



FOR IMMEDIATE RELEASE

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PlaceSpeak Receives 2018 SAP® Pinnacle Award: SAP Purpose-Driven Partner Application of the Year

VANCOUVER, BC – PlaceSpeak today announced that it has received a [2018 SAP® Pinnacle Award](#) as the SAP Purpose-Driven Partner Application of the Year, which recognizes its outstanding contributions as an SAP partner. SAP presents these awards annually to the top partners that have excelled in developing and growing their partnership with SAP and helping customers run better. Winners and finalists in 29 categories were chosen based on recommendations from the SAP field, customer feedback and performance indicators, including two Customers' Choice awards, which recognize customer-nominated SAP partners.

“PlaceSpeak is honored to receive this recognition from SAP,” said Founder and CEO, Colleen Hardwick. “This award is particularly meaningful as it acknowledges our purpose to help restore trust in government through authenticating the online citizen engagement process. SAP works extensively with the public sector and is aligned with our mission to advance digital democracy.”

The “Purpose-Driven Partner Application of the Year” award recognizes an SAP partner with a “Build” focus whose applications are delivering significant social benefits. The winning applications are selected from among the offerings of SAP partners engaged in the SAP PartnerEdge program based on potential social impact, technical innovation, and demonstrated customer success.

Since 2011, PlaceSpeak has been innovating in the online citizen engagement space. Its geo-verification technology connects individuals participating online to their physical location, such as a residential address. Unlike other methods of collecting feedback online, such as polls, surveys, or social media, PlaceSpeak allows decision-makers to consult exclusively with residents within specific geographical boundaries (e.g. neighborhood, city, region, etc.) With growing concern about the impact of bots and fake accounts, PlaceSpeak’s focus on digital identity authentication means that decision-makers and elected officials can be confident that the feedback collected is coming from real, relevant people within affected areas.

In 2016, PlaceSpeak joined the [SAP Startup Focus](#) program and developed its unique SentiMap feature for real time visualization of big text data, based on SAP HANA. SentiMap make it easy to understand and analyze large amounts of qualitative data, such as discussion comments. A spatial view of the trends and differences in public opinion across regions and areas (e.g. neighbourhoods, districts) allows for more nuanced analysis and policy-making. In 2017, PlaceSpeak won an Innovation Award in the Social Hero category from SAP for its SentiMap.



SAP Pinnacle Awards shine a spotlight on SAP's partners' remarkable contributions, acknowledging their dedication to teamwork, innovative approach and capacity to challenge what is possible to help customers achieve their goals. Award winners will be formally recognized at the SAP Global Partner Summit in Orlando, Fla. on June 4. The SAP Global Partner Summit is held in conjunction with SAPPHIRE NOW® and ASUG Annual Conference, the largest global business technology event, hosted by SAP and ASUG June 5-7.

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