

30/04/2013 - purechannelapps Named "Cool Vendor" by Leading Analyst Firm Gartner, Inc.

BATTLE, UNITED KINGDOM, April 30th, 2013 – purechannelapps Limited, the supplier of leading solutions that help vendors drive business growth through better enablement, communication and collaboration with their sales teams and partners, today announced it has been included in the list of "Cool Vendors" in the "Cool Vendors in Technology Go-to-Market, 2013"¹ report by Gartner, Inc.

According to Gartner, "This Cool Vendors report showcases companies that are innovating sales and marketing techniques to help IT providers go to market more effectively. By using such services, IT providers can get more value from their sales and marketing investments."

"Channel organizations' sales forces are overwhelmed with consuming and using the massive amount of information provided to them. IT providers that make the information easy to find and consume are more likely to gain mind share with their partner community", added Gartner.

socialondemand® by purechannelapps enables organisations to reduce communication costs and amplify their social media messaging through their sales partners. It makes it very simple for partners to utilise the social media content created by their suppliers to drive awareness, interest and business with their own followers and contacts. socialondemand 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.

"We consider our inclusion in the Cool Vendor report by Gartner confirmation of our mission to enable customers to unlock the power of their content strategies and to help partners ride on the social media wave," said Olivier Choron, CEO and Founder, purechannelapps. "We believe the recent addition of socialleads, our add-on module that lets partners generate and capture leads via social media, will further enhance our leading position in the content syndication market and help us deliver a truly revolutionary solution for marketers."

About purechannelapps:

Founded in 2011, purechannelapps Ltd. helps customers drive business growth through better enablement, communication and collaboration with their sales teams and partners. 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.

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