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IdeaS Revenue Optimization Runs Its Entire Business in the Cloud With Salesforce.com

July 16, 2008: 08:00 AM EST



PR Newswire

SAN FRANCISCO, July 16/PRNewswire-FirstCall/ -- Salesforce.com (NYSE: CRM), the market and technology leader in Software-as-a-Service and Platform-as-a-Service, today announced that IdeaS Revenue Optimization is using the full suite of Salesforce CRM applications, along with partner solutions from the AppExchange, to run its entire business in the cloud. Every employee across sales, marketing, service and support, client services, product management and R&D have access to Salesforce and able to leverage the power and benefits of SaaS. The premier provider of enterprise revenue management and optimization solutions, IdeaS helps leading hotels, airlines, car parks, and transportation management companies worldwide to understand, anticipate, and react to consumer behavior.

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IdeaS is one of the 43,600 companies of all sizes, industries and geographies that comprised the salesforce.com customer base as of April 30, 2008. Revenue and subscribers will be recognized as the service is delivered.

"The customizability of Salesforce is incredible. We've modified the app to align with all the intricacies of our business needs which are rooted in the deployment of our products in a SaaS environment. Salesforce simplifies our employee's lives -- a one stop shop for our internal business needs," says Leyna Hoffer, business systems manager at IdeaS.

IdeaS has used salesforce.com's platform and applications to run their entire business in the cloud. IdeaS used the Force.com platform to customize salesforce.com's applications to their specific needs, including tracking integration development with their many hospitality solution partners. Additionally, IdeaS has used Force.com to integrate Salesforce CRM with a number of internal business applications, including WebEx and IdeaS' client and partner portals. IdeaS' 24/7 call center in India, along with account reps scattered across the globe, leverages Salesforce Call Center -- using case assignment, escalation, Web-to-case, and auto-response email functionality. Finally, IdeaS also uses Salesforce Partners for a partner portal to manage relationships with their distributors.

At IdeaS, managers turn to salesforce.com's AppExchange when they need a new application or business tool. Any application from the software-as-a- service marketplace can be installed and made accessible to IdeaS employees with just a few clicks.

IdeaS has deployed several apps via the AppExchange, including:

-- Survey Administration, from Clicktools, to enable the client services group to create and update information residing in Salesforce using surveys. Customer responses to surveys are automatically updated in Salesforce and linked to the corresponding contact.

-- Call Scripting, from salesforce.com, to provide scripts and coaching tips designed to help IdeaS troubleshoot support issues. The application also produces interactive scripts that can be customized with specific questions for proactive customer calls. Answers are captured directly in the scripts and automatically added to the appropriate contact records in Salesforce.

-- DreamTeam, from Dreamfactory, provides a solution for project management, collaborative calendaring, and document management. DreamTeam is fully native to the Force.com Platform, enabling a synchronized view of tasks, events, contacts, users, documents, and folders.

-- EmployeeManager, from salesforce.com, provides IdeaS HR department with a means to manage employees' personal and business information, track employee performance reviews and compensation history, maintain employee growth and store position-related data within salesforce.com.

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-- EventForce, from salesforce.com, provides complete visibility to events planned by the IDEA S team, including rich event session management.

-- InfoCenter, from Arrowpointe Corp. provides a mechanism for publishing messages, FAQs, and links to Salesforce users.

"As a SaaS vendor ourselves, we understand the benefits of a solution that provides information from a centralized source. Extending functionality of Salesforce through the use of AppExchange, returns that much more on our investment. We've implemented a strategic initiative which requires a check of the AppExchange prior to any new business application purchases," states Hoffer.

About IDEA S Revenue Optimization

IDEA S Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDEA S' On Demand Software as a Service (SaaS) applications, IDEA S can help make an immediate impact on company revenue and profitability.

IDEA S goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDEA S maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit <http://www.ideas.com>.

About salesforce.com

Salesforce.com is the market and technology leader in Software-as-a- Service (SaaS) and Platform-as-a- Service (PaaS). The company's portfolio of SaaS applications, including its award-winning CRM, available at <http://www.salesforce.com/products/>, has revolutionized the ways that customers manage and share business information over the Internet. The company's Force.com PaaS enables customers, developers and partners to build powerful on-demand applications that deliver the benefits of multi-tenancy across the enterprise. Applications built on the Force.com platform, available at <http://www.force.com/>, can be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange marketplace available at <http://www.salesforce.com/appexchange/>.

As of April 30, 2008, salesforce.com manages customer information for approximately 43,600 customers including ABN AMRO, Dow Jones Newswires, Japan Post, Kaiser Permanente, KONE, Sprint Nextel, and SunTrust Banks. Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM". For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

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