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International Brands Now Empowered to Manage Social Customer Relationships in Russia, Through Pictures, and In Circles

Sprinklr Expands SRP Offering to Include Google+, Instagram and Russian-based Network VKontakte

NEW YORK, June 11, 2013 /PRNewswire/ -- [Sprinklr](#), the leading provider of social relationship platform (SRP) infrastructure for the enterprise, today announced that the Company has expanded the reach of its Social@Scale™ platform to include support for Google+, Instagram and Russia's largest social media network, [VKontakte](#). This extended offering, combined with Sprinklr's current support for Sina Weibo, RenRen and QQ as well as Facebook, Twitter and LinkedIn, to name only a few, provides clients with the most complete dashboard for managing multiple social channels within a global organization. It also empowers brands with the flexibility to communicate with customers through more networks than ever before from a single centralized engagement system.

Google+ and Instagram have established a solid following with a rapid adoption in terms of reach and engagement, a fact that business would be remiss to overlook when developing their social strategies. Google+'s user base is growing at astronomical rates and according to data released by Internet analytics firm GlobalWebIndex continues to outpace [Twitter](#) as the world's No. 2 social network. The channel currently boasts 359 million active users, up 33 percent from 269 million users at the end of June 2012. Instagram currently has over 100 million active monthly users and the network's recent introduction of "Photos of You" now offers even more innovative ways for brands to engage users within the social network.

Demonstrating Sprinklr's ongoing commitment to empowering the world's largest, most social brands, the company is also offering social media management support for Russia's largest social media network, Vkontakte, which is more commonly known as [VK.com](#). Now, global brands can manage their connections with the channel's over 200 million registered subscribers in a timely manner that is consistent with their brand voice. Vkontakte is currently the [fourth](#) fastest growing social network in the world. In April, Sprinklr announced that it also expanded its SRP to include the integration of the three leading Chinese language social networks, Sina Weibo, QQ, and RenRen, into its Social@Scale™ platform.

"Harnessing the voice of the customer to drive business goals across silos is full of challenges as well as opportunities," said Ragy Thomas, CEO of Sprinklr. "It is absolutely critical for the world's largest, most social brands to have the ability to engage with audiences across multiple channels and particularly international ones. Adding Google+, Instagram and Vkontakte to our platform is evidence of our relentless commitment to multi-channel support which is one of the core pillars of our social relationship platform."

Sprinklr currently provides the social infrastructure for more than 250 household name

brands such as Intel, Dell, Cisco Systems, IHG, 1-800-FLOWERS.COM, Hearst, and Newell Rubbermaid. On June 19th at 3:00pm ET, the company will host a Webinar called "Can Google+ Help Enterprise Brands?" which will include both a presentation by Google+ and a panel discussion with client representatives from Intel and Groupon who will discuss their social engagement successes and challenges in an open dialogue. Interested participants may register at: <http://spr.ly/GooglePlusWebinar>

Sprinklr has ambitious plans to improve enterprise-wide social infrastructure through what the company calls "the 5 C's of Social Management Success," content, conversations, campaigns, collaboration, and community. The company's social relationship platform was recently called the "Most Powerful Technology in the Market" by Forrester Research. In addition, Sprinklr was cited previously by the Altimeter Group for having the "most capable" solution for large enterprises as well as two consecutive "top-right" rankings from Econsultancy.

About Sprinklr

Sprinklr fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences. With over 250 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 Relationship Platform and related services. The world's most social brands choose Sprinklr to be Social@Scale.

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