

## **TIBCO Fuels Social Business Adoption with Partner Initiative**

*PALO ALTO, Calif., July 07, 2011*

### **ASM technologies Ltd. Bangalore, India, 07th July 2011**

TIBCO Software Inc. (NASDAQ: TIBX) today announced tibbr® Social Club – its new global partner initiative for the company's enterprise social computing platform – tibbr®. tibbr Social Club is an innovative partner initiative under the TIBCO Partner Network Program and is open to a wide range of partners such as social strategy consulting firms, SaaS providers, ISVs, e-business application providers, mobile application providers, and IT consulting firms.

Tibbr increasingly is becoming the social fabric for Global 2000 companies and is poised to permeate every industry. With tibbr Social Club, partners can:

- Optimize their existing products and services to be socially integrated and differentiated from their competition;
- Demonstrate an immediate business value-addition to their existing offerings;
- Monetize intellectual property associated with best practices, frameworks, and purpose-built apps;
- Leverage joint go-to-market with tibbr through branding, awareness, customer marketing, and lead generation programs
- Expand sales through the global market presence of tibbr.

In the past few months, several firms have taken advantage of these new partnering opportunities for tibbr. These include ASM Technologies Limited, BeepCast, MegaPractical, Pike Electronic, PBTI, and e-man.