19/10/2011 - Connection2 to resell socialondemand in Europe

BATTLE, UNITED KINGDOM, October 19th, 2011 – purechannelapps™ announces its first reseller partnership agreement in the United Kingdom for socialondemand® with Connection2.   The leading independent channel sales and marketing organisation will be proactively reselling the online tool to its clients, helping them to seamlessly target and deliver social media content to end-users via the clients' own channel partners' social media presence.

"socialondemand offers our well-established base of IT clients the perfect solution to reach more end-users with valuable content. It will be an important part of our **Channel Social Media (CSM)** offering and our new partnership with purechannelapps demonstrates our objective to help our client base enhance their own social media strategies," commented Thomas Hughes, Owner Director at Connection2.

As many consultancies and marketing companies like Connection2 strive to deliver added-value to their client-base, socialondemand offers the ideal opportunity to deliver additional social media strategy, content creation and social media training services around the kernel of socialondemand as a delivery mechanism.

"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 Europe, Connection2 is ideally placed to extend our reach beyond the UK. We look forward to a dynamic and fruitful partnership moving forward with Connection2," 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 Tuesday, October 25, 2011 5:00 PM – 6:00 PM BST. Simply visit https://www3.gotomeeting.com/register/619352302 to register.

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.

purechannelapps™

3 Old Ladies Court, Battle
East Sussex, TN33 0EN, United Kingdom
TEL: ++44 (0) 20 3540 6585• FAX: +44 (0)8707 620 688
info@purechannelapps.com • www.purechannelapps.com

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, visitwww.purechannelapps.com.

Supporting materials:

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