

29/05/2012 - Avnet Technology Solutions UK Integrates socialondemand® into its Business Partner Value Offering

BATTLE, UNITED KINGDOM, May 29th, 2012 – purechannelapps™ announces the adoption of socialondemand® by Avnet Technology Solutions UK (Avnet), part of Avnet Technology Solutions, a global IT solutions distribution leader and an operating group of [Avnet, Inc.](#) (NYSE: AVT).

socialondemand is being used by Avnet to syndicate and disseminate targeted social media content from its leading vendors to end-users via its network of business partners. Avnet is providing the social media solution under the name 'Avnet socialondemand'.

"Using the tool, we are able to provide our business partners with a valuable source of content which they often find a challenge to create themselves. By giving them a regular stream of targeted content which they can post as their own, we will help them build their social presence and positively influence the end-user decision making process," commented Bruce Hockin, Head of Solutions Strategy, Avnet Technology Solutions, UK.

Following the launch of Avnet socialondemand in April 2012, more than 75 business partners have already registered for the service. The distributor is so far achieving an average of eight reposts by partners per original piece of social media content provided by Avnet, and has generated over 7,000 clicks, downloads and retweets for its vendors. Click-through rates of up to 25% have been experienced for many news items (based on clicks versus partner connections).

As Julie Field, Microsoft Marketing Manager, Avnet Technology Solutions, EMEA explained, "We are constantly looking for ways in which to help our business partners undertake marketing activities that drive end-user engagement and generate new opportunities. Avnet socialondemand is a great way for us to provide a unique value-add to partners that want to build their business practice with Avnet."

Such response rates demonstrate much higher levels of return than traditional marketing communications. This is a clear indication of the trust channel partners have built with their customers and social media connections. socialondemand also facilitates a much closer association between partners and end-users, giving the end-user a natural path to follow in the sales cycle towards ultimate purchase.

"With multiple vendors to manage, Avnet is the ideal adopter of socialondemand. They operate in a highly competitive field and need to find distinct ways to differentiate how they add value in the channel.

socialondemand benefits the channel at multiple levels – it helps vendors to spread their end-user messages exponentially and their business partners to become 'socially active'. But the most critical impact socialondemand has is enabling vendors and partners to influence the end-user decision making process and close the loop on the sales cycle via its partners," added Olivier Choron, CEO and Founder of purechannelapps.

"We are delighted with our business partners' response to Avnet socialondemand and the results achieved so far. By driving key and relevant messages to the channel and end users, this solution also provides us with a valuable mechanism by which to actively support our vendors' go-to-market strategies. Following the initial launch we are now proactively engaging with many of our vendors to discuss incorporating Avnet socialondemand as a key element of the marketing process," added Hockin.

Register now for the next socialondemand webinar:

This invaluable webinar will include a live demo and will take place on Thursday, June 21st, 2012 10:00 AM – 11:00 AM BST. Simply visit <https://www3.gotomeeting.com/register/912492590> to register.

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.