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Sprinklr Acquires Dachis Group

Creates Largest Independent Social Relationship Platform for the Enterprise

NEW YORK, Feb. 19, 2014 (GLOBE NEWSWIRE) --[Sprinklr](#), the leading provider of Social Relationship Infrastructure, announced that it has acquired Austin, Texas-based [Dachis Group](#), the leader in social and brand analytics. The combination creates the world's largest independent enterprise social relationship platform. Together, the two companies have raised over \$95 million in venture capital, acquired 11 companies, including 3 Facebook Preferred Marketing Developers, and served over 50% of the Fortune 500.

Large brands and agencies require a complete social relationship infrastructure that helps them manage social experiences at every touchpoint. With this acquisition, Sprinklr has added best-in-class brand analytics, content optimization, and employee advocacy to an offering already called "the most powerful technology on the market" by Forrester Research.

The native integration of Dachis Group will solidify Sprinklr as the largest independent end-to-end social relationship platform in the market. The solution gives enterprises a best-in-class alternative to managing a multitude of point solutions and non-purpose built platforms.

"Our clients are frustrated with having to play the role of system integrator to cobble together multiple point solutions or waiting for innovation from large providers" said Sprinklr Founder and CEO Ragy Thomas. "Brands are looking for one infrastructure to manage end-to-end social experiences. The addition of Dachis Group's technology accelerates our product by at least 12 months."

"Our clients have been demanding a real-time social solution that gives them the ability to gain insights, take action anywhere within the enterprise and measure effectiveness," said Dachis Group Founder and CEO Jeff Dachis. "Ragy's clear vision for how enterprises will manage social experiences at every touchpoint, along with Sprinklr's deep enterprise experience and extensive client and analyst validation, confirms that this was the right transaction to build on our longstanding vision for the evolution of social business."

Paul Haskell, Social Commerce and Emerging Media Manager at Omaha Steaks, a mutual client, added, "This is a great fit. Relying on separate systems for gathering insights and taking action is not a sustainable model, especially with the quick pace of social media. This news is very exciting because it brings together those two important functions -- greatly improving the user's ability to work smarter and faster."

The Dachis Group technology will be fully integrated into the existing Sprinklr platform within the next 3 months. Dachis Group's industry-leading social solutions services team has over 4 years of enterprise strategy consulting experience in social marketing, social customer care, and social selling. The talent, processes, and best practices of Dachis Group will become part of Sprinklr's growing services enablement practice for its growing partner eco-

system.

With the acquisition, Sprinklr will serve over 400 brands and have 300 employees around the world. Sprinklr's headquarters are in New York, with offices in London, Delhi, Mumbai and Austin.

About Sprinklr

Sprinklr is how brands manage social experiences 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 350 brands worldwide. Visit www.sprinklr.com @sprinklr #SocialAtScale.

About Dachis Group

Dachis Group is a leader in data-driven social marketing solutions. Utilizing a proprietary big data analytics platform, and an industry leading social solutions services practice, Dachis Group helps marketers master the most valuable brand marketing channel in the world - the real-time social conversations of their customers. Every day, Dachis Group's big data social analytics platform monitors over 50 million social signals and 1 million brand advocates in real-time. Dachis Group delivers powerful insights by tracking, monitoring and helping manage conversations and content across 30,000 brands, 100 million social accounts, and an aggregate audience of 5.2 billion followers, fans, subscribers and contributors across dozens of the largest social platforms. The company serves many of the world's leading brand marketers including Estee Lauder, Heineken, Nestle, Philips, and AMD.

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