

May 22, 2019



Sprinklr Announces New Core Platform Functionality: Live Slide™ Technology Enables the Rapid Creation of Beautiful Presentations which Feature Real-Time Data

Leading brands such as Michael Kors are using new Sprinklr Presentations functionality to present real-time social data with ease and style

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the world's first **Unified Front Office Platform for Modern Channels**, today announced [Sprinklr Presentations](#), a new function of the Core Platform, and available across all 5 Sprinklr products -- Modern Marketing; Modern Advertising; Modern Research; Modern Care; and Modern Engagement. Sprinklr Presentations enables brands to present real-time social and business data in beautiful, engaging slide decks with unimaginable convenience.

The Challenge: 20th century techniques for 21st century needs

21st century modern channel data is dynamic and rapidly changing -- crises can emerge in minutes and business results can change overnight. However, organizations create presentations of this information in a traditional cut and paste way, laboriously pulling social and business data from various dashboards and pasting them into slides. Employees hate it as they waste their weekends in assembly, and management is disappointed as the data is out of date by the time they see it. Literally, nobody is happy.

The Solution: 21st century Live Slide™ Technology

Sprinklr Presentations uses Live Slide™ technology to enable teams across the organization to collaborate build beautiful presentations with live, real-time social and business data using a simple drag and drop interface. Data is transformed into compelling presentations in minutes, customized to match the look and feel of any brand, updated automatically, and delivered to stakeholders in a PDF or a URL on any device.

“At Sprinklr, we are passionate about helping brands manage their entire front office – every customer-facing function including marketing, advertising, PR, and customer care,” **says Pavitar Singh, CTO, Sprinklr**. “We built Presentations to dramatically speed up the process of building slide decks and provide a better way to work with live data.”

ABOUT SPRINKLR

[Sprinklr](#) ([@Sprinklr](#)) is the world's first Unified Front Office Platform for Modern Channels. Its mission is to enable every organization on the planet to make their customers happier.

Sprinklr has offices in 15 countries and works with more than 1,000 global enterprises, including: [Allstate](#), [McDonald's](#), [Microsoft](#), [NASA](#), [Nike](#), [Philips](#), [Procter & Gamble](#), [Samsung](#), [Santander](#), [Shell](#), and [Verizon](#).

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