

21/10/2011 - Channel Dynamics to resell socialondemand in Asia Pacific

BATTLE, UNITED KINGDOM, October 21st, 2011 – purechannelapps™ announces its first reseller partnership agreement for socialondemand® with Australia-based Channel Dynamics. The leading channel sales consulting firm 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.

Launched just three months ago, socialondemand is proving to be an invaluable tool for vendors looking to improve their social media strategy. "We are delighted to be in partnership with purechannelapps, and to be adding socialondemand to our strategic tool-kit of offerings," commented Moheb Moses, Co-Founder of Channel Dynamics. "We are continually looking at supporting the development of our clients' social media strategy, and will be using socialondemand to syndicate and deliver valuable content on their behalf," he added.

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

"Within a short space of time, we have signed significant partnerships with major channel marketing organisations across the world, which demonstrates the value being placed upon socialondemand as an effective tool to reach end-users with valuable content," commented Olivier Choron, Founder and CEO of purechannelapps. "Having such a strong market position with international reach and a local presence, Channel Dynamics is perfectly positioned to create and close opportunities for socialondemand," 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.

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 Channel Dynamics

Channel Dynamics is a boutique sales consulting firm, with offices in Sydney and Singapore, specialising in assisting ICT (Information & Communications Technology) companies to sell more effectively, through superior channel programs and strategies. We help organisations create their ideal channel strategy, select the right partners, train their partners, develop meaningful channel programs, and achieve great results.

Established in 2004, Channel Dynamics has earned an enviable reputation for its insightful knowledge of the industry and its innovative approach to channel recruitment, development and management. Some of Channel Dynamics' clients include some of the best known names in the ICT industry, including Cisco, Symantec, VMware, IBM, Citrix, Adobe and Trend Micro, just to name a few.

For more information about Channel Dynamics, please visit our web site at www.channeldynamics.com.au
Channel Dynamics ... creating leverage through partnership.

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.

Supporting materials:

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