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![sprinklr logo]

Sprinklr Launches Social Application Suite for the Enterprise

BP Castrol among early adopter of new suite, Company recognized as a member of Facebook® Preferred Marketing Developer Program

NEW YORK--(BUSINESS WIRE)-- Sprinklr, the leading social media management partner for enterprises, today announced the availability of its Social Application Suite (SAS). The news of its appointment as a Facebook® Preferred Marketing Developer and the unveiling of the new module will allow large enterprises to deliver social marketing and customer service applications on a global scale, with local flexibility, on Facebook and on the Web.

Sprinklr Social Applications Suite (Photo: Business Wire)

"Sprinklr's Social Apps feature allows us to properly manage our social and loyalty strategy by ensuring all our content creators are able to streamline their conversations through one platform and at varying capacities," said Rob Krin, Digital Marketing and Loyalty Manager at Castrol. "Sprinklr is the only platform we have seen that can handle these needs in a secure manner."

The Challenge: Managing 1000s of Facebook Pages

The proliferation of social media is leaving global brands with a huge challenge: executing global campaigns at scale via social networks. The landscape has changed: first generation social applications were built for a single Facebook Page per brand, but large enterprises have hundreds or even thousands of Facebook Pages to manage. Companies that live and breathe enterprise-wide social everyday know the solution is more than a technology platform. It's a combination of technology, strategy, and people that can move as fast as they can, and scale with them across continents, cultures and crises.

Facebook-optimized SAS provides social marketing and customer service at scale, allowing enterprises to:

- Create, manage, and deploy Facebook applications all from within the Sprinklr platform

- Harness the power of the community using specialized applications to reduce call center volume and costs

- Set levels of permission by roles and geography to ensure that local marketers stay consistent with larger corporate goals, but have the flexibility to innovate as needed within their markets.

- Lock down the look and feel of a Facebook app, while facilitating content customizations.

- Manage the customer conversations via the Sprinklr interface, routing issues to all

parts of the enterprise, tracking those issues, and maintaining a unified view of the social customer.

"The addition of the Social Application Suite and our newly appointed Facebook Preferred Marketing Developer status extends Sprinklr's position as the company 'most capable' of serving the needs of the world's largest brands as they do social at scale," said Ragy Thomas, CEO of Sprinklr. "Our enterprise partners will now have even greater control to ensure a consistent brand voice while providing each local market with the independence they need to maximize effectiveness."

Facebook Preferred Marketing Developer Program

The Facebook Preferred Marketing Developer Program recognizes companies that have developed technologies in one or more of the following specialty areas: Page management solutions, ads management solutions, services and platforms for building socially enabled integrations, and/or tools for Page Insights analysis. The Preferred Marketing Developer Program mission is to help developers build products that make social marketing easier and more effective. Sprinklr was selected for Pages and Apps.

<u>About Sprinklr</u>

Sprinklr fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences.

The company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked & empowered customer.

We do so by providing an enterprise-wide Social Media Management System and related services.

The world's most social global brands choose Sprinklr to do Social@Scale.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50245150&lang=en

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