



## **PODIO LAUNCHES ONLINE WORK PLATFORM WITH THE FIRST BUSINESS APP STORE AND APP BUILDER**

*Finally everyone can build, customize and deploy apps within minutes and get to work*

**SAN FRANCISCO and COPENHAGEN – MARCH 24, 2011** – [Podio](#), your online work platform, today announced the public availability of its service, including the world's first business App Store and App Builder where anyone can create work applications with no technical expertise. Unlike collaboration tools, Podio's online work platform allows any business process from recruiting to expense reporting to product development to be conducted, fully managed and completed directly from within. Now, there is no need for multiple, disparate applications. Users have developed thousands of individual applications and over 200 business applications are available for free in the Podio App Store. More than 20,000 users and 8,000 organizations are currently leveraging Podio for effective collaboration including Greenpeace, InMobi and Rebate Networks.

"Podio has differentiated itself by allowing the owner to customize the space; not so much the look and feel, but in functionality. Users can pick from a range of applications to add specific functionality to a team in order to support a more natural way to work together," said David Coleman of Collaborative Strategies. "There is no programming involved. And it is simple enough that even I can do it and create a collaborative workspace for each of the teams I am part of."

Podio works for any project, business unit or company. Simply create a space, invite contacts and begin adding and customizing the applications needed to achieve goals. Podio automatically delivers features and functionality you need including document sharing, active streams, task management, contacts, multi-lingual support, reporting and calendaring. Podio combines actions from all your applications into one easy to manage view and interface. The dynamic platform includes:

**Podio App Store** – More than 200 specialized work apps can be leveraged in any space. Don't need all the features in an app? Each application can be modified to meet your team's needs.

**Podio App Builder** – If you can't find the application in the Podio App Store, you can build your own. Podio allows anyone to bring together features and functionality into a single, custom application that can be leveraged by everyone in your online work environment. Users have so far developed more than 2000 individual applications on their own.

**Android and iPhone App** – Take your workspaces on the go with Podio for iPhone and Android. Manage tasks, view documents and update calendars and status all from your phone.

“Instead of using a cumbersome combination of Yammer, Box.net and SharePoint, we just use Podio - and get all those functionalities in one place,” said Amit Gupta, VP Business Development at InMobi, the world’s largest independent mobile advertising network.

#### **PRICING**

Podio costs USD \$99 per month. This includes 25 users. Anyone can use it for free, up to 10 users.

#### **LANGUAGES**

Podio supports English, French, Spanish and German as well as Danish.

#### **ABOUT PODIO**

Podio is an online work platform with a new take on how everyday work gets done. It gives people more power than they’ve ever had before to manage their work better, smarter and in their own way. Combining hundreds of specialized and flexible work apps with messaging, tasks, reporting, workflow and contact management, Podio lets you build and shape the online workplace most fitting to your role. It eliminates scattered, unorganized work routines, and replaces multiple products from different companies within a single environment and a single login. Podio is already trusted by thousands of worldwide teams, companies and organizations, who use it to facilitate particular work processes or to connect all their work activity.

Visit [www.podio.com](http://www.podio.com) to learn more about changing the way you work.

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