatically surface warm leads, run better partnership plays, and win more deals faster with the most prolific growth lever on the planet: your own ecosystem.

## [What is Crossbeam Video](#)

The Crossbeam platform is offered as a Software-as-a-Service (SaaS) application that syncs with your CRM [data](#). We standardize this data into segments called [Populations](#) and allow you to share and [compare](#) them with [partners](#).

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Interested in learning more about Crossbeam? We provide live demo sessions!  
Click [here](#) to schedule a session with a Crossbeam expert.

Check out this video:  
[video demo](#)

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Discover why our customers love Crossbeam [through their stories](#).