



**Before the Call Press Contact:**

Cynthia Harris  
PR Strategy  
650-520-8343  
charris@vocecomm.com

**Salesforce.com Press Contact:**

Gordon Evans  
Salesforce.com  
415-536-7608  
gevans@salesforce.com

## Before the Call Records Dramatic Jump in Sales as 70 Percent of New Customers Use Salesforce.com's AppExchange for Research and Test Drives

*AppExchange Pioneer Also Receives "CRM Excellence Award 2006" From Customer Interaction Solutions Magazine*

**SAN FRANCISCO -- salesforce.com Appforce Conference -- May 24, 2006** – Before the Call, the market and technology leader in on-demand sales intelligence solutions, and salesforce.com [NYSE: CRM], the market and technology leader in on-demand business services, announced today that Before the Call has signed 25 new customers since joining salesforce.com's AppExchange, and that 70 percent of them utilized the AppExchange to evaluate available offerings before making their purchase. The announcement was made today at Appforce, salesforce.com's first annual AppExchange partner, user and developer conference.

Before the Call also announced that it has received a 2006 CRM Excellence Award from *Customer Interaction Solutions*<sup>®</sup>, the premier publication in the CRM, call center and teleservices industries since 1982.

Designed to make sales teams dramatically more effective, Before the Call launched its on-demand sales intelligence solution last fall. Customers include industry leaders such as Interwoven (content management), Intervoice (automated customer service solutions) and AngelPoints (Web-based volunteer management software). In January Before the Call became one of the first vendors to join the salesforce.com AppExchange.

Before the Call was built to improve the success of sales teams by:

- **Instantly building online lists** targeting prospects using a broad set of criteria such as industry, title, revenue, employees, area code, zip code, etc.
- **Enriching** lead data with 30 million company and executive details from content partners including idEXEC, Factiva, Google, LinkedIn and ZoomInfo
- **Scoring and ranking** leads according to the criteria that the user chooses, including industry, company size or any field that exists within salesforce.com
- **Retaining** the above information in a “portfolio” that is forever associated with the lead record within salesforce.com and becomes part of corporate memory

Before the Call also brings to the surface the most appropriate internal documents for the sales call seamlessly within Salesforce, such as relevant case studies, product brochures, technical whitepapers, and other sales collateral.

Before the Call is one of more than 250 applications created by salesforce.com, its customers and partners that are now available on the salesforce.com AppExchange, the world’s first on-demand application platform. AppExchange provides unprecedented ease of customization and integration for Salesforce deployments, as well as enabling a whole new generation of on-demand applications that go beyond CRM. AppExchange enables all of these on-demand applications to be easily shared, exchanged and installed with one click into a customer’s salesforce.com account. AppExchange can be found at <http://www.salesforce.com/appexchange>.

“When we decided that we needed a sales intelligence solution, we looked to the AppExchange to assess our options,” said Cary Fulbright, Five9 vice president of marketing and products. “We were able to assess and test-drive the Before the Call solution, and our sales people were blown away by the deep functionality and tight integration of Before the Call with Salesforce. It greatly exceeded our expectations.”

“Before the Call is a great example of the mutually beneficial nature of the AppExchange community,” said Bobby Napiltonia, senior vice president, worldwide channels and alliances, salesforce.com. “Their solution brings remarkable value-add to Salesforce, and customers who are thrilled to be free of the pain of tedious sales research are not only spreading the word about Before the Call, but also about the AppExchange because that’s where they either found Before the Call or went to test drive it. The AppExchange is driving customers to Before the Call and vice versa, making for an excellent partnership.”

“Our strategy from day one has been to partner with the best companies to makes sales teams around the world dramatically more productive, and teaming up with a powerhouse like salesforce.com has led to tremendous customer traction and market awareness,” said Tim Ramos, chief executive officer of Before the Call. “Seamless integration of sales intelligence within CRM improves productivity and better equips sales and marketing professionals with the

weapons they need to increase conversions rates, and therefore revenue. The credibility of AppExchange has been invaluable in validating our value proposition to customers.”

Before the Call recently moved its headquarters from Sunnyvale, Calif. to larger offices in Pleasanton, Calif. Last month the company announced \$2.54 Million in Series A funding.

#### **About Before the Call**

Before the Call incorporated in March 2005 and is privately held. Its on-demand sales intelligence solution was built to improve the success of sales teams by instantly building online lists, enriching lead data, scoring and ranking leads according to the criteria that the user chooses, and retaining the information in a “portfolio” that stays within corporate memory. The sales intelligence represents more than 30 million company and executive contacts from Before the Call's content partners, including idEXEC, Factiva, Google, LinkedIn and ZoomInfo. The company has hundreds of users from more than 25 customers, including Interwoven, Intervoice, Dorado Corp., and Virsa Systems. Before the Call is located at 6200 Stoneridge Mall Road, 3rd Floor, Pleasanton, California 94588. More information about the company and registration for a free trial are available at [www.beforethecall.com](http://www.beforethecall.com) or (925) 399-6250.

#### **About salesforce.com**

Salesforce.com is the market and technology leader in on-demand business services. The company's Salesforce suite of on-demand applications enables customers to manage and share all of their sales, support, marketing and partner information on-demand. AppExchange, salesforce.com's on-demand platform, allows customers and partners to build powerful new applications quickly and easily, customize and integrate the Salesforce suite to meet their unique business needs, and distribute and sell on-demand apps at [www.appexchange.com](http://www.appexchange.com). Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of April 30, 2006, salesforce.com manages customer information for approximately 22,700 customers and approximately 444,000 paying subscribers including Advanced Micro Devices (AMD), America Online (AOL), Avis/Budget Rent A Car (Cendant Rental Car Group), Dow Jones Newswires, Nokia, Polycom and SunTrust. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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