

Must-See Solution Providers At Dreamforce

The Salesforce.com Dreamforce Cloud Expo, held September 19-21 in San Francisco, will host more than 350 companies showcasing over 1,000 solutions designed for use with the Salesforce platform. If your company is looking for solutions to strengthen its sales and marketing operations, the Cloud Expo offers a huge variety of options.

With so many choices, however, it can be tough to decide where to start. That's why Demand Gen Report has compiled the latest edition of its All Star Apps Guide – a profile of top solution providers at this year's Dreamforce Cloud Expo. Each profile includes a product description, a rundown of key features, reviews and vendor contact information.

The vendors included here offer some of the best sales and marketing tools available today. If you're looking to make the most of your time on the Cloud Expo show floor, this is a great place to get started.



ADOBE® ECHOSIGN®

 **InsideView**

 **clicktools**

 **Qvidian**
THE BUSINESS OF WINNING

 **SlideShark**
Powered by 

 **TheVanellaGroup, Inc.**
Strategic Telesales 2.0™ for High Tech

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ADOBE ECHOSIGN

EchoSign for Salesforce enables clients to send contracts for signature either electronically or by fax directly from their Salesforce account and then track their real-time execution status. The moment your customer digitally signs a contract using Adobe EchoSign, all parties receive a copy of the digitally signed contract via email, and a PDF copy is also automatically attached to the Contact and Opportunity for that contract.

With Adobe EchoSign for Salesforce, you'll never again lose track of a customer signature. You'll also never again have to upload, scan, or manually input signed customer contracts. EchoSign does it all for you — automatically.

ANALYST REVIEW:

EchoSign is a contract signature system that integrates with Salesforce. We found the application makes proposal documentation easy, and we liked that it provides real-time visibility into every contract out for signature from within Salesforce.

In tests...we were able to send contracts directly from within Salesforce. The status of the agreement is then automatically updated as "Out for Signature." Once the customer signs the contract, the status changes to "Viewed by Customer." Customers can choose between e-signatures and fax signatures.

-infiniti Research

Agreement Sales Agreement

EchoSign Actions

Send for Signature Save Agreement

Recipients

Name	Type	Resipient	Email / Fax
John	Contact	tyler jackson	tylercjackson@gmail.com

Add Recipient

☐ I also need to sign this document

☐ Most signing for the first signer

Send email copies to:

Agreement Detail

Agreement Name Sales Agreement

Message Please review this agreement and sign.

THIRD-PARTY TESTIMONIAL:

"An online business requires an online solution. EchoSign enables Groupon UK to streamline the sales process and remove the time lag between verbal agreement and contract execution."

- Ash Mahmud, Head of CRM, Groupon UK

APPEXCHANGE TESTIMONIAL: ★★★★★ ADOBE® ECHOSIGN®

5 stars - Ronald Fulton - A solid application: Great application that speeds up the sales cycle, and significantly enhances the sales process to closure. I can say that my sales numbers are better because of the application being used by our organization.

5 stars - Bert Wannomae - Awesome: Great tool to getting customer contracts signed and filed. Customers love the simplicity and ease!

Vendor Name: Adobe
Solution Name: Adobe EchoSign for Salesforce
Contact: Sara Rohlfing, Demand Generation Marketing Manager
Phone: 415-832-2557
Email: srohlfing@adobe.com
Dreamforce Booth # 427

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CLICKTOOLS

Clicktools is the leading solution to collect, centralize and act on customer interactions, leveraging the power of CRM. Customer interactions include anything from satisfaction surveys to sales scripts to new lead capture forms. No matter how you connect with customers, Clicktools helps you keep them engaged and active across your marketing, sales and support functions:

- Collect customer information through surveys, scripts, and forms.
- Centralize the data you've collected into your CRM system.
- Act on the insights automatically to deepen customer relationships.

Since the very beginning, Clicktools has enabled marketing, sales and support professionals to integrate customer feedback into their CRM

systems, including Salesforce® and other leading solutions. Clicktools empowers organizations to:

- Improve the sales pipeline by automatically creating new leads in the CRM system from Clicktools surveys and forms.
- Increase marketing campaign effectiveness by building more engaging surveys and landing page forms.
- Streamline your help desk by integrating customer support data directly into the CRM system.

The NEW Clicktools: Available Nov. 2012

The big news at Clicktools is our new release – a sleek, intuitive and easier-to-use Clicktools with a contemporary redesign that makes it easier for you to collect centralize, and act on customer interactions. This new release will be available in November 2012. Get your sneak peek at booth #1512.



