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Sprinklr Highlighted by Leading Independent Research Firm for Capability in Managing Enterprise Social Media Risk

NEW YORK, NY -- (Marketwire) -- 12/06/12 -- Sprinklr, the leading enabler of scalable social media management for enterprises, announced a number of accomplishments to help the world's largest brands be secure and compliant in their global social media implementations.

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, Sprinklr was recently included among a small handful of companies in the otherwise crowded industry in a November 2012 report put out by Forrester Research, Inc., called "Manage The Risks Of Social Media," written by Senior Analyst Chris McClean and Researcher Nick Hayes.

The report highlights the need for large companies to establish a formal risk management process and to consider technologies to reduce social media risk at the enterprise level.

Based on its experience in regulated industries and in implementing social media for global brands in deployments in over 50 countries and thousands of users, Sprinklr has published and shared the *Social@Scale Security Checklist*, with the [22 Must Haves for Secure Enterprise Social](#), available as a free download from the www.sprinklr.com website. The checklist is designed to be a complimentary resource for practitioners of "must haves" for large brands to be secure, compliant, and ensure corporate governance as they scale social across teams, functions, geographies, and divisions.

To provide additional insight and guidance for practitioners as well as Security and Risk professionals seeking to understand the challenges of secure social media deployments, the company also published a blog post entitled "Don't be scared of Social; Don't run from Social. Thinking differently about Security and Risk." It is also available via www.sprinklr.com

The Altimeter Group reports that, on average, large brands have 178 social media profiles, a number that is expected to grow significantly. Each of these represents an opportunity, but also a risk, if they are not in line with brand guidelines and policies.

To help large brands identify all of the global locations where they may be impacted, Sprinklr offers a Social@Scale Profile Audit. In a recent audit for a Fortune 50 company, Sprinklr successfully identified over 1500 profiles worldwide and has worked with the brand to either bring them into compliance, sunset, or deactivate them.

"Sprinklr exists to enable large companies to be social at scale and they need to be secure and confident when they do it," said CEO Ragy Thomas. "I believe that the mention by Forrester combined with our new offerings demonstrates our capability to deliver on this promise for the world's largest companies."

All of these milestones come on the heels of last month's announcement by the company of its achievement of the SSAE 16, SOC Type 1 certification. The most widely recognized authoritative guidance in the industry, the certification provides service organizations a uniform method for disclosing independently assessed information about the design and operation of internal controls related to their services. Companies who complete an annual SOC 1 examination are able to demonstrate a substantially higher level of assurance and operationally visibility than those companies who do not.

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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