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***Before the Call and LinkedIn Deliver the LinkedIn Business  
Network to Salesforce.com Customers***

*Partnership Exposes Individuals' LinkedIn Networks  
Enabling Discovery of Inside Connections*

**San Francisco, Calif., September 12, 2005** – Before the Call, Inc. and LinkedIn Corp. today announced a partnership enabling users of LinkedIn to seamlessly access LinkedIn's business contact information from Before the Call's on-demand sales intelligence solution, integrated within salesforce.com®.

LinkedIn is the creator of the world's largest and most effective business network with more than three and a half million users. Before the Call delivers the only on-demand sales intelligence solution that combines external market information and a company's internal content to close the lead-qualification gap in the sales process. Combining the power of the LinkedIn network with Before the Call allows salesforce.com users to easily retrieve information about their established relationships, all within their salesforce.com hosted CRM solution.

Offering the combined services of LinkedIn's business network with Before the Call's sales intelligence solution gives business professionals instant access to quickly identify existing relationships within the enterprise as well as across their own personal network. Rather than learning of corporate contacts via word of mouth or coincidence, the appropriate contact information is delivered automatically in Before the Call's hosted solution. Salesforce.com users that need to know who within their organization has a relationship with a particular contact or company can now be exposed to that information seamlessly via salesforce.com, never having to leave their familiar CRM or learn numerous systems and tools.

"Delivering relationship information and in-depth bios from the LinkedIn Network through Before the Call enables sales people to learn more about the decision maker, as well as to identify which of their existing contacts know people at the target company and are willing to introduce them to get the lay of the land," said Konstantin Guericke, vice president of marketing at LinkedIn. "Our relationship with Before the Call enhances productivity by ensuring that sales people can draw on all relevant sales intelligence information in one place and avoids our users having to constantly flip back and forth between salesforce.com, company sales portals and LinkedIn."

"Business is all about relationships," said Fred Walters, chief executive officer of Before the Call. "If an organization cannot properly manage their relationships, the account executive and the customer are not likely to have a positive experience. Relationships are now easily identified using LinkedIn and the sales process has an added critical dimension. More importantly, customer satisfaction improves."

Before The Call combs the best-known market intelligence sources to provide detailed information about each sales lead, ranked according to the criteria that the customer chooses, for example industry, company size or location. It then arms the sales team with the most appropriate internal collateral for each sales call, such as relevant case studies, product brochures, technical whitepapers, etc. The solution retains all the information in a sales "portfolio" that is forever associated with the lead record in salesforce.com and can be easily shared with peers. Its first product is Before the Call for Appforce, which is seamlessly integrated within the salesforce.com platform.

#### **ABOUT LINKEDIN**

LinkedIn is the world's largest and most effective business network. On LinkedIn, 3.6 million professionals find jobs, people and business opportunities recommended by their existing network of trusted contacts. Through introductions from the people they know, professionals can get in touch with the people they need to reach to get their job done or advance their careers. LinkedIn Corporation is located in Palo Alto, CA and is funded by Greylock and Sequoia Capital, the venture capitalists behind Google, Yahoo!, Cisco and Apple. To learn more about LinkedIn, please visit <https://www.linkedin.com>.

#### **ABOUT BEFORE THE CALL**

Before the Call launched in September 2005 and is headquartered in Sunnyvale, California and is privately funded. Before the Call for Appforce, the company's first product, is an on-demand sales intelligence solution sold to salesforce.com's enterprise B2B installed customer base. The company is located at 1250 Oakmead Parkway, Suite 210, Sunnyvale, California 94085. More information is available at [www.beforethecall.com](http://www.beforethecall.com) or call (408) 501-8886.

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