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Sprinklr Receives Important Industry Certification Related to Financial Reporting

Firm Completes SOC 1 (SSAE 16) Type I Examination, Giving Large Enterprise Customers Continued Confidence

NEW YORK, NY -- (Marketwire) -- 11/13/12 -- [Sprinklr](#), the leading enabler of scalable social media management for enterprises, announced today that it has completed a SOC 1 (Statement on Standards for Attestation Engagements No. 16 (SSAE 16)) Type I examination. Companies who complete an annual SOC 1 examination are able to demonstrate a substantially higher level of assurance and operational visibility than those companies who do not.

With a large number of clients in regulated industries such as financial services and pharmaceuticals, as well as a roster of over 100 household brands including Dell, Cisco, Samsung, BP, Virgin America, Hearst, and Newell Rubbermaid, the certification achieved by Sprinklr provides yet another level of confidence to its global enterprise clients.

SSAE 16, developed by the American Institute of Certified Public Accountants ("AICPA"), is the most widely recognized authoritative guidance that provides service organizations a uniform method for disclosing independently assessed information about the design and operation of internal controls related to their services.

"Sprinklr enables large companies to be social at scale," said CEO Ragy Thomas. "The certification demonstrates our capability to deliver on this promise for the world's largest companies. Above and beyond our technology empowering customers to harness social media at scale, these organizations now have further assurance that we have the processes to operate at scale as their partner."

The completion of the SOC 1 Type I examination typifies Sprinklr's continued commitment to create and maintain the most stringent controls needed to ensure the highest quality and security of services provided to their customers. The Service Auditors' Report issued by Hiestand, Brand, Loughran, P.A., with an unqualified opinion, demonstrates that Sprinklr's control activities were effectively placed in operation as of the report date.

The Service Auditors' Report also includes a detailed description of Sprinklr's controls and an independent assessment of whether the controls are placed in operation and suitably designed. To receive a copy of the Service Auditors' Report, or for any further questions, please contact info@sprinklr.com.

About Sprinklr

[Sprinklr](#) fundamentally believes that the advent of social technologies changes every aspect

of how businesses connect with their audiences.

With over 100 global brands as customers and financing from Battery Ventures, 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.

The company offers an enterprise-wide Social Media Management System and related services.

The world's most social global brands choose [Sprinklr](#) to be Social@Scale.

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