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Global Enterprises Getting Social in China

Demand for Comprehensive Social Media Management System That Supports Weibo, Renren, and QQ met by Sprinklr

NEW YORK, April 9, 2013 /PRNewswire/ -- [Sprinklr](#), the leading provider of social media management (SMM) infrastructure for the enterprise, today announced the integration of the three leading Chinese language social networks, Sina Weibo, QQ, and Renren, into its Social@Scale™ platform. The Company is the first and only enterprise-focused SMMS provider to offer this capability and clients including Samsung and GM International are already reaping the benefits

For Samsung, the business impact has been notable. "Every global brand is focusing on being social with the China market. This integration has helped us do that," said Edward Dzialowski, Solution Manager in the Samsung Social Media Centre. "And it goes beyond that. We can now manage our China teams on the same platform as the rest of our global teams to enable unified reporting, metrics, branding, campaigns, and governance. It's a big win for us."

China has already proven itself to be the next big frontier for social media adoption with usage in the geography continuing to accelerate at rapid rates. Sina Weibo currently has over 350 million registered users with 100 million messages posted daily; Renren has over 31 million active users per month; and QQ has over 700 million accounts. (Wikipedia). For global brands looking to manage their online presence across multiple divisions, geographies and at scale they would be remiss to not incorporate this critical geography into their social media strategy. Concurrent with increased social media use in China, the demand by large enterprises for a single platform that securely supports multi-function and multi-division collaboration, asset management, and reporting for Chinese-facing teams with their global colleagues has skyrocketed as well.

Working closely with its enterprise client partners and the Chinese social networks, Sprinklr clients can now publish, search, manage audiences, white label, and do reporting on engagement metrics from Sina Weibo, RenRen, and QQ.

Sprinklr provides the social infrastructure for more than 200 household name brands such as Intel, Dell, Virgin America, Cisco Systems, Samsung, Hearst and Newell Rubbermaid.

"The explosion of social media usage in China is putting pressure on global enterprises to increase the level and quality of their customer engagement on Chinese social networks," said Ragy Thomas, CEO at Sprinklr. "What's more, global brands that are serious about social have a clear need for a comprehensive social media management platform that can support multiple geographies. We made it a top priority to fill this critical void in the industry."

About Sprinklr

[Sprinklr](#) fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences. With over 200 global brands as customers, and financing from Battery Ventures and Intel Capital, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked and empowered customer. The company offers an enterprise-wide Social Media Management System and related services. The world's most social brands choose [Sprinklr](#) to be Social@Scale.

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