



FOR IMMEDIATE RELEASE

Contact: Beth Umstetter
302-442-6338

Trellist and Sprinklr “Partnr” to Help Brands Avoid Social Extinction

Wilmington headquartered services firm, Trellist, one of only 14 firms selected by Sprinklr to join their global partnership program, “Partnr”

July 31, 2014 | Wilmington, DE – Trellist Marketing and Technology has been selected by Sprinklr, leading independent provider of social relationship infrastructure, as one of only 14 firms to join its global Partnr program providing strategy and services behind Sprinklr’s social management platform.

The partnership is valuable as social media continues to change communication standards. Social technologies rank among the most disruptive trends in business and culture in the 21st century. So disruptive, in fact, it could prove to be an “extinction event” for brands that are too slow to evolve.

Trellist partners with brands to provide a survival strategy in this age of social disruption. The firm recently launched a Social Business division certified to help companies navigate social landscapes and evolve how they manage customer experiences at every touch point, as customers now engage on public platforms whenever they choose.

Companies willing to understand the complexities of social consumers and allow that information to impact their products and services will outpace non-socially savvy counterparts in terms of brand value and market share.

Chris Wallace, leader of Trellist’s Social Business division, identifies people, processes and technology as the three keys to surviving this threat of social extinction. “New roles, skills, responsibilities and teams are mission critical for companies to move toward social maturity, as are developing standards and workflows for social that take into account the entire organization,” Chris explains. “The key to enabling the people and processes to work as they should is twofold: a platform of social technologies built around a single core architecture, and the strategy and services that unlock its potential,” he added.

Together, Sprinklr and Trellist offer a powerful combination of technology, with Sprinklr’s platform, and consulting, design, and development offered by Trellist’s Social Business division.

Sprinklr is the largest independent, end-to-end social relationship platform on the market and has been called the single “most powerful technology” in the social space by Forrester’s Wave Reports. Their program modernizes back-end systems by connecting companies to the new channels for customer engagement- over 20 social platforms- globally and efficiently.

The result is an alliance that spans every need of every forward-thinking, large to medium sized organization that realizes how being social may equate to their survival and to their bottom-line.

About Sprinklr

Sprinklr is how brands manage social experiences across all 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 450 brands worldwide. Visit www.sprinklr.com @sprinklr #SocialAtScale.



About Trellist Marketing | Technology

Founded in 1995, Trellist Marketing and Technology is a mid-size professional services firm with practice areas in Business Strategy, Marketing & Branding, IT & Application Development, and Education & eLearning. Trellist offers high-level strategic consulting and tactical design & development as a full-service agency or a resource management organization. Trellist works with global, national, and regional clients through hub and spoke office models.

Company Address:

Trellist Marketing and Technology
117 North Market Street, Suite 300
Wilmington, DE 19801
302-778-1300