Silver Solutions Unveils Leading-Edge Social Business Platform at Cloud Expo

Integrating the Power of Social Media and Agile Code Free Programming, Silver Solutions Aims to Empower Businesses with Their Revolutionary Platform

Silver Solutions, a Dutch based cloud technology company, has recently announced the launch of their new social business platform. This revolutionary platform will debut at the Cloud Expo in Santa Clara where Silver Solutions will participate as a part of a trade mission of Netherlands based companies called The Dutch Cloud.

The spokesperson for Silver Solutions described the new product as an innovative, state of art, Social Business platform for building portals that mashes up social media and business systems. Sharing further details, Robert Browne, CEO of Silver Solutions said, “The platform is uniquely positioned because of its strong integration with business platforms, social media and other data-sources. This way we bring the best of both worlds to the users.”

In essence Silver is a platform for agile, code-free, development of portals. According to the spokesperson, the platform has the strength to bring a multitude of both on premise and cloud based business systems together and empower them with the benefits of social media. “In today’s business world, it is extremely important for businesses to truly bring social media into their business processes. Often social media are only used for basic communication and sharing of information. Integration of social media with business systems will allow businesses to dynamically form communities and not only improve communication and collaboration, but actually involve the right stakeholders in relevant parts of business and business processes at the right moment.” the spokesperson added.

Effective collaboration and communication, according to the spokesperson, will help businesses share and rate the quality of people, products and services. This will in turn improve business and trade functions, productivity and performance on a more global level.

With the expected exposure at Cloud Expo, Silver Solutions aims to identify possible partners and communicate the effectiveness of its social business platform to VC’s and informal investors. The company also plans to form a JV and setup distribution for the US. In this aspect, Cloud Expo will also serve as a platform for finding a US based company that has a strong track record in .Net, social media and App development.

Cloud Expo visitors will be able to find Silver Solutions at the Holland Pavilion, booth #701 on the 5th until the 8th of November, 2012. For more information, please visit the website www.silversolutions.nl.

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