

Angoss KnowledgeSEEKER for Salesforce CRM provides the most complete and complementary suite of predictive analytics capabilities for salesforce.com users. By delivering predictive insight to opportunities, leads, and accounts through seamless integration with salesforce.com, Angoss KnowledgeSEEKER for Salesforce CRM is the only solution providing sales leaders, account managers, and marketing professionals proven, On-Demand, predictive insight to increase sales volumes, improve sales productivity and forecast more reliably.

## Accurately Segment and Target Prospects and Customers

By mining your historical sales and transaction data, Angoss KnowledgeSEEKER for Salesforce CRM segments and scores your accounts according to their predictive buying behavior, allowing sales and marketing professionals to achieve higher marketing ROI and campaign response rates. With the ability to align customers and prospects with retention, up-sell/cross-sell and awareness strategies you can more accurately target sales efforts and reduce campaign costs. In addition to improved response rates and better customer intelligence, Angoss KnowledgeSEEKER for Salesforce CRM also provides valuable insights into customer lifetime value that will improve client loyalty and reduce retention risks.

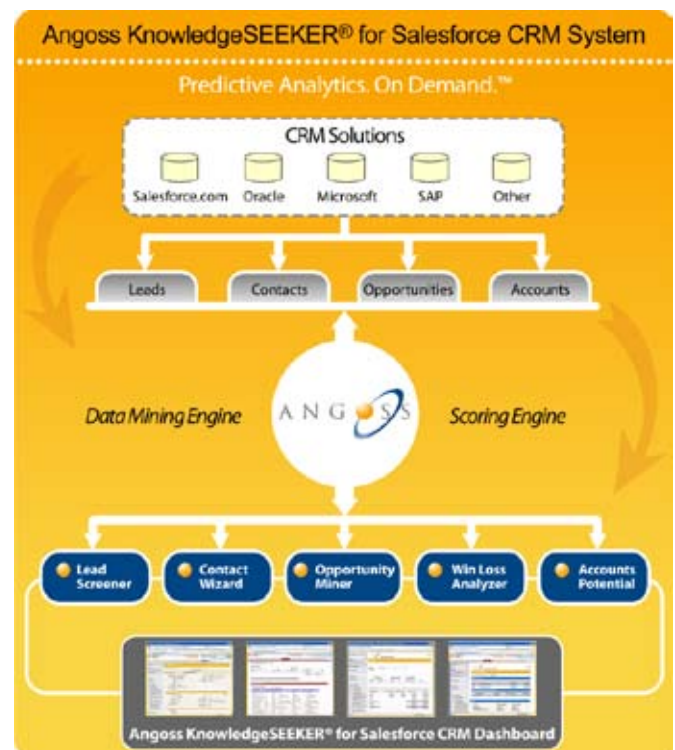
## Accurately Segment and Target Prospects and Customers

With predictive scores for leads and opportunities, Angoss KnowledgeSEEKER for Salesforce CRM increases sales results by enabling your account managers to focus on opportunities with a greater likelihood of conversion. Sales teams can work strategically, not randomly, through potentially voluminous numbers of leads.

Also, Angoss KnowledgeSEEKER for Salesforce CRM offers account managers predictive actions throughout the sales cycle to further focus sales efforts and move opportunities faster and more efficiently. By mining your historical data Angoss KnowledgeSEEKER for Salesforce CRM calculates predictive deal potential, alerting account managers to opportunities that may be worth more than anticipated.

## Manage Sales Expenses and Boost Productivity

In addition to improving sales results, Angoss KnowledgeSEEKER for Salesforce CRM benefits sales management with reduced sales expenses and increased sales force productivity. By providing predictive scores for all opportunities, Angoss KnowledgeSEEKER for Salesforce CRM helps align coverage to those segments with greater likelihood of conversion. Configurable alerts and the dynamic Angoss KnowledgeSEEKER for Salesforce CRM Action Dashboard improve responsiveness to change in opportunity potential and highlight areas of immediate concern.



### Key Features

- Predictive Lead and Opportunity Management
- Predictive Forecast Reporting and Dashboards
- Predictive Account Valuation
- Data Mining Win/Loss Analysis

## Drive More Informed Decisions with Predictive Forecasting

Angoss KnowledgeSEEKER for Salesforce CRM offers enhancements in forecasting reliability with predicted close, loss or push potential for all opportunities. Dynamic forecast reporting highlights predicted best case and predicted committed sales revenue. Sales managers gain insight to changes in predictive forecasts in territories or teams with drill-down views by reporting areas.

## Comprehensive Feature Set

Angoss KnowledgeSEEKER for Salesforce CRM provides business users with robust functionality, including:

- Predictive Lead and Opportunity Management
  - Rank and prioritize sales efforts based on predictive scores for leads and opportunities
  - Gain insight to likelihood of opportunities closing, being lost, or pushing out
- Predictive Forecast Reporting and Dashboards
  - Respond proactively to changes in forecasts with integrated alerting and dynamic forecast analysis
  - Analyze predictive forecasts by region or team and opportunity
- Predictive Account Valuation
  - Ensure clients are proposed the right product mix and deal sizes are not undervalued

## Flexible Deployment Options

Angoss KnowledgeSEEKER for Salesforce CRM can be deployed in Team, Enterprise, and Global editions to suit the size and complexity of any organization.

### Angoss KnowledgeSEEKER for Salesforce CRM on the Force.com AppExchange

Companies looking to trial predictive analytics can now quickly and easily implement predictive lead scoring by installing Angoss KnowledgeSEEKER for Salesforce CRM from the Force.com AppExchange.

Pricing and other information can be found at

<http://sites.force.com/appexchange/apex/listingDetail?listingId=a0N300000016bpVEAQ>

### Key Benefits

#### Sales and Marketing

- Increase campaign response rates and reduce campaign costs with predictive prospecting
- Convert leads and opportunities faster and more efficiently by using predictive scoring to focus sales efforts strategically, not randomly
- Maximize deal sizes with predictive insight to opportunity and account potential

### Key Benefits

#### Sales Leadership

- Align coverage to opportunities with greater likelihood of conversion
- Improve responsiveness to changes in lead potentials with configurable alerts and dashboard reporting
- Enhance forecasting reliability with visibility to predicted close, lose or push potential for all opportunities

For additional information about Angoss KnowledgeSEEKER for Salesforce CRM visit [www.angoss.com](http://www.angoss.com).

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