

## 14/06/2011 - purechannelapps™ launches innovative social content syndication platform

BATTLE, UNITED KINGDOM, JUNE 14th, 2011 – purechannelapps™ has launched socialondemand™, the first web-based tool that enables vendors to seamlessly target and deliver social media content to end-users via their channel partners' social media presence. With launch support for Twitter, Facebook and LinkedIn, socialondemand uses an intuitive, multi-lingual and customisable interface allowing vendors to input, categorise and target content to their partners. In turn, partners are able to control what, when and where content is published. A comprehensive reporting system enables vendors to monitor which partners publish their content and when, as well as how many followers and friends are included in their partners' social ecosystems.

"Many vendors see social media websites and services as the perfect low cost way to reach a mass international audience but creating and delivering content to multiple communities requires time and some expertise," explains Olivier Choron, Founder and CEO of purechannelapps. "For vendors that use a channel route to market, managing what content should go to which partners is a complex task and there is no guarantee that partners will redistribute content. It is also a very difficult process to track and evaluate."

purechannelapps has developed socialondemand over the last 18 months and has patents pending to protect the technology. Using a web-based interface, partners sign up to their vendor's social media content syndication service and specify the accounts they wish to link and the type of content they wish to receive and re-publish to these accounts. As new content is created by the vendor and pushed through socialondemand, resellers have a simple choice. Posts can be automatically reposted, should partners have selected that option for that specific type of content, or they can decide to review and edit it before posting to their Twitter, Facebook or LinkedIn account(s) via a one-click approval process.

"This system allows channel partners to quickly create a valuable, targeted and trusted stream of social media content while maintaining absolute control. socialondemand enables partners to finally get involved with the B2B social media world with very little elbow grease," Choron adds.

By using industry standard APIs from Twitter, Facebook and LinkedIn, socialondemand does not require partners to divulge sensitive login or password details to the service and all the content publishing is done system-to-system, making it extremely simple for partners.

purechannelapps is currently trialling socialondemand with Trend Micro, the leading global internet security software vendor that works with over 25,000 partners across Europe, Middle East and Africa. "Trend Micro expects to increase the number of views of its content and document downloads a hundredfold while strengthening their relationship with their partners who are truly becoming their trusted advisors in the social media sphere," Choron comments.

socialondemand also allows channel partners to edit the social media content provided by their suppliers. For example, if a vendor launches a new product via a social media alert, a channel partner might wish to add a special offer on a complementary product. The partner can then adjust the content style to meet its own messaging before quickly republishing to multiple destinations in just a few minutes.

"Social media is an important part of our marketing strategy, but as a highly productive business we lack the time to create useful content on a regular basis. We see socialondemand as an invaluable tool for sourcing highly useful content from vendors to enhance our social media presence. The ability to control and automate

the publishing of valuable content will stimulate inbound interest from end users, creating demand for both ourselves and our vendors" explains Jason Evans, Managing Director, Response Data Communications Ltd

"The system will launch with a standard set of templates, process flows and controls but can be customised to meet individual vendor needs. Our initial launch customers are within the IT sector but we have had interesting discussions in the automotive and publishing industries– which all face different challenges with social media content distribution," Choron adds.

socialondemand will launch with support for Twitter, Facebook and LinkedIn but Choron points out, "We are currently developing more connectors for both mainstream and specialist industry sites that will be added over the next few months."

The growth of communication over social networking over the last 5 years has been faster than the adoption of any other media in history. Market analyst firm In-Stat reports that there are now more than 10 billion social-networking and online-world accounts in 2010 and that nearly 4.5 billion of these are active.

These accounts now generate almost half of all internet traffic according to research agency mobileSQUARED.

As a means to reach consumers, data from analyst firm eMarketer estimates that worldwide spending on social networks will reach almost \$6 billion this year, amounting to \$3.1 billion in the US and \$2.9 billion in international markets.

"Vendors have struggled to deliver social content to the channel due to the complexities of distribution, tiered partner programmes, multiple social platforms and language considerations," comments Keith Humphreys, Managing Consultant at euroLAN Research, an IT channel focused analyst firm, "tools that allow social media to be created and targeted at different channel audiences, quickly republished and tracked through the pathways of social contacts is an exciting new area."

For the last 16 years, euroLAN has helped large IT vendors including Intel, HP, Microsoft and Cisco develop channel programmes across Europe and Humphreys feels that demand for social media content is growing from both vendor and partner communities, "The early attempts of engaging partners in social media has been an information flow to the partners, while the next opportunity is assisting partners in the flow of information to their customers and becoming the trusted advisor."

"Now we're ready to launch, we're inviting senior channel decision makers and journalists to join us on the 21st June to find out exactly how it works, and the benefits of using socialondemand. People we show it to are finding it hard to believe – now it's time to prove it and let people start benefiting from it," Choron concludes.

Register now for the webinar, which will include a live demo of socialondemand and will take place on June 21st, 2011 at 4.00pm BST. Simply visit <https://www3.gotomeeting.com/register/590586110> to register.

Pricing is based on a "per partner" model and is available on application. purechannelapps will be announcing a number of key clients that have adopted the socialondemand platform over the coming months.

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).