

Sprinklr Overview

Sprinklr is the most complete customer experience management platform for the enterprise. It helps the world's largest brands reach, listen to, and engage their customers on Facebook, Twitter, LinkedIn, and 21 other social channels for the purposes of marketing, advertising, research, commerce, and care.

quick facts about Sprinklr



YEAR FOUNDED
2009



INDUSTRY
enterprise
software



VALUATION
\$1.8 billion, with
\$239 million raised



ACQUISITIONS
11 total –
9 since 2014

GLOBAL FOOTPRINT

1,500+ employees in 20 global offices



who are Sprinklr clients?

- Sprinklr works with 1,200+ global companies including category-defining brands Nike, McDonald's, Microsoft, P&G, and Samsung.
- More than 50% of the Fortune 50 are Sprinklr clients.
- Nine out of ten of the world's most valuable brands are Sprinklr customers.
- Six of Fast Company's Top 10 Most Innovative Companies for 2017 are Sprinklr customers.

what can brands do with Sprinklr?

Sprinklr was developed with a unique idea behind it: that enterprises could view social as an existential threat or an unprecedented opportunity – to create more human connections and deliver a seamless experience to every one of their customers across any channel, every time, at scale.

When brands adopt Sprinklr and plug it into their legacy systems (like email and CRM), they have a system of record for experience that allows employees to collaborate in real time across business units, markets, and departmental silos to reach, engage, and listen to customers globally.

Sprinklr can be deployed across the enterprise to provide each customer-facing department – marketing, advertising, research, care, and commerce – the solutions to thrive in a social world where customers are in control.

what makes Sprinklr different?

- **Purpose-Built for the Social World:** Sprinklr is the only unified CXM platform with a foundation in social media management. Sprinklr supports 24 social channels, including global networks like KakaoTalk, LINE, WeChat, and Tencent Weibo.
- **One Codebase:** Sprinklr is the only platform of its kind built on a single codebase, which decreases risk and increases efficiency.
- **One Single Login:** Everything in Sprinklr is available in a single view, under a single log-in. Brands can spend less time stitching disparate tools and data together, and more time focusing on customers.

FUNCTIONAL CAPABILITIES WITHIN SPRINKLR



marketing

content marketing, influencer marketing, employee advocacy, brand advocacy, display



advertising

audience management, paid media planner, paid media advertising, paid media reporting



research

listening insights, benchmarking insights, visual insights, product insights



care

social care, self care, community care



commerce

ratings & reviews, shoppable galleries, shopper comments, shopper content

- **Triple-Digit ROI:** The average Sprinklr customer sees a 172% return on their investment in the first year of their contract, and a 236% ROI in their second year.
- **Scale:** Sprinklr enables brands to have a 360-degree view of customers by allowing access to more social channels (24), languages (over 110), and enterprise solutions (Salesforce, IBM, SAP, Marketo, Adobe, and more) than its competitors.
- **Easy Integrations:** Sprinklr provides an external API that allows users to build applications on Sprinklr, and offers over 100 connections, including CRM, marketing automation, asset management, and analytics systems.
- **Enterprise-grade Governance and Compliance:** Sprinklr has top-tier security and compliance certifications, such as SOC 1 and 2 certifications, FFIEC, and more.
- **Customer Success:** Sprinklr provides a dedicated success manager for every customer without any extra cost.

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company leadership



ragy thomas
CHIEF EXECUTIVE OFFICER
AND FOUNDER



carlos dominguez
PRESIDENT



luca lazzaron
CHIEF REVENUE OFFICER



chris lynch
CHIEF FINANCIAL OFFICER



pavitar singh
CHIEF TECHNOLOGY OFFICER



murali swaminathan
EXECUTIVE VICE PRESIDENT,
CLIENT SUCCESS AND ENGINEERING