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Wildfire Sunseting Provides Large Brands Opportunity to Turn Sprinklr On

Sprinklr Offers Industry's First Migration Program for Wildfire Replacement

NEW YORK, March 18, 2014 (GLOBE NEWSWIRE) --[Sprinklr](#), the largest independent Social Relationship Platform, today announced the industry's first enterprise migration program for brands that want a reliable alternative to Google Wildfire. The offering enables zero disruption migration and provides brands access to "the most powerful technology on the market," according to Forrester Research.

"We think it is a great move that Google is focusing on its core integrated offering," said Ragy Thomas, CEO of Sprinklr. "It also gives large enterprises looking for a Wildfire alternative the opportunity to migrate data and engagement history while upgrading to a company that has social as its core integrated offering."

Sprinklr's first-of-its-kind migration program enables Wildfire customers to take existing data, configurations, and apps and port them to the Sprinklr platform. Combining all of these capabilities with Sprinklr's workflow, governance, profiling, and reporting will aid enterprises in assessing the true value and impact of their social initiatives. Transitioning to Sprinklr will also extend their reach to more social networks in the U.S. and others in China and Russia.

Sprinklr will host a live Wildfire Migration webinar on March 21, 2014 from 3:00-4:00pm EDT. Companies interested in a Wildfire alternative are invited to register for the webinar [here](#).

Additional information about the Wildfire alternative offered by Sprinklr can be found on the Sprinklr [blog](#).

About Sprinklr

Sprinklr is how brands manage the social experience across internal business unit silos. Unlike tools and platforms, Sprinklr is the only native, seamless, fully integrated Social Relationship *Infrastructure*. Sprinklr accelerates the social maturity of a brand, from just 'doing social' to *being social*, at scale, enabling the enterprise to innovate faster, grow revenue, manage risk and reduce operational costs. Founded in 2009, Sprinklr is headquartered in New York City and serves more than 400 brands worldwide. Visit www.sprinklr.com @sprinklr #SocialAtScale

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