

Nitro™ for Salesforce

Motivating sales with gamification

Incentive programs are fundamental elements of sales management, motivating the sales force in general; improving specific performance areas; encouraging skill acquisition; and driving CRM adoption. Yet manual incentive program management and lack of reporting for sales people reduce program effectiveness. There's a better way....

Nitro for Salesforce is a sales incentive program that plugs and plays with your Salesforce.com application, using proven game mechanics such as challenges, levels, team competitions, leaderboards, and rewards. With Nitro for Salesforce, sales managers can motivate their sales teams, drive adoption and usage of Salesforce.com, and automate the management of their incentive program, all in a single, easy-to-implement application embedded in Salesforce.com.

Gamification makes sales soar

Traditional sales incentive programs have long used game mechanics such as challenges, levels, team competitions, leaderboards, and rewards to inspire specific behavior in sales people. These desired behaviors include achieving sales goals, but also things such as launching new products, selling down excess inventory, encouraging teamwork, ensuring high customer satisfaction, and driving CRM adoption and usage. Yet traditional sales incentive programs have a number of shortcomings that significantly reduce their effectiveness:

- Manual management — managing these programs and tracking sales team accomplishments is a tedious, manual chore
- Lack of visibility — sales people only find out where they stand in the program once a quarter (or even less often)
- One size fits all — sales organizations must motivate a broad set of participants and roles, but providing incentives across these constituents is often complex

The answer? Nitro for Salesforce, an automated, gamified incentive program that integrates directly into your Salesforce.com platform. This proven approach provides a rich set of game mechanics to drive sales behavior, gain persistent visibility within the CRM system, and provide an automated framework for launching sales missions and tracking their accomplishment.

The right motivation

Using gamification powered by Bunchball™, sales teams can be motivated for:

- Improved lead generation
- Product-specific and seasonal promotions and incentives
- New product launches
- Delivering high customer satisfaction
- More complete, higher quality sales and competitive data
- Increased product mastery and expertise
- Better collaboration and knowledge sharing via Chatter
- Increased CRM usage and adoption

Supported platforms

- Salesforce.com

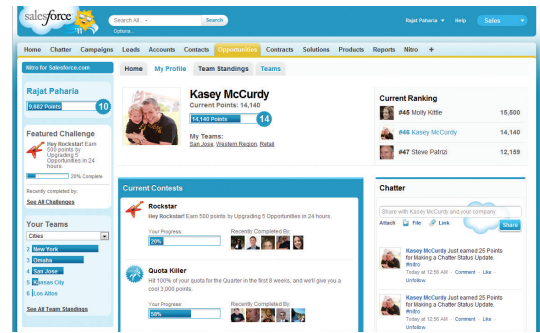
Actions and Challenges

Nitro for Salesforce can track and reward a broad set of actions within Salesforce.com:

- Make a cold call
- Enter a lead
- Convert a lead
- Upgrade an opportunity
- Win an opportunity
- Win a competitive opportunity
- Add an account
- Steal an account from a competitor
- Create a task
- Complete a task
- Post to Chatter
- Comment on a Chatter post
- Post to your social network
- ...and many more!

How it works

Nitro for Salesforce is an AppExchange app that makes it easy to motivate your sales team, right in Salesforce.com. It applies game mechanics, including challenges, levels, status, team competitions, leaderboards, and rewards, to focus your sales team on your highest-priority activities. Nitro for Salesforce also does the heavy lifting and automates your motivation program for you – no more manual tracking!



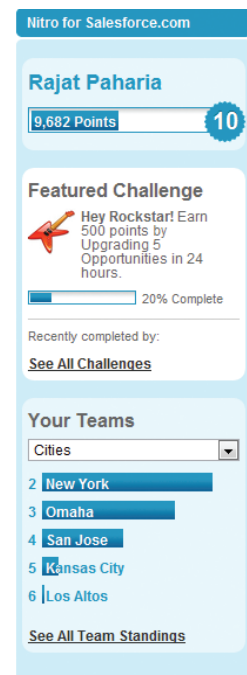
- Keep your missions top-of-mind with a persistent Salesforce.com sidebar showing user progress and challenges
- Create challenges aligned with your business goals
- Use progress bars, newsfeeds, and levels to engage your sales team in Salesforce.com
- Use Team competition to inspire and motivate your team
- Personalize challenges by sales role
- Offer virtual and real rewards right in Salesforce.com

Easy implementation

1. **Install** Install Nitro for Salesforce from AppExchange into your instance of Salesforce.com (note: you must be a Salesforce.com admin)
2. **Configure** Activate a “starter set” of missions, a set of sales organization Teams (defined by region, product, or vertical), and initial rewards for points redemption by salespeople.
3. **Motivate** Refine and optimize your deployment using our rich analytics. It's easy to visualize user behavior and watch your sales grow—fast.

Use pre-installed challenges and other components for a fast-track implementation, and then customize your Nitro for Salesforce experience over time with sales-goal specific challenges, badges, trophies, and rewards. You can also offer real-world goods (from our fulfillment partners) for point-redemption rewards.

Ready to learn more about Nitro for Salesforce? Visit: www.bunchball.com/products/nitro-salesforce



About Bunchball

Bunchball is the market leader and visionary in gamification. Powering the Engaged Enterprise, Bunchball enables organizations to improve business performance throughout their ecosystem by creating highly active and loyal customers, employees, and partners. Bunchball's comprehensive suite of innovative cloud-based solutions empowers companies to engage and motivate, leading to improved employee productivity, customer loyalty and ROI. Bunchball's world-class customers include Adobe, HP, Cisco, Warner Bros., Comcast, LiveOps, VMware and Hasbro. Based in Silicon Valley, Bunchball's investors include Granite Ventures, Triangle Peak Partners, Northport Investments, and Correlation Ventures. For more information, visit www.bunchball.com, our blog at www.gamification.com, or follow @bunchball.