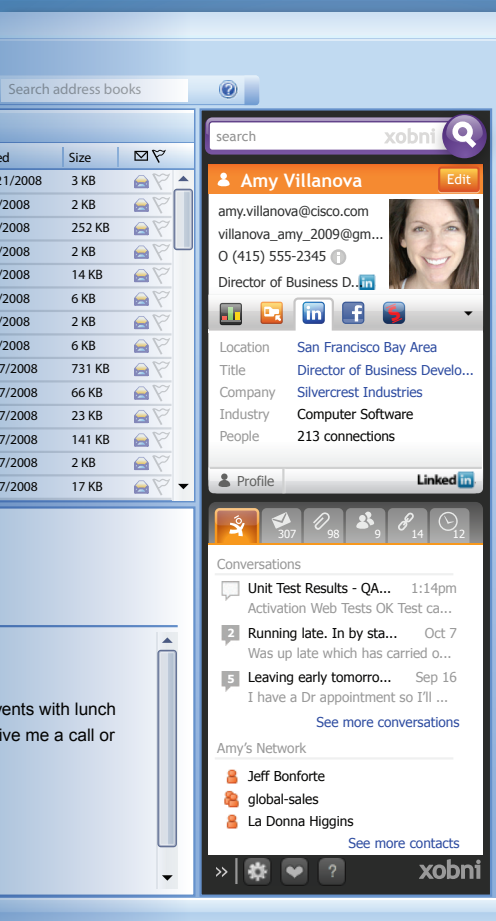




Xobni Salesforce.com Extension

Save time, improve communication with prospects and customers and simplify everyday workflow tasks for greater productivity and sales success.

xobni
enterprise

salesforce.com®

Thousands of Enterprises Rely on Xobni

Millions of users, across thousands of enterprises rely on Xobni. Powerful administration and security features, a broad set of application extensions, and seamless integration with Microsoft Outlook 2003, 2007 and 2010, make Xobni Enterprise easy to install, easy to manage and easy to use.

Xobni Enterprise Drives Sales Success

- Spend more time selling and less time searching for phone numbers, email addresses, attachments and information
- Prioritize email based on prospect type
- Proactively track support inquiries to better serve customers
- Personalize each interaction with information from LinkedIn, Hoovers, Facebook and Twitter
- Increase conversion rates
- Prioritize valuable customer interactions
- Out-of-the-box integration between Outlook and Salesforce.com

Save Time and Drive Productivity with Salesforce.com and Outlook Integration

Sales teams must take advantage of all of the information at their disposal as they cultivate prospects and close deals. Most sales executives keep sales forecast data in Salesforce.com, but they interact with prospects and customers through Outlook. And, odds are, the systems don't talk to each other. The Xobni Salesforce.com Extension combines the convenience of Xobni with the detailed customer information of Salesforce.com, all in out-of-the-box functionality that lets sales organizations hit the ground running from day one.

For every email received by a sales executive or customer service representative, an automatic profile of the sender is generated in the Xobni Outlook pane. Users instantly have access to Salesforce.com data such as: activities, opportunities, leads, contacts and standard and custom fields. Without leaving Outlook, they can also create new contacts and leads within Salesforce.com.

"Beyond the time-saving features of Xobni within Outlook, the Xobni Salesforce.com Extension allows me to create and maintain my contacts almost effortlessly. Xobni also allows me to get to Salesforce.com records within two clicks as opposed to five additional logins, search strings and at least seven clicks."

Steve Cameron
Territory Account Manager, Cisco



More Time to Sell

The average user spends at least four hours a day in Microsoft Outlook reading and responding to emails. The less time salespeople spend researching account activity and history, the more time they can spend selling. By incorporating account information into Outlook, the Xobni Salesforce.com Extension provides crucial information at the point of communication. Sales executives can focus their time and attention on the right prospects and increase overall results.

Drive More Sales with Deeper Customer Insight

Xobni combines Salesforce.com account information with a view into email history, Hoover's, LinkedIn, Facebook, and Twitter. This information gives sales executives a complete 360-degree view of the latest information about customers and prospects. The sales representative is able to personalize each interaction, build stronger relationships, drive more new deals and up-sells, increase customer retention and improve the bottom line.

Works With Customized Versions of Salesforce.com

No two organizations use Salesforce.com in quite the same way. The Xobni Salesforce.com Extension integrates with each unique instance of Salesforce.com by:

- Fully utilizing Salesforce.com login procedures
- Including views for all Custom Fields
- Enforcing access policies (including IP address restrictions)

"Using Xobni is a jumpstart. I integrate social network information into my day-to-day workflow as an account manager. What I learn from Facebook, Twitter and LinkedIn through Xobni allows me to personalize each and every interaction."

Steve Cameron

Territory Account Manager, Cisco

Pricing and Availability

The Xobni Salesforce.com Extension is available today for Xobni Enterprise accounts. Organizations must be using the Unlimited, Enterprise, or Professional (with access to APIs) Editions of Salesforce.com. Please contact your Xobni representative for pricing information.

Xobni Enterprise Benefits for the Corporation

Control

- Centralized deployment of Xobni to the entire sales organization using standard policy settings

Compliance

- Corporate-wide license gives the organization the ability to deploy and manage Xobni through central administration

Customization

- Create extensions for Salesforce.com, company and other enterprise applications
- Automatically integrate a user's corporate profile into the Xobni contact card through LDAP

Xobni Benefits for the User

- **Effortless organization**, search, and navigation of email
- **Lightning Fast Search** filters results by date, folder, subject and more
- **Reveals relevant historical information** from user contacts
- **Builds profiles for user contact** including: emails, attachments, phone numbers, Skype IDs, pictures, company names and titles
- **Files Exchanged** feature allows users to quickly find documents without leaving the current email
- **View common contacts and conversations** for understanding and connecting with customers
- **Hoovers module** updates company information from an email domain
- **Analytics tool** provides insight to user email behaviors

