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# **Sprinklr Emerges From Field of 24: Only Social Infrastructure Included in SRP, Listening and Risk-Compliance Reports of Leading Industry Analyst**

## **Only Integrated Social Compliance Solution Raises Table Stakes for Enterprise Brands**

NEW YORK, May 7, 2014 /PRNewswire/ -- Forrester Research released its latest Wave(™) today, focusing on Social Media Risk and Compliance. The report highlighted 10 companies that actively compete in the social risk and compliance market. Each of the vendors:

- demonstrate capabilities to monitor, moderate and enforce controls across hundreds of social accounts
- embed workflow to automate reviews and other compliance processes
- prove functionality to capture social data and meet archiving requirements

Sprinklr's inclusion in this latest report represents the third time in a 12-month period in which the industry's leading provider of integrated end-to-end social infrastructure met the firm's stringent criteria.

Sprinklr was called the "most powerful technology in the market" among Social Relationship Platforms<sup>[1]</sup> (SRP) and highlighted among Enterprise Social Listening vendors for offering an "integrated platform to support high volumes of social data across multiple business lines<sup>[2]</sup>." In the latest report, the analyst cited the company's "solid risk and compliance functionality."

Notably, Sprinklr is the only company in the enterprise social market that met the high standards required for inclusion in all three reports (SRP, Listening, Risk & Compliance / [see comparison chart of all 24 providers](#)).

Among its 450 enterprise brand clients, Sprinklr serves four of the top five US banks, three of the top six US insurance companies, as well as Navy Federal Credit Union, Springleaf Financial, Frost Bank and Zions Bank. Sprinklr was also recognized as "the best social solution" for retail banks in an analysis by leading analyst firm, CEB.

"Large companies don't want a stand-alone compliance tool, and they don't want to play the role of systems integrator. They want a complete, end-to-end social platform that enables compliance," said Andrew Banas, Interactive Channel & Media Manager of Allianz Life Insurance Company of North America. "We've had experience with other tools and found them to be limiting when it came to meeting our objectives"

Sprinklr's focus on the brand experience needs of the world's largest, most social enterprises has led it to announce integrated features and capabilities at a rapid pace. Last week, the company announced the limited availability of a Paid Social Media module, with full availability coming in July. This comes on the heels of the February acquisition of Dachis Group, which is bringing brand analytics, content optimization, social governance and employee advocacy capabilities to Sprinklr clients. The full integration will be complete by June 2. By the end of Q3, Sprinklr will have 20 modules running the gamut of the enterprise's social needs.

"The Social Age demands that brands manage experiences across every touchpoint -- every team, every department, in every division and location," said Ragy Thomas, CEO and founder of Sprinklr. "Social listening, engagement and compliance are the table stakes if you care about creating rapid, meaningful brand experiences. To really thrive, an integrated solution suite addressing the plethora of use cases from marketing, and customer care to compliance is the only option."

"Being compliant is non-negotiable and being social is non-negotiable," said Jeremy Humphries, Social Media Manager at Farmers Insurance. "An end-to-end social relationship infrastructure is also non-negotiable."

As the only integrated social relationship platform that manages risk and compliance, Sprinklr has just released a new whitepaper, "[The Complete Guide to Enterprise Social Compliance](#)." This practical, forward-thinking guide is designed to help companies remain compliant while managing social experiences across every touchpoint and driving revenue goals.

Download the whitepaper from the Sprinklr [website](#).

### **About Sprinklr:**

Sprinklr's infrastructure software is how brands manage social experiences. Unlike tools and platforms, Sprinklr is the only end-to-end integrated social relationship *infrastructure*. Called "the most powerful technology in the market" by a leading analyst, Sprinklr accelerates the social maturity of a brand, from just 'doing social' to *being social*, at scale. Sprinklr's cloud software and strategic and analytic services enable the enterprise to innovate faster, grow revenue, manage risk and reduce operational costs. Founded in 2009, Sprinklr serves more than 450 brands. @sprinklr #SocialAtScale.

<sup>[1]</sup> Forrester Research, Inc., The Forrester Wave™: Social Relationship Platforms, Q2 2013

<sup>[2]</sup> Forrester Research, Inc., The Forrester Wave™: Enterprise Social Listening Q4 2013

SOURCE Sprinklr