

05/12/2011 - Aressy to resell socialondemand in France

BATTLE, UNITED KINGDOM, 5th December, 2011 – purechannelapps™ announces an important reseller partnership agreement with Aressy in France. The B2B marketing agency will be proactively reselling socialondemand® to its clients, helping them to build an effective social media strategy.

socialondemand is drastically improving the way in which companies reach end-users with social media messaging through their indirect channels (distributors, resellers, dealers, etc.) and through their own internal sales teams. "We have several clients that are looking for effective ways to integrate social media more effectively into their existing channel marketing strategies and corporate communications. socialondemand is a highly innovative tool that complements our existing services with its unique capabilities, and we are excited by the opportunities it offers both us and our clients," commented Laurent Ollivier, CEO at Aressy.

For marketing agencies looking to integrate social media into their offerings, socialondemand provides companies like Aressy with the ideal opportunity to deliver additional content creation and social media training services around the kernel of socialondemand as a delivery mechanism.

"We are delighted to have Aressy on board as a partner for the French market. They are highly successful in delivering results-based projects for their clients, and socialondemand will enable them to strengthen their social media offering even further," commented Olivier Choron, Founder and CEO of purechannelapps. "The fact that our partner base is growing rapidly demonstrates that socialondemand can differentiate what agencies have to offer," he added.

purechannelapps offers three types of partnerships: Referral Partners that receive a finder's fee for recommending a client who adopts socialondemand; Reseller Partners that proactively take socialondemand into their customer bases with healthy reseller partner discounts; and OEM Partners that use a branded version of socialondemand integrated into their own portfolios.

Register now for the next socialondemand webinar, which will include a live demo and will take place on Thursday, December 22nd, 2011 5:00 PM – 6:00 PM GMT

Simply visit <https://www3.gotomeeting.com/register/677358894> to register.

Supporting materials:

To learn about socialondemand, please read the solution overview at http://purechannelapps.com/uploads/socialondemand_solutionoverview.pdf

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' motto 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.