

RAMP named a Gartner “Cool Vendor” in Content and Social Analytics for 2013

Report identifies RAMP among five vendors offering innovations around content and structured data

Boston, MA – May 13, 2013 – RAMP, the industry’s leading provider of next generation video and search experiences for enterprises and media companies, today announced that it has been named a Gartner “Cool Vendor” in Content and Social Analytics for 2013¹.

Gartner’s annual Cool Vendors report recognizes emerging vendors who are delivering solutions into the marketplace that enterprises may wish to explore. Vendors named in the Content and Social Analytics segment “offer innovative approaches, tools and technologies so decision makers can act on insights and patterns across content and structured data”.

“We believe that being named a Gartner Cool Vendor further validates our award-winning [MediaCloud](#)® platform, which has been delivering value to media, entertainment, and publishing firms since our inception,” said Tom Wilde, CEO, RAMP. “With our recently announced MediaCloud for SharePoint integration, enterprises with large volumes of video and audio content now have the opportunity to increase the value of those investments by making them more discoverable, more engaging, more versatile, and more actionable. We’re delighted to be recognized by Gartner for our solutions in this space.”

RAMP announced the availability of its MediaCloud for SharePoint solution at the SPTechCon show in March. The solution enables enterprises to easily incorporate video into their SharePoint installations, delivering improved search and engagement for employees and other internal consumers of content.

¹ *Cool Vendors in Content and Social Analytics, 2013*. Analysts: Rita L. Sallam, Carol Rozwell, Whit Andrews, Anne Lapkin, Jenny Sussin, Lisa Kart. Published: 25 April 2013.

About RAMP

RAMP has developed the next generation of search & video experiences to make video more valuable. Using RAMP, clients are able to fully leverage the value of all of their video content by driving increased discovery across search and social sites, enhancing user engagement through dynamic search and publishing solutions, and maximizing revenue through sophisticated advertising capabilities.

Leading media companies and enterprises using RAMP include Thomson Reuters, FOXNews, ABCNews, NBC, Dow Jones, Meredith, Citibank, and others. For more information visit [RAMP.com](#), or contact us at info@RAMP.com.