

## 22/04/2013 - Winn Technology Group partners with purechannelapps

PALM HARBOR, FL – April 15, 2013 – Winn Technology Group, Inc. and purechannelapps Inc. announced today that they have entered into a strategic partnership, establishing a joint marketing solution offering for clients in the technology sector.

The partnership between Winn and purechannelapps will bring the combined expertise of both firms in the channel marketing and social media arenas to the marketplace. Leveraging purechannelapps' market-leading solution – socialondemand® – and capabilities for syndicating content from vendors, distributors, and the industry, to the channel and internal sales teams, and out to social media channels dramatically improves information collection and dissemination.

The managed service offered by Winn helps clients to identify, acquire, and customize content for distribution. Ultimately, the joint efforts will help identify, qualify, and drive lead opportunities for clients. Integrating these capabilities with account-based marketing and the "live touch" provides for more in-depth prospect qualification, gathers key business intelligence, maintains consistent messaging, and helps provide an effective workflow for channel partners to leverage the benefits of social media.

"The relationship between Winn Technology Group and purechannelapps brings together three critical components of a channel marketing strategy: the integration of marketing automation, social media content and distribution, and call-centric marketing," stated Geoff Swallow, President and CEO of Winn Technology Group. "The market can now access an extremely cost-effective, integrated solution that brings two leading offerings together to drive a strong Return on Marketing Investment (ROMI)."

"This partnership represents a great opportunity for us in the North America market and will enable our customers to truly harness the power of social media marketing," said Olivier Choron, CEO and Founder of purechannelapps. "Winn Technology gives marketers the ability to integrate human touch points into marketing automation and social media programs, which is critical for successful multi-channel marketing."

### About Winn Technology Group

Founded in 1990, Winn Technology Group is a leading provider of global, multi-channel marketing solutions for the technology industry. For both direct and channel sales, Winn supports demand creation, account-based marketing, channel management, tele-prospecting, lead nurturing, event marketing, database services, and inbound response management. Winn's proprietary, web-based platform, the Winn Demand Center, is a closed-loop portal for campaign execution and reporting. The Demand Center is a single, shared global platform covering outbound, inbound, and digital marketing services. Winn communicates daily with IT, line of business, and executive level contacts responsible for making technology purchasing decisions. For more information, visit our website at [www.winntech.net](http://www.winntech.net), or contact us at [info@winntech.net](mailto:info@winntech.net) or call us at 1-800-444-5622

### About purechannelapps

Founded in 2011, purechannelapps Inc. helps customers drive business growth through better enablement, communication and collaboration with their sales teams. purechannelapps delivers dynamic e-communications and social media enterprise-class online platforms that help organisations to reduce communication costs and amplify their social media messaging through their sales partners.

purechannelapps supports clients that use intermediary partners as their route to market – such as IT, automotive, retail, finance and telecoms – helping them to better communicate to employees and partners, amplify and syndicate social media content, and to connect social media prospects directly with the most relevant sales teams – internal or channel partners.

With offices in Texas and the United Kingdom, purechannelapps is privately-owned and funded. For more information, visit [www.purechannelapps.com](http://www.purechannelapps.com)