

Partnerpedia Named as Emerging Technology Vendor in Leading Analyst Firm's "The Impact of App Stores on Your Application Strategy" Report

Morgan Hill, Calif., 12 SEPTEMBER, 2011 – Partnerpedia has been named as an emerging technology vendor in "The Impact of App Stores on Your Application Strategy" 2011 Report by Gartner, Inc. The report was published on June 6, 2011 by Dennis Gaughan and Ian Finley.

The consumerization of IT is expanding beyond the proliferation of mobile devices, and the report outlines the need for organizations to investigate the creation of enterprise app stores for internal use – as a means to support and manage the proliferation of mobile applications within the company as well as a vehicle to deliver a more productive and user-friendly experience to end-users. It highlights the risks and challenges to consider before moving forward and outlines clear steps to take in order to effectively incorporate an app store into an organization's overall application strategy.

"Gartner's report reiterates the fast paced adoption of mobile apps within the enterprise, and the pressing need for corporate IT to find a sensible way to control its distribution and management," said Sam Liu, VP of Marketing at Partnerpedia. "We believe being named as a vendor in this insightful Gartner report underscores our vision that an enterprise app store is a strategic tool to effectively manage the complexities that apps bring to the corporate environment."

Driven by the growth of enterprise tablets and cloud computing applications, Partnerpedia's solution for corporate IT allows a company to control the procurement, distribution and management of approved applications to end-users more effectively. Designed for the new generation of tablet computers, smart devices and cloud computing platforms, the enterprise app store is a way to ensure corporate policies and procedures are met while giving employees the user-friendly experience commonly found in consumer style app stores.

A complimentary copy of "The Impact of App Stores on Your Application Strategy" report can be found at: <http://www.partnerpedia.com>. It is one of several reports in Gartner's Special Report section that focuses on The Media Tablet in Business & Enterprise Applications for Tablets at: <http://www.gartner.com/technology/research/ipad-media-tablet/>

About Partnerpedia

Partnerpedia is a provider of private label marketplace and enterprise app store solutions. Leveraging the power of social commerce and enterprise mobility, Partnerpedia helps enterprise companies maximize business strategies through IT management and go-to-market solutions..

For more information about Partnerpedia, visit www.partnerpedia.com.