EXECUTIVE INSIGHT:

"Today, successful companies must deliver a superior customer experience, which means treating customers as individuals and having one, widely available database of all interactions with the customer. Clicktools enables organizations to do just this – collect, centralize, and act on customer interactions, leveraging the power of CRM. This is essential for delivering relevant messages and offers, demonstrating respect, and empowering staff to do what is necessary to win and keep customers."

– David Jackson, Clicktools CEO

APPEXCHANGE TESTIMONIAL: ★★★★★

AppExchange® Customer Choice Award Winner for Best Survey Tool in 2008, 2009, 2010, and 2011.

5 stars - Keith Overbay - Very Impressed: I recently began using Clicktools to deploy a customer satisfaction survey using a case workflow. I could not be any more pleased with the application. It integrates very well with Salesforce. The people at Clicktools are a pleasure to work with. Their technical support resources have been incredibly helpful and responsive. They have excellent written documentation that walks you through everything from deploying a simple survey to synchronizing the results with a salesforce object. This is a fantastic tool and a tremendous bargain.



Vendor Name: Clicktools
Solution Name: Clicktools
Contact: KC DeKorte, Marketing
Phone: 602-235-0163
Email: kc.dekorte@clicktools.com or communications@clicktools.com
Dreamforce Booth # 1512

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INSIDEVIEW

The InsideView Sales Intelligence solution gathers, analyzes and extracts the most relevant information from over 30,000 data, news and social media sources to provide critical insights about companies and their executives. In addition, it provides an unparalleled array of social and business connections for sales people to generate warm introductions to key decision makers.

Together, these capabilities empower sales professionals to effectively target, engage and close prospective customers, improving lead conversion and win rates while reducing sales cycle and training ramp times. InsideView is offered as a standalone solution on the web, or as an integrated solution on all major CRM platforms. Both versions are accessible on tablets and mobile devices, making it easy for sales professionals to access and utilize InsideView within their normal workflow, at any time and any place.

CASE STUDY:



Network Hardware Resale (NHR) is the world's largest provider of used Cisco equipment, with more than 10,000 organizations worldwide relying on their products and services. NHR wanted to really focus on having meaningful conversations with prospects and move away from cold-calls and email blasts. Using InsideView, NHR focused on targeting accounts, leveraging relationships to find the right people and reach out to them with a relevant message.

Leveraging InsideView in this way increased their meeting acceptance rate from 15% to 60%, doubled the number of customers in one year, and cut their sales cycle in half.

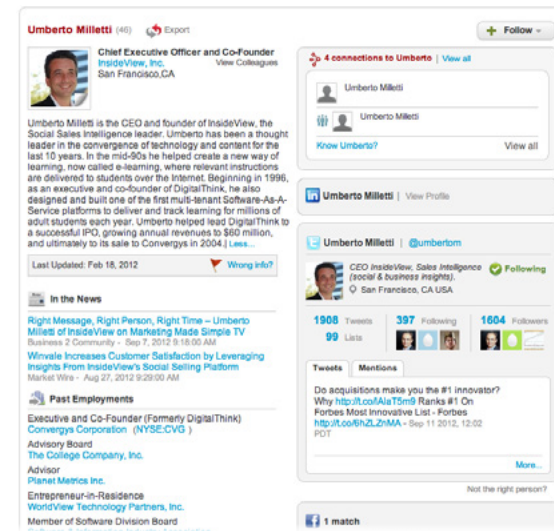
The features of the InsideView solution have helped NHR reps increase their productivity, but have also increased their reach, and level of awareness of all the opportunities they would have originally missed out on.



SILVER SPONSOR

Join us at booth #515

Follow us and win: @InsideView



APPEXCHANGE TESTIMONIAL: ★★★★★



"We have recently adopted InsideView for our global sales organization. We chose InsideView because it is the best choice for enabling our sales executives to be more effective and efficient with their time when prospecting. InsideView's savvy data aggregation is the right choice when enabling your sales execs to build more pipeline volume, sell solutions, deliver value to customers and prospects, and be more efficient with their time. Best value out there."

Keenan Rice - Best Sales Prospecting App

Vendor Name: InsideView
Solution Name: InsideView
Contact: Kelli Tejada, Sr. Director
Corporate Communications
Phone: 415-271-9820
Email: kelli.tejada@insideview.com
Dreamforce Booth # 515

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QVIDIAN

Today's buyers are savvier than ever. They want the right information at the right time, and they expect it to be relevant and accurate. Do your salespeople know when and how to use the tools you've provided so they can be the trusted advisors buyers expect?

