

NewsGator taps surging European demand for enterprise social with steep 76%-plus year-over-year growth

PR Newswire

[NewsGator](#) [1] is seeing its European business rapidly expand as more enterprises accelerate their migration to powerful social computing solutions on Microsoft platforms. To build on this success, NewsGator and Microsoft will be holding their first European five-city "[Get Social Tour](#)" [2] with NewsGator's European customers and partners sharing their experiences.

The joint European road show runs from the 21st to the 25th of May and attendees will learn how organizations are changing the modern workplace through their use of the Microsoft stack and [NewsGator Social Sites](#) [3]. Each tour stop in , , , and features a variety of unique speakers discussing their first-hand experience around enterprise social.

Social Sites delivers advanced social computing capabilities to Microsoft productivity and collaboration platforms, including SharePoint, Azure, Windows Phone 7, Lync, Office 365 and Dynamics. These social capabilities include [microblogging](#) [4], [rich activity streams](#) [5], [multi-platform mobile access](#) [6], [social profiles](#) [7], [integrated news feeds](#) [8], [questions and answers](#) [9], [expertise discovery](#) [10], [badging/recognition](#) [10], [ideation](#) [11], [community collaboration](#) [12] and [video streaming](#) [13].

Since entering only two years ago, NewsGator has grown from selling software into a handful of markets to countries including , , , , , , , , the UK and . Demand from these countries has propelled year-over-year growth in paid licenses of over 76% supported by NewsGator's European operation that has itself grown almost ten-fold in size and works closely with Microsoft and an expanding network of partners regionally.

NewsGator customers in include adidas, the sports brand; Barclays, a major global financial services company; BNP Paribas, the French international banking group; Bouygues Telecom, a leading French communications service provider; Nokia Siemens Networks, the world's specialist in mobile broadband; and Renault, the automobile manufacturer.

"Demand in for enterprise social computing on the Microsoft stack continues to accelerate," said JB Holston, president and CEO of NewsGator. "Our clients are moving fast to roll out social fabric across the entire organization to drive pace -- speed of innovation, speed of issue resolution, speed of talent development, and speed of moving opportunities to sales. We have a great EMEA team that continues to grow to support our client base across the region and the increasing number of Global 2000 accounts who are working with us worldwide."

About NewsGator

As a Microsoft Gold Certified and Depth Managed Partner, NewsGator is helping over three million paid users in industries across the globe propel the future of productivity. NewsGator Social Sites delivers robust social technology to the enterprise with proven scalability and security to flagship clients like Accenture, adidas, Deloitte, Ericsson, General Mills, JPMorgan Chase & Co., Kraft Foods, Merck & Co., Unisys Corporation, and the US Army. No other social software vendor can rival our deep integration with the entire Microsoft stack -- reducing your total cost of ownership while increasing adoption, collaboration, and innovation. And for all that, Microsoft honored us as its 2011 US Partner of the Year. We're making SharePoint and Office365 social. Follow us on Twitter [@newsgator](#) [14] and at www.newsgator.com [1].

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Links:

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- [2] <http://www.newsgator.com/get-social-tour-pr.aspx>
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