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Before the Call Introduces Industry First Sales Intelligence Suite to Salesforce.com Customers

***AppExchange Preview Demonstrates Salesforce.com On-Demand Suite--
Provides Best Known Market Intelligence to Address Lead Qualification Gap***

SAN FRANCISCO, CALIF., October 31, 2005 – Before the Call and salesforce.com (NYSE:CRM), the market and technology leader in on-demand customer relationship management, today announced the availability of Before the Call's on-demand sales intelligence suite, Before the Call for AppExchange. In September 2005, Before the Call for AppExchange was announced, available via AppExchange, salesforce.com's new on-demand application sharing service.

The Before the Call on-demand suite is tightly integrated with salesforce.com via the AppExchange platform, and immediately available to salesforce.com customers. With this industry first solution, users can now quickly combine external market information and a company's internal content to close the lead-qualification gap. Users are provided with details about each sales lead, ranked according to the criteria that the customer chooses including industry, company size or location. Then, they are automatically provided the most appropriate internal documents for each sales call, such as relevant case studies, product brochures, technical whitepapers, and other sales collateral. The solution retains all the information in a sales "portfolio" that is forever associated with the customer record in salesforce.com and is made available throughout the entire sales process.

"Salesforce.com is a market leader, and we are excited to be certified on the AppExchange on-demand platform," said Dr. Mark Hale, CTO of Before the Call and former committee member on many of the Internet standards core to on-demand services. "Because both salesforce.com and Before the Call for AppExchange are both architected to be on-demand, the emerging sales intelligence market will see an explosion in applications on these platforms over the next year that were not previously possible. Sales teams can expect to be continuously equipped with the best tools to handle their sales calls without ever having to leave the salesforce.com experience."

AppExchange is a complete on-demand platform that includes AppExchange Builder, AppExchange DB, AppExchange API and the AppExchange OS for development & deployment of multiple on-demand applications. 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. The AppExchange application sharing service available for preview now and will be generally available with the release of Salesforce Winter '06, expected in the fourth quarter.

“Before the Call got it right,” said George Hu, VP and General Manager, salesforce.com. “They built from the ground up a scalable, on-demand architecture to expose sales intelligence data from many different sources, including elusive unstructured documents. The solution is seamless for salesforce.com customers using the AppExchange platform. As a result, users have the best known market intelligence to quickly qualify sales leads, immediately realizing productivity gains.”

Before the Call has signed several partnership agreements with leading market intelligence companies to integrate their intelligence seamlessly with the salesforce.com experience, including:

- Factiva-- a Dow Jones and Reuters company, aggregates data from more than 9,000 sources in 152 countries in 22 languages, including more than 120 continuously updated newswires;
- Harte-Hanks-- providers of the Client Information Technology Database™ (CITDB) profiles IT environments across the top technology companies including software, servers, storage, services, security, PCs and wireless;
- IdExec—provides instant online access to two million executive decision-makers at more than 900,000 public and private companies worldwide;
- LinkedIn—a business network that gives business professionals instant access to quickly identify existing relationships within the enterprise as well as across their own personal network; and
- Market Models— a comprehensive database of U.S. businesses providing a multitude of demographic, geographic, and contact variables.

Webcast and preview

Before the Call will host a Webcast on December 7, 2005 to demonstrate how Interwoven is successfully using Before the Call in its sales organization. Barry Trailer, analyst for CSO Insights, will also participate. Registration information is available at <http://www.beforethecall.com/webcastregister.html>.

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 or (408) 501-8886.

About salesforce.com

Salesforce.com is the market and technology leader in on-demand customer relationship management (CRM). The company's Salesforce family 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 to customize and integrate the Salesforce family to meet their unique business needs, and build whole new powerful applications quickly and easily. AppExchange applications are available via AppExchange, salesforce.com's on-demand application sharing service. Customers can also take advantage of salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2005, salesforce.com manages customer information for approximately 16,900 customers and approximately 308,000 paying subscribers including Advanced Micro Devices

(AMD), America Online (AOL), Automatic Data Processing (ADP), 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 services 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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