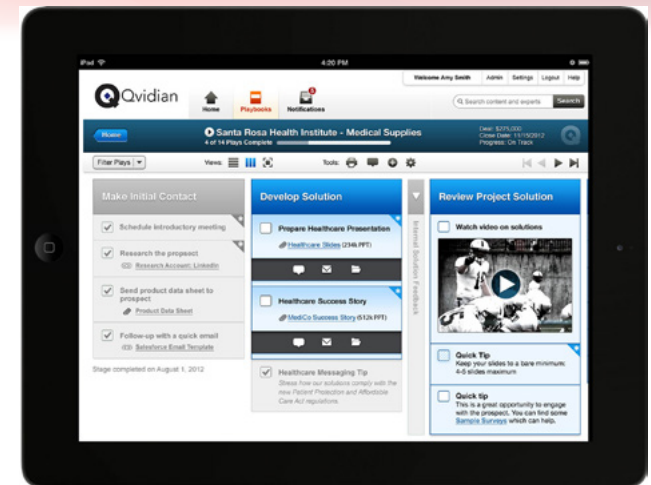
Qvidian Sales Playbooks provide salespeople with automated guidance, information and sales best practices tailored to each unique selling situation—all right where your reps work their deals, within your Salesforce.com CRM. With Playbooks, sales teams:

- Close more deals
- Increase average deal size
- Improve forecast accuracy
- Shorten the sales cycle

Qvidian helps streamline sales complexity into a repeatable process making it easier for salespeople

to close more deals. Build sales team confidence by providing contextual tools, including marketing-content and collateral, specific to the prospect or opportunity for each unique selling situation -- while minimizing the need for sales reps to chase information throughout the organization.

- Create a variety of sales playbooks for different selling scenarios.
- Salespeople get in-context coaching tips and marketing collateral specific for each deal.
- Sales plays can be any content type — documents, presentations, videos and other multimedia — stored in any location.
- Qvidian Sales Playbooks are mobile-enabled, allowing users anytime access from mobile devices.



THIRD-PARTY TESTIMONIAL:

Qvidian, the leader in cloud computing sales effectiveness applications, has been selected by Gartner Research as a "Cool Vendor in CRM Sales, 2012." The global information technology research and advisory firm's annual "Cool Vendor" list spotlights companies delivering what Gartner researchers perceive to be potentially game-changing innovations in their space.

APPEXCHANGE TESTIMONIAL: ★★★★★

Qvidian Sales Playbooks & Analytics Rated 5 Stars On All AppExchange Reviews!



"[Qvidian] really helps make sure sales people have the knowledge and coaching they need, at the right time, for each opportunity"

"Qvidian's Sales Playbooks app is a great way to reinforce our sales process and push content to reps within Salesforce.com. We designed different Playbooks to align with different selling scenarios.

Feedback from our reps has been positive because they don't need to search for PowerPoint slides, marketing collateral, etc...Our sales managers like the data they get from the analytics dashboards."

"Qvidian Playbooks are the Peyton Manning of apps!"

Vendor Name: Qvidian

Solution Name: Qvidian Sales Playbooks & Analytics

Contact: David Blume, Vice President of Sales

Phone: 513-878-0483

Email: david.blume@qvidian.com

Dreamforce Booth # 121

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SLIDESHARK

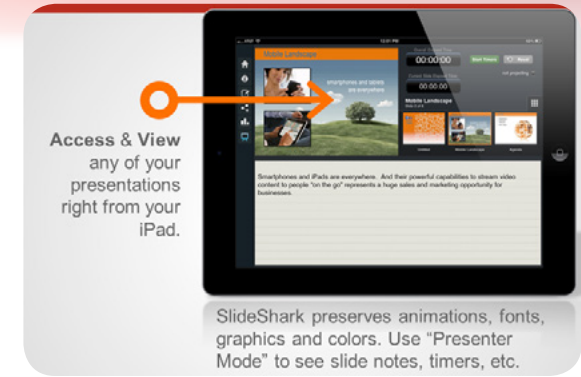
PowerPoint on the iPad and iPhone...the way it was meant to be seen

SlideShark, the award-winning mobile app from Brainshark, is available free in the Apple App Store. SlideShark enables individuals and teams to view and share PowerPoint presentations on the iPad, iPhone and iPod touch the way they were meant to be seen—accurately and professionally every time with animations, fonts, colors and graphics intact.

