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20/03/2012 - Acronis Launches socialondemand to its Worldwide Channel Partners

BATTLE, UNITED KINGDOM, 20 March, 2012 – purechannelapps™ announces the worldwide rollout of socialondemand®, its social media content syndication platform, by Acronis, leading provider of disaster recovery and data protection solutions.

Following a positive trial of socialondemand in October 2011, Acronis has white-labelled the patent-pending social media solution as its own, under the **AcronisGoSocial** brand. The tool will be used to syndicate targeted social media content to segmented end-users via an Acronis network of 300 selected partners in the UK, Australia, Germany and the US. Using socialondemand, Acronis aims to build strong brand awareness and PR, whilst driving a positive influence on the end-user decision making process – a benefit which often eludes channel-centric vendors.

"We want to enable our partners to be more active in social media. This is why we are now rolling out the platform globally and look forward to the further deployment of the platform within Acronis as part of our Global Partner Programme. We view the tool as a real unique selling point for partners and we hope it will help us recruit more channel partners in the disaster recovery and virtualisation market" commented Celine Astre, Global Senior Partner Programme Manager at Acronis.

Following the launch of the trial in October 2011, over 20 Acronis partners and distributors actively joined the programme in the United Kingdom, giving Acronis indirect access to over 3,500 connections via their channel's collective 40 social media accounts. Using AcronisGoSocial, Acronis published 33 individual posts, which were reposted 345 times by their partners (an average of ten reposts per original post) to a social audience of more than 25,000 connections. These posts generated over 5,000 clicks or downloads and 1,500 retweets.

As Astre explained, "socialondemand has enabled us to amplify our social media messages to a significantly greater audience through our partners and internal sales staff, generating increased web traffic, follower interaction and brand awareness."

Such response rates demonstrate much higher levels of return than traditional marketing communications such as email marketing, which usually average click through rates of around 2%. socialondemand also facilitates a much closer association between partners and end-users, giving the end-user a natural path to follow on its journey towards ultimate purchase.

"Following the very positive results we have seen from its trial, we are delighted to announce the adoption of socialondemand by Acronis. In the highly competitive field of disaster recovery solutions, vendors need to find distinct ways to differentiate the manner in which they add value in the channel. socialondemand not only achieves this, it also enables Acronis to close the loop on its sales cycle and permeate the decision making process via its partners," added Olivier Choron, CEO and Founder of purechannelapps.

Supporting materials:

To learn about socialondemand, please read the solution overview at 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.

About Acronis

Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in up to 14 languages. For additional information, please visit www.acronis.co.uk. Follow Acronis on Twitter: http://twitter.com/acronis

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