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**Before the Call Gains Momentum as it Brings On-Demand Sales Intelligence Vision to the Broader CRM Market**

*Worksoft, China's Largest U.S.-Oriented Outsourcing Firm, Is Tapped to Boost Development Efforts*

**SUNNYVALE, Calif., and Beijing, China, February 14, 2006** – Before the Call, the market and technology leader in on-demand sales intelligence solutions, has signed a development partnership with Worksoft, China's leading IT outsourcing firm with the largest US customer base, to extend Before the Call to leading on-demand customer relationship management (CRM) systems.

Before the Call for AppExchange, the market's first sales intelligence suite, launched last September and is sold to salesforce.com's users. The certified suite allows sales professionals to be more effective by working on the right opportunities and more productive by freeing their time from manual intelligence gathering activities. The partnership with Worksoft extends these benefits to sales professionals using other leading CRM applications.

"Selected as one of six sales productivity tools\* that provide a quick ROI by shortening typical sales cycle times, Before the Call was recognized for its capacity to improve sales effectiveness from within a CRM system," said Leslie Ament, director of customer intelligence research at Aberdeen Group. "Tapping Worksoft to rapidly develop sales intelligence "plug-ins" will give sales teams an incentive to more fully utilize information captured within all types of CRM systems."

Before the Call, which is hosted in a highly scalable and secure environment at Savvis, provides details about each sales lead and ranks the leads according to the criteria that the user chooses, including industry, company size or location. Content partners include idEXEC, Factiva, Harte-Hanks, LinkedIn, MarketModels and ZoomInfo. Before the Call then automatically provides the most appropriate internal documents for each sales call, such as relevant case studies, product brochures, technical whitepapers, and other sales collateral. Before the Call retains all the information in a customer "portfolio" that is forever associated with the lead record within the user's CRM system and is made available throughout the entire sales process.

"The challenge of on-demand offerings is no longer interoperability," said Dr. Mark Hale, chief technical officer of Before the Call and former committee member of many Web

service standards working groups. "The challenge is provisioning the solution to a large user base with vastly different configurations. Our vision is for all sales professionals to have ubiquitous access to sales intelligence regardless of their application. Worksoft is helping us put several of the base components of our architecture into place in a cost-effective and timely manner."

"Before the Call had the vision to build an actionable and scalable outsourcing model from the start of their business. This is shown from their early certification and market success," said Dr. Junbo Liu, executive vice president of Worksoft. "They selected Worksoft because of our experience in developing large system with high-transaction volume, demonstrated project delivery capability, and track record with leading CRM packages."

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

Before the Call incorporated in March 2005 and is privately funded. Before the Call for AppExchange, the company's first solution, is an on-demand sales intelligence suite sold to salesforce.com's users. The company is located at 1250 Oakmead Parkway, Suite 210, Sunnyvale, Calif. 94085. More information is available at [www.beforethecall.com](http://www.beforethecall.com) or (408) 501-8886.

#### **About Worksoft**

Worksoft Creative Software Technology Ltd. is the pioneer and leader of the IT outsourcing industry in China. The Company provides Application Development & Maintenance, Business Process Outsourcing, Globalization, Package Application, and QA & Testing services to global clients. The company is headquartered at 3/F, Building 8, Zhongguancun Software Park, Haidian Dist., Beijing, 100094, P. R. China. More information is available at [www.worksoft.com.cn](http://www.worksoft.com.cn) or +86 (10) 82825266.

**\*See Sales *Productivity Tools: Closing the CRM Gap*, December 2005 Aberdeen Group.**

Link at:

[http://www.aberdeen.com/summary/report/enterprise\\_strategies/ES\\_SalesProdCRMGap\\_LA\\_2482.asp](http://www.aberdeen.com/summary/report/enterprise_strategies/ES_SalesProdCRMGap_LA_2482.asp)

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