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Sprinklr Platform Now Available in the Google Cloud Marketplace

Google provides an exceptional public cloud experience for customers to procure, deploy, and quickly create value with Sprinklr.

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the unified customer experience management platform (Unified-CXM) for modern enterprises, today announced that the Sprinklr platform is now available in the Google Cloud Marketplace (GCP).

“We are committed to helping organizations tackle digital customer experience management challenges with a unified platform that is easy to procure, deploy, and quickly creates value,” said Doug Balut, Senior Vice President of Global Alliances at Sprinklr. “With availability in Google Cloud Marketplace, customers can quickly deploy and scale the Sprinklr platform on powerful, secure, and reliable infrastructure from Google Cloud.”

With the Sprinklr platform available on Google Cloud Marketplace, customers will realize key benefits, including:

- Consolidated Google Cloud billing;
- Faster and simpler procurement cycles; and
- Dollar-for-dollar drawdown against Google Cloud commitments, freeing budget to help create insight-driven strategies and better customer experiences.

Also available for customers choosing Sprinklr hosted on GCP, the first self-serve product from Sprinklr, Modern Care Lite. This simple-to-use and easy-to-deploy customer service solution unifies more than a dozen widely used care channels, including social, messaging, chat, email, and voice. Sprinklr Modern Care Lite uses AI to analyze each conversation in real time to help reduce the need to contact support with automated and self-service care options. When a customer does need to contact support teams, advanced features like guided workflows empower agents to deliver first-contact resolution almost every time.

With a free 30-day trial, customers can begin using Modern Care Lite immediately and start seeing value in less than five minutes. For more information about Sprinklr Modern Care Lite on Google Cloud Platform, visit: https://console.cloud.google.com/marketplace/product/sprinklr-public/sprinklr-modern-care-lite.

For more information on the Sprinklr Platform for Unified-CXM, visit: https://www.sprinklr.com/.

About Sprinklr
Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any

modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,000 of the world's most valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100.

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