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31/01/2013 - purechannelapps™ reaches the final in the European IT and Software Excellence Awards 2013 with innovative socialondemand®

purechannelapps Limited is delighted to announce that socialondemand® is one of the top picks in this year's European IT and Software Excellence Awards in the category of Software Innovation Solution of the Year. The revolutionary web-based solution that makes it easy for vendors to syndicate, share and amplify their social media content through their partners' social media networks scored highly amongst the judges and qualified as one of the finalists.

The European Software Excellence Awards are the only pan-European awards which recognise the crucial role that Independent Software Vendors (ISVs) play in real world solutions, and attracted entries from 18 countries. The Software Innovation Solution of the Year Award recognises solutions that are particularly innovative in the way they address the customer's issues or use leading edge technology to give their customers a business advantage.

purechannelapps prepared a specific case study for the awards, showcasing its effective use by Acronis, a global provider of disaster recovery solutions that has over 25,000 channel partners, which account for 95% of their business.

Following an incredibly positive trial of socialondemand back in October 2011, and under the AcronisGoSocial brand, Acronis target end-users via the social networks of 300 of its partners in the UK, Australia, Germany and the US.

"socialondemand has enabled us to amplify our social media messages to a significantly greater audience through our partners and internal sales staff, generating increased web traffic, follower interaction and brand awareness," commented Celine Astre, Global Senior Partner Programme Manager at Acronis.

The innovative and engaging platform is now a major component of the Acronis partner programme.With nearly 500 social media accounts registered by 300 partners it provides Acronis with access to around an astonishing 200,000 social media connections. With 6,256 posts through the system since its launch it's clearly been very well received by Acronis partners and, with 63,284 clicks/downloads from these posts, it's not hard to see why.

"We're absolutely delighted that the judges have shortlisted socialondemand for the ISV Software Solution of the Year Award," commented Olivier Choron, CEO and Founder of purechannelapps."The quality of entries for this Award is always extremely high so it's a real testament to the socialondemand solution and the purechannelapps team's hard work that has led to the rapid growth and the acknowledgement that socialondemand is experiencing at the moment. In the highly competitive field of disaster recovery solutions, vendors need to find distinct ways to differentiate the manner in which they add value in the channel. socialondemand not only achieves this, it also enables Acronis to close the loop on its sales cycle and permeate the decision making process via its partners," added Olivier.

Register now for one of the below webinars to find out more about socialondemand:

- Can we deliver your social media and ROI? 07/02/13, 3.00pm (GMT)
- Building the Social B2B Organisation. 14/02/13, 5pm (GMT)
- Social Media and Channel Marketing – Strategy and Best Practices. 22/02/13, 4.30pm (GMT)

Supporting materials:

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

About purechannelapps:

Founded in 2011, purechannelapps Limited 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.
To find out about our solutions visit us at www.purechannelapps.com