

30/04/2012 - purechannelapps expands and establishes US operations

BATTLE, UNITED KINGDOM, April 30th, 2012 – purechannelapps™ announces its incorporation and opening of its first US office in Austin, Texas, extending its international presence.

Following its launch in Europe in June 2011, purechannelapps has successfully taken socialondemand® to market worldwide – the first enterprise-class social media content syndication platform for channel-centric organisations. socialondemand enables companies to leverage their resellers' social media networks to maximise lead generation and substantially increase their overall sales pipelines. It uses an intuitive, multi-lingual and customisable interface allowing vendors to input, categorise and target content to their partners. In turn, partners are able to control what, when and where content is published, and can edit this content to make it their own, to deliver true value to their followers.

CEO and founder of purechannelapps, Olivier Choron, commented on the expansion. "Since June last year, we have seen socialondemand really take off. Not only do we count new customers – vendors and distributors – in the UK, we also have several key channel partners of our own across Australia, France, Germany, Russia, Ireland and the US who are taking the solution to their own customers."

"Bringing socialondemand into the United States has always been the company goal," said Choron. "Now that we have established the effectiveness of socialondemand in delivering targeted social media content through the channel to reach and influence end-users, our expansion into the United States is a natural progression for us. The demand for innovative B2B social media tools is further advanced there, and moving forward, we want to get closer to our customers, and support our channels effectively as the demand for our solutions dictates."

The results of socialondemand are starting to speak for themselves. Acronis, a leading provider of easy-to-use disaster recovery and data protection solutions across physical, virtual and cloud environments, for example – an early adopter of the solution – is currently demonstrating the true capabilities of the technology. Following a very successful 3-month trial in late 2011, the company decided to launch a formal programme in March 2012 under the name AcronisGoSocial. Over 100 Acronis resellers and distributors in five countries have already joined the programme and are actively reposting news from Acronis via social media. This is giving Acronis indirect access to over 60,000 'indirect followers and friends' via their channel's collective 210 social media accounts.

"We want to enable our partners to be more active in social media. This is why we have extended the reach of AcronisGoSocial 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 unique selling point for partners and we hope it will help us to fully engage our active partner community with valuable content," commented Celine Astre, Global Senior Partner Programme Manager at Acronis.

Such responses from channel partners and their followers 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, fully leveraging the trusted relationships that exist between these parties and giving the end-user a natural path to follow on its journey towards ultimate purchase.

"socialondemand is the first tool in a suite of channel tools we are planning to bring together to form a complete PRM solution based around the fluidity of information exchange. It's exciting to be part of such a dynamic

market, and to see demonstrable results being achieved. Our incorporation and expansion into the US will open many more doors for both us and our clients, and give us a platform upon which to add even more value to the channel internationally," concluded Choron.

Register now for the next socialondemand webinar, which will include a live demo and will take place on Thursday, May 24th, 2012 4:00 PM – 5:00 PM BST. Simply visit <https://www3.gotomeeting.com/register/704803622> to register.

Supporting materials:

To learn more about purechannelapps visit <http://purechannelapps.com>. To learn more 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.