

DATA SHEET

Broadchoice Workspace™

Leverage Relationships and Knowledge to Drive Sales

salesforce.com®
Success On Demand.



Breakthrough Sales Acceleration and Efficiency

Sales and marketing organizations of all sizes face the constant pressure to do more with less: increase penetration, build the brand, and cultivate new opportunities while trimming back on resources. This demands a faster, more efficient sales cycle and often the engagement of others in the business network who can help close business.

Broadchoice Workspace provides fast, easy real-time messaging and file sharing that keeps teams in sync – reducing travel, meeting time, and email traffic – and shares Salesforce data with co-workers and contacts to help accelerate and close sales.

Salesforce Integration

Workspace enables fast, easy connections between salespeople and the extended sales team – marketing, operations, contracts, production planning, technical experts and executives,



and even peers, partners, and consultants – who can help close deals. And it enables the extended team to interact with Salesforce data even if they're not yet Salesforce users. By fusing the advantages of a desktop application and Software as a Service, Broadchoice Workspace enables quick and easy setup without additional IT resources.

Workspace delivers a faster, more powerful way to use Salesforce for cultivating opportunities. With deep Salesforce integration, Workspace automatically creates a space for any sales opportunity and automates the process of updating communications – within both Workspace and Salesforce – for everyone on the extended team.

Use It Anywhere

Within each space, team members can communicate in real time through instant messaging, file sharing, notes, tasks, bookmarks, and more. All this information is immediately accessible so that the

extended sales team is constantly up to date and can work efficiently from wherever they happen to be (even using an iPhone).

Use It to Win

Companies who use Workspace can increase sales efficiency, gain a competitive advantage, and grow share. Because it's so easy to deploy and use, Broadchoice Workspace can deliver quickly on the promise of:

- Increased sales productivity
- Accelerated sales cycles
- Simplified Salesforce interaction
- Relationship selling
- Lower cost and risk

About Broadchoice

Broadchoice software fuses the advantages of desktop applications and Software as a Service. Powerful analytics enable decision makers to identify what works and what doesn't and to stay lean and competitive. Contact us today.

Easy Start, Quick Payoff

Broadchoice Workspace takes just a minute or two to set up and using it is simple and intuitive. In minutes you can connect with others, set up your own group and spaces, and start enjoying the benefits of real-time workgroup messaging and file sharing – even with files too large for email.

Salesforce users who automatically create spaces for opportunities they're working on within Salesforce can then reach out across organizational lines and quickly and easily invite others to join the space and lend their connections, and expertise.

Real-time workgroup messaging brings additional benefits. Some have reported that using Broadchoice

Workspace reduced their corporate email traffic by nearly 90%. In addition to facilitating a better sales process, Workspace can simplify IT infrastructure requirements.

The Broadchoice Advantage

Broadchoice helps companies do more with less by enabling relationship selling, engaging the extended sales team, and accelerating the sales cycle.

Broadchoice Workspace delivers all the advantages of real-time workgroup messaging and file sharing at a small fraction of the cost of competing solutions. With the benefits to the sales process and bottom line, Broadchoice Workspace pays for itself many times over.

FROM OUR USER COMMUNITY...

"Excellent application... PERFECT collaboration tool."

"I really love this app and would like to see it become the central work area of my day."

"This is better than email because I can focus on one project space or opportunity at a time and not get distracted."

"This is ideal for the distant workforce."

CONTACT US TODAY

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Broadchoice Workspace BETA

Administrator: John Conner

Info | People | Spaces | Salesforce | Settings

Convert to Workspace | Sync with Salesforce

5 Opportunities

Opportunity Name	Account Name	Close Date
ACME Global	ACME Industries	October 24, 2008
CT Green	CT Technologies	October 29, 2008
General Avionics	General Avionics	October 31, 2008
Surface Solutions	Gecko Computing	November 4, 2008
Energy Security	SC Valley Authority	November 9, 2008

ACME Global

Opportunity Owner: Jack Conner

Account Name: ACME Industries

Type: New Business

Close Date: 10/24/2008

Stage: Demo / Needs Analysis

Probability (%): 40

Next Step: Online Demo

Amount: \$4,000.00

Expected Revenue: \$40,000

FRIENDS

- Jack Conner Available
- Sarah Stone Available
- Jerry Teagle Available
- Claire Lin Available
- Takatoshi Matsumoto Available
- Pierre Latour Available
- Frances Nogadocious Available
- Jamal Hendrix Available

FEED

- 08/28/08 2:47 PM: Sarah Stone added the note "Updated marketing collateral for Workspace available now" to the 2008 Launch space
- 08/28/08 2:45 PM: Takatoshi Matsumoto says "I did and the analyst take seemed very promising, they used some tactics we should employ when our time"

There are currently 1,356 users online | Current Usage

Broadchoice Workspace™ is highly integrated, much easier to use, and more advanced than competing applications.