

## 08/08/2012 - purechannelapps announces inclusion of XING social networking platform into socialondemand®

**BATTLE, UNITED KINGDOM, August 10<sup>th</sup>, 2012** – purechannelapps announces that socialondemand® - the online tool that enable vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence – has added XING to its portfolio of supported social networking platforms. XING – the social software platform used by professionals in over 200 countries – displays how each member is connected to any other member, enabling users to visualise the 'small-world phenomenon', or 'six degrees of separation' as many know it.

XING works in multiple languages including Dutch, English, Finnish, French, German, Hungarian, Italian, Japanese, Korean, Spanish, Polish, Portuguese, Russian, Simplified Chinese, Swedish and Turkish.

"The addition of XING to socialondemand enables us to extend the appeal of socialondemand to a much wider international audience," commented Olivier Choron, Founder and CEO of purechannelapps. "With multi-lingual capabilities already inherent in socialondemand, we are gaining more traction globally and will continue to drive development to support this."

Launched just over a year ago, socialondemand is proving to be an invaluable tool for vendors looking to improve their social media strategy. purechannelapps' clients are using socialondemand to reach end-users more effectively, whilst 'socially enabling' their channel partners and leveraging the trust that already exists between the partners and their end-user followers.

"XING perfectly complements the range of existing social networking platforms offered by socialondemand, which already includes Twitter, Facebook, LinkedIn and Viadeo. Combined with the ease of reporting offered by the tool, vendors are able to extend the reach of their content and gauge exactly how far it is proliferating within the end user community," added Choron.

Register now for the next socialondemand webinar, which will include a live demo and will take place on Thursday, August 16, 2012 4:30 PM – 5:00 PM BST Simply visit <https://www3.gotomeeting.com/register/258926398> to register.

### 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)

### 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](http://www.purechannelapps.com).