

## **02/04/2012 - Corvendo to resell socialondemand in Germany – purechannelapps announces reseller partnership agreement**

**BATTLE, UNITED KINGDOM, April 2<sup>nd</sup>, 2012** – purechannelapps™ announces its first reseller partnership agreement in the Germany for socialondemand® with Corvendo GmbH. The leading independent channel sales and marketing organisation will be proactively reselling the online tool to its clients, helping them to seamlessly target and deliver social media content to end-users via the clients' own channel partners' social media presence. "socialondemand offers our well-established base of clients the perfect solution to reach more end-users with valuable content. It will be an important part of our Channel Marketing Services offering and our new partnership with purechannelapps demonstrates our objective to help our client base enhance their own social media strategies," commented Reiner Rübél, Founder and Managing Director at Corvendo GmbH.

socialondemand offers the ideal opportunity to deliver additional social media strategy, content creation and social media training services around the kernel of socialondemand as a delivery mechanism.

"socialondemand helps increase brand awareness and lead generation for vendors and resellers alike, empowering the sales channel with rich content from the vendor," commented Olivier Choron, Founder and CEO of purechannelapps. "Having such a well-established client base in Europe, Corvendo is ideally placed to extend our reach in Europe. We look forward to a dynamic and fruitful partnership with Corvendo," he added.

Register now for the next socialondemand webinar, which will include a live demo and will take place on Thursday, April 19, 2011 5:00 PM – 6:00 PM BST. Simply visit <https://www3.gotomeeting.com/register/619352302> to register.

### **About Corvendo®:**

Corvendo GmbH was founded 2002 in Munich, Germany by the owner and Managing Director, Mr. Reiner Ruebel. Corvendo is specialized in the planning and execution of sales projects for technology companies. Its clients are small to medium sized companies in Germany and manufacturers of IT and consumer electronics products which sell into the Central European retail channel. The company's core competencies are traditional sales instruments, namely market segmentation, business intelligence, customer recruiting by means of the internet. The areas of social media marketing (SMM) and strategy development have been emphasized since Mr. Guido Wetzel joined in 2011.

For additional information, visit [www.corvendo.com](http://www.corvendo.com)

Corvendo® is a registered trademark of Corvendo GmbH.

### **About socialondemand:**

socialondemand is a revolutionary patent-pending web-based tool from purechannelapps that enables vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence. With an easy-to-use, multi-lingual and customisable interface, socialondemand enables vendors to input, categorise and target content to their partners. These are in turn able to control and track what, when and how content is published. Comprehensive reporting enables vendors to monitor exactly when, where and by whom their content is being read.

socialondemand works by creating a system-to-system link between itself and the partner's social media accounts, so that partners do not even have to log into their accounts, hence simplifying the way content is published. socialondemand is cloud-based and also available via mobile applications for partners, giving them the flexibility and ubiquity to control and publish new information to the end-user community at any time. socialondemand currently supports Twitter, Facebook, LinkedIn and Viadeo, though more connectors for both mainstream and specialist industry sites will be added over the next few months.

**About purechannelapps:**

purechannelapps Limited delivers innovative, revolutionary and channel-focused web- and app-based solutions that help vendors – be it hardware manufacturers, software editors or other suppliers – better influence and collaborate with their channel partners and intermediaries. purechannelapps' moto is to simplify many of the vendor-to-partners business processes found in complex channel eco-systems and to increase vendor profitability. For additional information, visit [www.purechannelapps.com](http://www.purechannelapps.com).

Supporting materials:

To learn about socialondemand, please read the Solution Overview at [http://purechannelapps.com/uploads/socialondemand\\_solutionoverview.pdf](http://purechannelapps.com/uploads/socialondemand_solutionoverview.pdf).