



Angoss Announces KnowledgeSEEKER for Salesforce.com: Predictive Leads on Demand for Salesforce.com users

Angoss Software Corporation (Angoss) (TSX-V: ANC), a leading provider of predictive analytics solutions for the financial services and information and communications technology industries announced today the availability of Angoss KnowledgeSEEKER® for Salesforce.com, the Angoss data mining plug-in for Salesforce.com.

Toronto, Canada ([PRWeb](#)) June 6, 2007 -- Angoss Software Corporation (Angoss) (TSX-V: ANC), a leading provider of predictive analytics solutions for the financial services and information and communications technology industries, announced today the availability of Angoss KnowledgeSEEKER® for Salesforce.com, the Angoss data mining plug-in for Salesforce.com.

Angoss KnowledgeSEEKER® for Salesforce.com leverages the flexibility and configurability of Salesforce.com and helps organizations supercharge and streamline their sales efforts by mining their customer and sales operations data captured in Salesforce.com to enable Predictive Leads. On Demand™ for Salesforce.com users.

The Angoss subscription based business model, a rich set of embedded analytics capabilities within Salesforce.com, and an on demand solution delivery model minimize the significant cost and complexity barriers of traditional data mining statistical tools that have prevented organizations from achieving measurable business value from their customer data and data mining efforts.

Angoss KnowledgeSEEKER® for Salesforce.com is intended for sales reps and sales managers who want to use advanced analytics to maximize customer value, provide more targeted, high touch sales coverage activities, and more efficiently manage and prioritize their personal and team activities to maximize the value of each prospect and customer interaction - all with measurable ROI. Angoss KnowledgeSEEKER® for Salesforce.com provides account managers, sales team managers and senior sales and C-level executives with the following capabilities:

- Lead Screener. The ability to apply predictive scores covering every lead, regardless of channel, for optimized territory coverage planning and lead management and prioritization.
- Contact Wizard. The ability to automate and optimize the planning and execution of Tasks and Activities to ensure just in time execution of the right interaction, at the right time, for every Lead and Contact.
- Opportunity Miner. The ability to achieve clear visibility on every Opportunity across the entire sales organization based on predicted time to close, time to money and best offer analytics.
- Account Potential. The ability to predict the revenue potential of every Account, incorporating and updating revenue potential with comprehensive segmentation, profitability, and bundling analytics.
- Win Loss Analyzer. The ability to discover key predictive rules of sales success and enable sales managers to easily transform these predictive rules to actionable KPIs.

"FundGUARD™ and ClaimGUARD™, our on demand offerings for the mutual fund and insurance industries, are already delivering high value to our clients, because we make it significantly easier for business users to unlock significant, actionable business value from their customer data" commented Angoss President Eric Apps. "KnowledgeSEEKER® for Salesforce.com takes these capabilities a significant step further and will help Salesforce.com users achieve their revenue growth targets more easily, while improving sales team productivity,



performance and retention. This solution also provides Angoss a standardized and scalable platform to deliver "closed loop" sales analytics capabilities to our customers' sales organizations across the Finance and ICT industries."

Angoss KnowledgeSEEKER® for Salesforce.com follows the "no hardware, no software" delivery model of the Salesforce.com platform. Capabilities supplied on demand include strategic segmentation, predictive modeling, and analytical tools and models for customer and prospect profiling, response modeling, most profitable sales strategy, next offer and other key data mining driven outputs, all designed by business users for business users. These business value benefits are delivered for a per sales rep monthly subscription fee - eliminating the significant cost, complexity and implementation risk barriers to the use of advanced analytics to enable business performance improvement resulting from traditional statistical tools based implementations of advanced data mining capability.

Angoss KnowledgeSEEKER® for Salesforce.com leverages the configurability and flexibility of the Salesforce.com platform, with design for mainstream business audiences, while eliminating the cost, complexity and implementation risk of traditional statistics tools based approaches. It is the latest in a long series of Angoss data mining industry leading innovations spanning a decade long period of industry thought leadership, including data mining technology licensing transactions involving Microsoft Corporation, Oracle Corporation business units PeopleSoft and Siebel Systems, Cognos Incorporated, and Open Text Corporation subsidiary Hummingbird Corporation.

For more information on Angoss KnowledgeSEEKER® for Salesforce.com, please visit us at: www.predictiveleads.com

About Angoss Software Corporation:

Angoss Software empowers people to make "Better Business Decisions. Every Day."®

Some of the world's leading financial services, telecom, life sciences, and retail organizations use Angoss predictive analytics software and services to grow revenues, while reducing risk and cost. Angoss helps our clients utilize business data to discover the key drivers of behavior, predict future trends and events, and act with confidence when making business decisions.

Angoss combines powerful market proven software with focused industry services expertise in the deployment, integration and use of predictive analytics in enterprise environments. Our differentiators include broad user acceptance, a commitment to open standards, rich functionality, rapid deployment, exceptional ease-of-use and affordability.

Headquartered in Toronto Canada, Angoss has offices in the UK and partners with the world's leading enterprise software and services vendors. For more information, visit www.angoss.com

This press release contains statements of a forward-looking nature. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. The accuracy of these statements may be impacted by a number of business risks and uncertainties that could cause actual results to differ

materially from those projected or anticipated, including: the risk that the sale of our products and services involves a long sales cycle; the risk that the economic environment and business conditions will remain difficult to predict; the risk of competition in our target markets; the risk that we may not respond adequately to evolving technologies; the risk that we or our customers may have difficulties in introducing our products or services; the risk that we will encounter difficulties in continuing to offer services; the risk that we will encounter difficulties in integrating the operations of acquired companies with our own; the risks of conducting our operations in a variety of international locations; the risk that we may need to record future write-downs of assets arising from our investments in other companies; the risks relating to the costs that we may incur as a result of litigation against us; and other risks described in our filings with securities regulatory authorities, including our annual reports, interim financial statements and similar disclosure documents. ANGOSS Software does not undertake any obligation to update this forward-looking information after the date of its initial publication, except as required under applicable law.

Note: The Toronto Venture Exchange has neither approved nor disapproved the above information.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

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