

Before the Call



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Oracle Validates Integration Between Before the Call and Oracle's Siebel CRM On Demand

Transparent Integration Makes Before the Call the First To Bring Sales Intelligence to Enterprise-Class On Demand CRM

Pleasanton, Calif., July 31, 2006 – Before the Call, the market and technology leader in on-demand sales intelligence solutions, today announced that the integration of its sales intelligence suite with Oracle's Siebel CRM On Demand has been successfully validated by Oracle. Users of Siebel CRM On Demand will soon be able to take advantage of Before the Call to help improve sales effectiveness and increase their sales conversions.

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).

The Oracle-validated integration 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 million company and executive details from content partners including Factiva and idEXEC
- **Scoring and ranking** leads according to the criteria that the user chooses, including industry, company size or any field that exists within Siebel CRM On Demand

This integration allows Oracle's Siebel CRM On Demand users to take advantage of Before the Call without having to leave Siebel CRM On Demand, a hosted CRM offering delivered over the Web and accessible from an Internet browser. Customers can deploy Before the Call and Siebel CRM On Demand quickly, easily, and affordably without additional up-front IT investments. Siebel CRM On Demand delivers complete sales, marketing and service functionality; built-in customer analytics; virtual call center technology; embedded best practices; and world-class hosting services and support. And now with Before the Call the intelligence they need about prospects and customers is just one click away.

"This integration makes Before the Call the world's first company to bring sales intelligence to enterprise-class on-demand CRM," said Dr. Mark Hale, chief technology officer of Before the Call. "No one else brings the comprehensive intelligence to the fingertips of Siebel On Demand CRM users like we do, and this validation of the integration by Oracle demonstrates how our architecture can quickly and easily support the enterprise scalability requirements. We're proud of this accomplishment and eager to help Oracle's users dramatically increase their sales productivity."

"Before the Call not only brings sales intelligence to our CRM On Demand customers in the way that they need it, but it does so also with a look and feel that truly mirrors our Siebel CRM On Demand solution," said Marshall Leisten, Director of Siebel CRM On Demand Alliances at Oracle. "The integration is a huge potential driver of user adoption and sales effectiveness, because many of our customers appreciate not having to familiarize themselves with another user interface."

Before the Call is a Certified Partner in the Oracle PartnerNetwork.

About the Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of 16,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer to their customers, leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle can qualify for the Oracle Certified Partner levels.

About Before the Call

Before the Call incorporated in March 2005 and is privately held. Its on-demand sales intelligence solution 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, CA 94588. More information about the company and registration for a free trial are available at www.beforethecall.com, or (925) 399-6250.

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