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Deloitte Digital and Sprinklr Forge Strategic Alliance to Help Clients “Reimagine the Front Office” and Raise the Bar on Customer Experience

Sprinklr Provides a Powerful Software Platform for Deloitte Digital Clients to Deliver a Unified View of the Consumer and to Improve Customer Experiences across Channels

NEW YORK--(BUSINESS WIRE)-- [Sprinklr, Inc.](#), the world’s most complete enterprise social technology company, today announced it has formed a strategic alliance with [Deloitte Digital](#), a digital consulting agency within Deloitte Consulting LLP. The alliance will leverage Sprinklr’s [industry-leading](#) technology and Deloitte Digital’s deep sector knowledge, global footprint, and market-leading practices to jointly deliver customer experience management and social business strategy to clients around the world.

“Sprinklr is committed to helping the world’s most influential companies reimagine their front offices to reflect the needs of a new age driven by an empowered and connected customer,” said Rob Peacock, Vice President of Strategic Alliances at Sprinklr. “Working with a world-class digital consulting agency like Deloitte Digital – an organization that has not only tremendous scale and deep ties to the C-suite, but also a core investment in pushing the digital marketplace forward – will enable us to accelerate business transformation for clients through integrated services that build a unified view of the customer and put their experiences at the heart of the enterprise.”

“Having worked on 30-plus engagements where Deloitte moved large enterprises from social point solutions to Sprinklr’s social experience platform, we have a clear understanding of business challenges for digital and social transformation, bringing industry solutions to bare, such as, customer care, reputation management, and social selling,” said Doug Palmer, principal, Deloitte Consulting LLP, and social business leader, Deloitte Digital. “This is critical because customers are now expecting to interact with brands in the channel of their choice. This requires enterprises to be able to integrate social across all elements and functions of their business.”

Deloitte Digital’s experience delivering solutions for companies on a variety of customer relationships management (CRM), content management system (CMS) and commerce platforms favorably positions Deloitte to integrate, deliver, and run the Sprinklr platform for its clients. Sprinklr’s technology – working independently or fully integrated into a client’s existing technology infrastructure – will enable Deloitte’s clients to connect more closely with their customers, bringing the customer voice into key strategic business decisions that, in addition to building relationship capital, will help to drive a company’s top and bottom line. The alliance builds on more than 12 months of collaboration and product enablement between the two companies, leveraging the full capabilities of the company’s technology

platform for Deloitte clients.

This announcement follows several months of major growth and expansion for Sprinklr. In early June, the company [acquired the leading location-specific text analytics software company NewBrand](#), Sprinklr's seventh acquisition in 18 months. In April, the company announced the establishment of a [joint venture in Japan](#) and its [expansion to South America](#) through the acquisition of leading Brazilian social technology provider, Scup. In March, Sprinklr [raised \\$46 million at a valuation of more than \\$1 billion](#) and introduced the [Sprinklr Experience Cloud™](#). The company was recently named a social relationship platform leader by both [Forrester Research](#) and [IDC](#).

To understand how social media can give companies a competitive advantage, watch the [Deloitte Virtual Perspectives](#) roundtable on social media, moderated by [Liz Claman](#), anchor of "Countdown to the Closing Bell." Featuring executives from Deloitte, Sprinklr, and New Balance, viewers are invited to learn more about social media and its implications for the middle market. Watch now: spr.ly/VirtualPerspectives.

About Sprinklr

Sprinklr is the world's most complete enterprise social technology, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called "[the most powerful technology in the market.](#)" Sprinklr's fully integrated social experience management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 800 employees globally, Sprinklr is revolutionizing customer engagement for more than 1,000 of Fortune's top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Accenture, Havas, and Razorfish. For more information, visit sprinklr.com or tweet us at [@sprinklr](https://twitter.com/sprinklr).

About Deloitte Digital

From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands and evolve their businesses. For more information, please visit www.deloittedigital.com. Follow us on Twitter [@DeloitteDigi_US](https://twitter.com/DeloitteDigi_US) or [@DeloitteDigital](https://twitter.com/DeloitteDigital).

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