

## Before the Call



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### Before the Call Brings Together Market Analysis and Sales Execution With Introduction of myMarketSpace for Salesforce.com's AppExchange

*myMarketSpace allows access to entire markets directly within Salesforce for analytics, targeted campaigns and sales execution -- Fortune 1000 company and contact details available immediately for free download*

**SAN FRANCISCO, Calif., (Dreamforce, Booth #414) Oct. 9, 2006** – Before the Call, a market and technology leader in on-demand prospect development management, and salesforce.com (NYSE:CRM), the market and technology leader in on-demand business services, today announced the availability of myMarketSpace on the salesforce.com AppExchange.

myMarketSpace allows companies to define their total target market and to execute on penetration strategies by providing a simple approach to market analytics, all within salesforce.com. It is immediately available at [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange) and [www.beforethecall.com](http://www.beforethecall.com). The application can be up and running within minutes.

"A key objective of companies participating in our annual survey is closer alignment between sales and marketing. Now with myMarketSpace, Before the Call brings the prospect intelligence of marketing and the execution of sales into one application," said analyst Barry Trailer of CSO Insights. "For those selling to public companies, myMarketSpace provides an integrated way to understand and attack a market. Until now, CRM has been perceived as a tool for tracking sales. myMarketSpace looks to be a proactive tool for sales and marketing to analyze their performance and market potential in great detail, and to execute intelligent strategies for reaching their target customers."

Keenan & Associates, the largest privately held insurance brokerage and consulting firm in California and the 18th largest in the United States, has successfully identified and executed a targeted selling campaign completely within Salesforce using myMarketSpace. A process that would have normally taken hours, if not days, is now accomplished in minutes. "myMarketSpace has exponentially improved our sales reps' productivity and effectiveness in targeting and selling

to accounts," said John Scatterday, senior vice president, employee benefits practice leader. "It would have taken us hours and cost thousands of dollars to do the research on our own. Now our team can focus on selling, not researching."

"Similar to what salesforce.com did for the traditional CRM market, Before the Call is changing the rules of the market intelligence game," said Matt Holleran, salesforce.com vice president, AppExchange partners, salesforce.com. "They've put the power of high-quality market intelligence in the hands of on-demand CRM users so that they can define, analyze, market and sell to prospective customers, all with one click inside Salesforce. We expect this to dramatically increase the value of on-demand CRM within an organization, which is exactly what we're looking for from our partner companies."

"Our customers will continue to be the leading force of our innovation," said Tim Ramos, chief executive officer of Before the Call. "The initial release of Before the Call provided unprecedented seamless access to market intelligence within salesforce.com. With myMarketSpace, we have now delivered the first on-demand application that combines market analysis and sales execution. How big is our market? What is our current market penetration? How do we grow our market share? Those are the real questions our customers ask, and myMarketSpace provides the answers."

**How it works:**

- myMarketSpace stores information as a separate tab within Salesforce. The value to customers is that they own the data and it is consolidated into one location.
- myMarketSpace applies market analytics to show users what opportunities are being pursued in their accounts, what they have available to pursue within the myMarketSpace database, and what market opportunities exist that are not yet part of their SFA application.
- End-users can easily search and navigate the data because it is fully categorized by industry segment, geography, area code, and other fields.
- A virtual briefcase comes as part of the application so that users can quickly assemble prospects for campaigns and territory planning.

"Data quality is major problem within CRM, and every year companies spend millions of dollars on data that essentially goes into a black hole because no one can use it," Ramos said.

"myMarketSpace allows our customers to define their target market and to keep that data high in quality and continually refreshed."

### **Free Fortune 1000 company and contact details**

Before the Call is currently offering myMarketSpace free for a limited time. It comes pre-loaded with roughly 80,000 records of more than 15,000 companies with public filings. The data, worth thousands of dollars, can be easily categorized and ranked to deliver customized prospect data. It is available for download at [www.beforethecall.com](http://www.beforethecall.com) and also at the company's Dreamforce booth (#414) Oct. 9 through 11. More than 30 million additional company and contact details, reports and news are available with Before the Call's premium subscription.

Before the Call launched its first on-demand prospect management solution last fall as a charter member of the salesforce.com AppExchange. Customers include industry leaders such as Interwoven (content management), Intervoice (automated customer service solutions) and AngelPoints (Web-based volunteer management software).

More than 400 applications are now available on the salesforce.com AppExchange, the world's first on-demand directory, found at <http://www.salesforce.com/appexchange>.

### **About Before the Call**

Before the Call increases sales with an award-winning on-demand prospect development solution that *identifies* and *qualifies* prospects and *connects* sales people with decision-makers. With hundreds of users from customers including Interwoven, Intervoice, Dorado Corp. and Virsa Systems, Before the Call is located at 6200 Stoneridge Mall Road, 3<sup>rd</sup> Floor, Pleasanton, CA 94588 and can be reached at (800) 357-2005. More information and a free trial is available at [www.beforethecall.com](http://www.beforethecall.com).

### **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. Apex, salesforce.com's on-demand platform and programming language, enables customers, developers and partners to build powerful new on-demand applications, and for the first time, to write and run their own code hosted with the security, reliability, upgradeability and ease-of-use of salesforce.com's industry-leading multi-tenant service. Customers can also take advantage of Successforce, salesforce.com's world-class training, support, consulting and best practices offerings.

As of July 31, 2006, salesforce.com manages customer information for approximately 24,800 customers and approximately 501,000 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 Banks. 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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