



## FOR IMMEDIATE RELEASE

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### Trellist Partners with Sprinklr on Enterprise Social Business

April 7, 2014| Wilmington, DE – Trellist Marketing and Technology has entered into a partnership with Sprinklr, “the most powerful technology in the market” (Forrester SRP Wave) for social experience management. Sprinklr’s cloud-based software is the only native, seamless, fully integrated social relationship infrastructure. The Sprinklr software is currently implemented at 450 of the world’s largest brands, including Microsoft, Cisco, Intel, Virgin America, and IHG. For Trellist, whose clients have global footprints, the move was a natural extension. The partnership picks up on the momentum of the official launch of Trellist’s Social Business Practice, part of its expanding family of professional services.

“Sprinklr is the largest independent, end-to-end social relationship platform on the market,” said Rob Peacock, Vice President of Strategic Alliances at Sprinklr. “We enable large enterprises to manage social experiences across teams, departments, divisions, and locations. Sure the most progressive brands today are looking to our unique social infrastructure technology as a critical component,” Peacock noted, “but they also recognize that to truly make the leap to social maturity, brands need more than just great technology -- they need strategic professional services that cover consulting, design, development, and staffing solutions. That’s where Trellist excels.”

Together, Trellist and Sprinklr now offer a powerful combination of consulting, implementation, training, campaign strategy, content creation, creative services, community management, staffing solutions, software, and support as part of an end-to-end approach to Social Business. With a focus on large organizations, the partnership will create business value by evolving how companies manage customer experiences at every touch point. This will provide Social Business intelligence across internal business units of every department and discipline in the enterprise. The result is better decision-making, more profitable customer relationships, and a better return on social investments.

“We focus on four criteria for successful Social Business architecture: structure, methodologies, resources, and software,” said Chris Wallace, Strategic Leadership for Social Business at Trellist. “Sprinklr’s software represents unparalleled capabilities when we talk about the real requirements of global companies.”

“Trellist’s expertise in enterprise application architecture, resource management, content creation, community management, and software support makes us a perfect partner for Sprinklr,” said David Atadan, Founding Partner and CEO of Trellist. “It also provides us with incredible potential to expand our engagements and grow our services based on demand from our Social Business clients.”

#### **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. Headquartered in Wilmington, DE, Trellist works with global, national, and regional clients. Visit [www.trellist.com](http://www.trellist.com) @trellist #trellist.

**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](http://www.sprinklr.com) @sprinklr #SocialAtScale.

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