

12/07/2011 - purechannelapps sponsors Baptie Channel Focus Community.

purechannelapps™ today announced its sponsorship of the online Baptie Channel Focus Community, the world's largest community of leading channel sales and marketing executives.

Battle, United Kingdom, July 12th, 2011 Founder and CEO of purechannelapps™ Olivier Choron announced today that the company will become a "Full Sponsor" of the online Channel Focus Community, the world's largest closed community of leading channel sales and marketing executives.

"purechannelapps have been closely connected with Baptie & Company for many years, and our decision to sponsor the Channel Focus Community reflects the high regard in which it is held by us and its members", said Choron. "The forums created by Baptie & Company offer us the unrivalled opportunity to reach and interact with a community of genuine sales and marketing professionals who value such a resource highly".

"I am delighted to welcome purechannelapps to the Baptie & Company community", confirmed Rod Baptie.

"Olivier and his team bring a wealth of expert channel knowledge, skills and innovation in the high technology sector. Their pioneering channel social media tool – socialondemand™- is the proof of that! We look forward to working with him and purechannelapps, they will no doubt be an asset to the community".

The community is composed of senior channel executives working for some of the world's largest vendors in the IT and Telecoms industries. Membership gives you access to webinars, whitepapers, over 3,000 fellow members, key discussions and blogs on the issues affecting the industry today.

"With the advent of social media, there is a lot of 'noise' in other sales and marketing forums and groups out there. The Channel Focus Community gives us a unique opportunity to listen with clarity to channel experts and executives about their experiences and challenges. It will also provide us with the means to share some of our learnings, best practices and solutions such as socialondemand™ with a community of like-minded professionals," added Choron.

purechannelapps' CEO, Olivier Choron will be available as an 'expert' to answer questions on issues that concern today's channel executives. For more about the Baptie, Channel Focus Community visit www.baptie.com.

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 pricing is based on a 'per partner' model (details available on application). It will launch with support for Twitter, Facebook and LinkedIn though more connectors for both mainstream and specialist industry sites will be added over the next few months.