

## Before the Call



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### Before the Call Brings Together Market Analysis and Sales Execution With Introduction of myMarketSpace for Oracle's Siebel CRM On Demand

*myMarketSpace allows access to entire markets directly within Siebel® CRM On Demand for analytics, targeted campaigns and sales execution -- 80,000 company and contact records available immediately for free download*

**SAN FRANCISCO, Calif., (ORACLE OPENWORLD Booth #3448) October 23, 2006** – Before the Call, a market and technology leader in on-demand prospect development management and Certified Partner in the Oracle PartnerNetwork, today announced the availability of myMarketSpace for Oracle's Siebel CRM On Demand.

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 Siebel CRM On Demand. It is immediately available at [www.beforethecall.com](http://www.beforethecall.com). The application can be up and running within 15 minutes.

"Much of what is stored within typical CRM systems goes unused, or at the very least, under-utilized, by many sales teams," noted Leslie Ament, research director at the Aberdeen Group. "Before the Call merits recognition for its capacity to improve sales effectiveness from within a CRM application by supplying persistent on-demand 'intelligence' on prospects and customers. Vendors who provide this convergence of search, analytics and market intelligence empower sales teams to more fully exploit information captured within CRM applications."

"CRM On Demand offers companies greater strategic business impact on their business than with other tactical solutions because of capabilities such as built in analytics," said Robert Reid, Group Vice President, CRM On Demand at Oracle. "With Before the Call's myMarketSpace application we can provide customers enhanced sales productivity and execution."

"myMarketSpace is the first on-demand application that combines market analysis and sales execution," said Tim Ramos, chief executive officer of Before the Call. "C-level executives along

with sales and marketing executives all want to identify their potential market and penetrate it, and myMarketSpace gives them this capability within CRM On Demand -- now that is a competitive advantage.”

### **How it works**

- myMarketSpace stores all the information as a separate application within Siebel CRM On Demand. 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 users can quickly assemble prospects for campaigns and territory planning.

### **Free Fortune 5000 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 Oracle OpenWorld booth, number 3448. 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. Customers include industry leaders such as Interwoven (content management), Intervoice (automated customer service solutions) and AngelPoints (Web-based volunteer management software).

### **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 Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of 17,700 companies that 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 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 qualify for the Oracle Certified Partner levels.  
<http://oraclepartnernetwork.oracle.com>

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