

## 11/01/2012 - CCI and purechannelapps announce major partnership agreement

**BATTLE, UNITED KINGDOM, January 11, 2012** – purechannelapps™, a leading provider of social media management solutions for sales channels based in the UK, announce a major partnership with CCI, a leading provider of channel management software and services in the US, to sell and support socialondemand® in North America.

The socialondemand application allows marketers to increase their social media reach exponentially by providing content to channel partners for further placement on their own social media accounts, including LinkedIn, Facebook, Twitter and more. Partners have the option of appending the content, or automatically posting the content provided, assuring its ease of use. What's more, marketers can selectively provide the content that's appropriate for each partner segment, so resellers and other channel partners will only be offered content that is relevant to them based on the products and solutions they provide and the customers they target.

"Social media is of growing importance for our clients, and the socialondemand solution makes it easy for our clients to extend their social media strategy through their channel network." says Debra Delaney, CEO at CCI. "This partnership with purechannelapps is a perfect fit with our mission to help clients improve their channel marketing efforts efficiently and affordably."

"socialondemand is rapidly been perceived in the market place as a very effective tool to reach end-users via a given vendor's partner social networks," commented Olivier Choron, Founder and CEO of purechannelapps. "Having such a well-established client base in North America, CCI is ideally placed to extend our reach beyond the European market. We look forward to a dynamic and fruitful partnership moving forward with CCI," he added.

The partnership is designed to capitalize on dramatic growth of social media as an information resource for buyers of business to business products. Over \$3 billion will be spent to advertise on social media sites in 2012, and two-thirds of IT professionals use social media to stay current on topics and resources. By extending social media strategies through their channel partners, marketers can extend the reach of their social marketing by a thousand times or more. In addition, as their channel partners are strapped for resources, these partners are seeking ways to extend their sales and marketing efforts easily and affordably. As such, both CCI and purechannelapps are excited about this partnership as a means to address those needs.

### **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).

#### **About CCI**

CCI delivers comprehensive incentive solutions to optimize sales channel performance. As an enterprise software and services solutions provider, CCI enables marketers to manage measure, and optimize sales and marketing programs throughout their demand chain, resulting in greater spending efficiency and improved program effectiveness. To accomplish this, CCI provides a combination of on demand software, professional services and program administration services. The CCI is proud to work with market leading companies in technology, telecommunications and entertainment industries, including: Autodesk, BMC, Brocade, Centurylink, Comcast, Cox Communication, Epson, Motorola, Sony Playstation, VMware and many more. For more information, visit [www.channelmanagement.com](http://www.channelmanagement.com) or contact CCI at [info@channelmanagement.com](mailto:info@channelmanagement.com).