

Press Release -

## **BlackSquare Joins Hootsuite Solution Partner Program**

### **Ecommerce Innovator now Bundling World's Most Popular Social Relationship Platform for Global Wine Industry Clients**

**Calgary, Alberta, Canada: December 1, 2014** – [BlackSquare Inc.](#) has joined [Hootsuite's Solution Partner Program](#), and will now provide [Hootsuite's](#) social relationship platform to its global clients to drive social transformation across their businesses. Hootsuite is used by over 744 of the Fortune 1000 companies, including such global brands as NHL, Sony Music Entertainment, Adidas, eBay, Orange, Australia Post, and millions of others. With advanced tools and services available for security, collaboration, engagement and analytic measurement of social media strategy, Hootsuite is built to bring top social ROI to brands.

"We're thrilled to have BlackSquare as an official Hootsuite Solution Partner," says **Kevin O'Brien**, Hootsuite's Vice President of Partners. "BlackSquare's growing reputation for best practices leadership in wine ecommerce, their innovative approach, and commitment to social media are a powerful combination. Blackboxx is one of the first ecommerce platforms to bundle Hootsuite, and we're very excited about this partnership's reach into the wine industry vertical market."

"Our wine industry clients trust us to continually deliver the best ways to sell wine online, and technology innovation that future-proofs them," said BlackSquare CEO **Matthew Protti**. "From the smallest winery to the largest enterprise producer, our clients know we'll bring them best-of-breed tools for profitability, brand building and engaging customers. That's why bundling Hootsuite into our Blackboxx ecommerce platform aligns so well."

Protti added, "This partnership is a unique marriage of two industry leaders. Hootsuite's world-class social relationship platform handshakes with solutions already built into Blackboxx, and we'll continue evolving Blackboxx's functionality with Hootsuite. We'll be delivering social media capability that's unique and finely tailored to the wine industry's needs."

BlackSquare's global clients will be able to collaboratively manage social marketing, social customer service, and social selling; launch social media strategies; identify and grow new audiences; and distribute targeted messages via Hootsuite's dashboard – all simplified for wine industry clients by bundling Hootsuite into the Blackboxx wine ecommerce platform.

Winery brand managers will find it easy to streamline team workflow by scheduling messages, using



assignment tools, and reaching new audiences with geo-targeting. Clients can also benefit from Hootsuite's ability to invite multiple collaborators to access and manage social profiles securely, as well as build custom reports using Hootsuite's comprehensive social analytics tools for measurement. Because Hootsuite is a Certified Preferred Partner with Twitter, Facebook, LinkedIn, and Google+ Pages, users are able to access over 70 social networks and integration offered through the Hootsuite App Directory - including Salesforce, Zendesk, YouTube, Instagram and Tumblr.

### **About Hootsuite**

Hootsuite is the world's most widely used social media relationship platform. More than 10 million users, including 744 of the Fortune 1000 companies, trust Hootsuite to manage their social media programs across multiple social networks from one integrated dashboard. @hootsuite

### **About BlackSquare Inc.**

BlackSquare is powering an ecommerce revolution for the global wine and spirits industry, and serves clients on four continents from offices in Canada and Australia.

BlackSquare combines deep wine industry expertise with advanced cloud-computing technology to produce [Blackboxx](#), the most powerful direct-to-consumer wine ecommerce platform available, designed for global wineries, wine clubs and distributors. Blackboxx is the only SaaS ecommerce platform specialized to the wine and spirits industry, and is unique in its ability to power multilingual, multi-geography and multi-currency transactions.

Blackboxx is currently sold in North America, Australia, Europe and Asia, and has won substantial producer market share in Australia and Canada. Some of the world's largest wine producers trust Blackboxx to power their ecommerce and direct-to-consumer sales. @blacksquareca

### **To arrange interviews or for more information:**

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Please refer to the enclosed Fact Sheet.

## FACT SHEET

### **Ecommerce in the Wine Industry:**

Globally, the wine industry lags in both ecommerce innovation and cloud computing adoption. Recently the compelling economies and benefits of these are motivating wineries to move to Software as a Service (SaaS) to power their ecommerce sales. Traditional ecommerce vendors have failed to accommodate this shift in technology and business practices, opening up a large market opportunity for BlackSquare's Blackboxx wine ecommerce platform.

Profitable, recurring ecommerce is not simply a website or an ecommerce cart; it's a whole new line of business. Blackboxx was developed to deliver low-stress, "in the box" ecommerce, from marketing to fulfillment, from shipping to logistics, with back-end business analytics on every sale and each customer interaction.

### **Blackboxx's Industry Leadership**

2013 – A Blackboxx client became the first global winery to adopt enterprise-level, cloud ecommerce.

2013 - A Blackboxx-powered ecommerce site - one of the first fully-responsive tablet, desktop and mobile websites in the global wine industry - won the *Wine Communicators of Australia's* 'Best Wine Website or App' award'.

### **Hootsuite's Industry Leadership**

Hootsuite pioneered social media management when it launched in 2008. In Sept 2014, it closed US\$60 million in financing, totalling US\$250 million, the largest global venture capital financing to date for a technology company in Canada. It is the world's most widely-used social relationship platform, available in 16 languages and 175 countries, with over 10 million users.

### **Blackboxx's Hootsuite Packaging**

Hootsuite social relationship platform will be bundled into every new Blackboxx wine ecommerce platform installation, and also be offered to all existing clients, with included setup and training by Hootsuite. Growing Blackboxx clients may order additional Hootsuite user licenses and customized services while enjoying preferred pricing and top-level Hootsuite support.

### **Key Benefits of BlackSquare & Hootsuite Partnership**

As a result of BlackSquare being a member of Hootsuite's Solution Partner Program, Blackboxx clients ranging from small wineries to enterprise-level producers - will enjoy social strategy, deployment, training and support services to help wineries engage, collaborate, analyze and secure their social media. Major benefits include:

- **Engagement Opportunities:** Optimizing audience engagement by creating search streams, scheduling messages and monitoring social network profiles from one customizable web and mobile dashboard – all meant to truly touch a wine brand's customers.
- **Collaborative Tools:** Invite customers to participate in social media management. Assign messages for follow up and share streams to help build relationships with customers.
- **Analytics Modules:** Measure efforts using over 40 social analytics modules to build and share custom reports or select pre-made templates for quick, easy reporting and visibility into brand reach.
- **Secure Permissions:** Share access with team members without compromising security. Hootsuite Team permission levels and advanced sharing options ensure control of valuable social profiles and accounts.