SlideShark is a vital part of any mobile professional's productivity toolset, giving them an easy-to-use solution to more effectively prepare for, present at and follow up after meetings. SlideShark Team Edition, the premium multi-user version, enables organizations to securely distribute PowerPoint presentations to teams so they can view and share presentations effectively on the road.

Mobile professionals like SlideShark because they no longer need to bring their laptops with them to meetings every time; they can travel lightly with their iPad or iPhone. Companies enjoy the ability to manage content centrally, keep it up-to-date and control and measure its usage through permission-based folders and usage reporting.

SlideShark also makes it easy for mobile professionals to share online versions of their presentations after – or during – meetings, and gain insight into their audience's level of interest with email alerts and detailed reporting on how and when the presentations are being viewed.



ANALYST REVIEW:

“Until now, I’ve not found a decent PowerPoint solution on iPad.... Apple’s Keynote requires a big adjustment for me (and for the rest of my ecosystem), and PDF rendering kills the thrill of PowerPoint builds and messes up my storytelling punchlines. Then along comes SlideShark from online presentation vendor Brainshark. It’s animation-complete, hassle-free, PowerPoint-on-iPad (PoiP). So far it works like a champ.”

Excerpt from public blog post by Ted Schadler, VP & Principal Analyst, Forrester

APPLE APP STORE REVIEWS: ★★★★★

With a 4.5 star rating in the Apple App Store, there are hundreds of positive reviews like...

“I am a sales rep and do many lunch and learns and one-on-one meetings with customers. This app is amazing for PowerPoints. They download quick on the SlideShark website and get sent right over to my iPad. Can’t beat it. Great for business and exactly what I need.”

“Best program on my iPad!”

“I’ve looked for months for an app that does this. Thank you so much for the thought and effort that was put into this to make it work!!”



Vendor Name: Brainshark
Solution Name: Slideshark
Contact: Amanda Marguerite, Manager, Marketing Programs
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Dreamforce Booth # 1639

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THE VANELLA GROUP, INC.



The **Vanella** Group, Inc.
Strategic Telesales 2.0™ for High Tech

For more than 12 years The Vanella Group, Inc. has been a leading provider of expert, senior-level, B2B teleprospecting and telesales-based lead generation services exclusively for enterprise technology companies. Our clients gain access to opportunities with senior executives and get critical, real-time intelligence that makes the difference in successful engagements and progressing deals effectively.

We have been cited by The Aberdeen Group in two of their “Outsourced B2B Teleservices” studies to represent the Market Intelligence to Opportunity provider category.

Why is it important to work with us?

Buying trends have radically changed for large technology investments, and The Vanella Group, Inc. is able to act as a strategic partner where **we deliver the hard-to-find information that allows sales teams to “be in the right place at the right time.”**

We also partner with leading sales and marketing enablement providers to bring a full scope of expertise and options to our clients.

Value added services we bring:

- We are skilled marketing automation experts and Marketo partners.
- We employ InsideView for deep company insights.
- We are also Certified Salesforce Enterprise Consulting Partners.
- We are regularly featured on Selling Power, the Sales Lead Management Association, and other sales enablement communities.

It's critical to reach out to your prospects in a way that engages, sets you apart, builds your brand image, gathers deep-dive intelligence and raises the discussion with your company above the noise of other firms vying for your prospects' attention. Research and results have proven that **firms that work with us see:**

- **100% increase in new opportunities identified each quarter and closed deals;**
- **Visibility into new opportunities not identified through other programs;**
- **Strategic Insight needed to close business;**
- **Retain deals in pipelines; and**
- **Rich intelligence on new opportunities on an ongoing basis.**

THIRD-PARTY TESTIMONIALS:

“ You are an impressive team, and you find ways to *impress even the toughest critics...I think of you as masters of your domain.*”

- Natalie S., VP Marketing for Publicly Traded Tech Firm

“The lead generation results we get from The Vanella Group are outstanding. We closed new business right away and **have added more opportunities to the pipeline in the short time we have worked with them than we did from a long term engagement with another provider.** They have also worked closely with us to make sure we are engaged with the opportunities they do find for us. It's been a very good choice to work with The Vanella Group as our outbound telemarketing partner, and we look forward to a long term relationship with them.”

- Marketing VP, 50M IT Services Firm

Contact: Mari Anne Vanella, Founder & CEO

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Dreamforce Session:

“Sales Productivity Basics: Shorten Sales Cycles with Instant Access to New Leads”