



OneSource for Salesforce

Improve Sales Effectiveness & CRM Data Quality: Integrate Business Information Directly Into Your CRM

OneSource for Salesforce enables sales teams to increase time spent on direct selling while improving the completeness and depth of business data in the CRM. More complete prospect profiling drives user adoption, ensures proper lead assignment, facilitates territory alignment and increases sales engagement.

OneSource for Salesforce provides seamless integration of business and contact data, including:

- 18 million public and private companies
- 25 million corporate and 290,000 US government contacts
- 40,000 US government agencies with 150,000 email addresses
- 8 million corporate email addresses

Sales managers know that research time is reduced when accurate, complete and timely company and prospect information is available to sales reps within the CRM. With a

comprehensive view of prospects, reps can quickly qualify leads and focus on building the relationships and developing the opportunities that translate into revenues. And sales operations can control data imports and access—so that critical data fields are secure, and duplicates are avoided.

Populate, Standardize and Automate Your CRM System

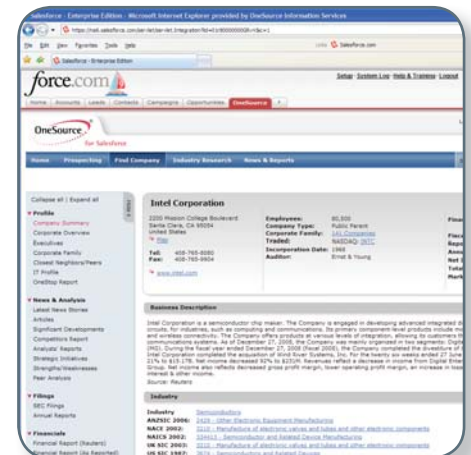
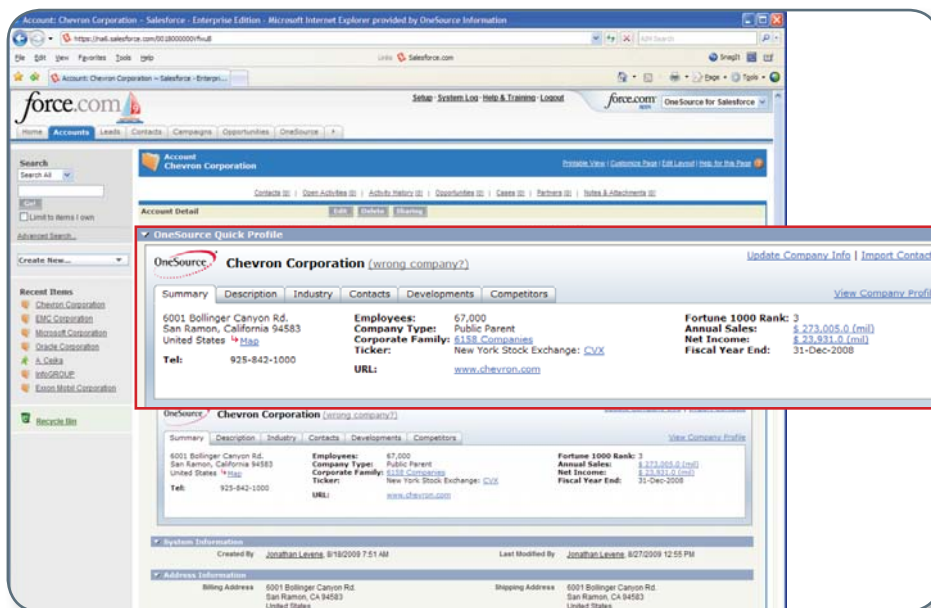
OneSource for Salesforce directly embeds high-value business information into your Salesforce application.

This includes in-depth company profiles, executive contacts, industry information, financial data, corporate family relationships and critical news events.

Using OneSource for Salesforce you can promote CRM data integrity by standardizing data and populating missing fields, increasing the completeness and consistency of your prospect and customer database.

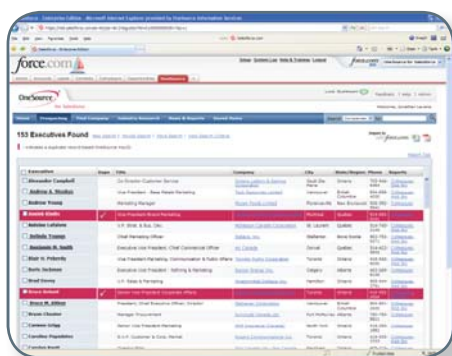
OneSource Delivers:

- Comprehensive data on over 18 million public and private companies worldwide
- Contact information on over 25 million executives worldwide, many including biographical and background information
- Detailed company profiles customized within your CRM interface, featuring:
 - Business description
 - Annual revenue
 - Number of employees
 - Industry information
 - Executive contacts
 - Corporate families
 - Financial data
 - Financial analyst reports
 - Critical news events

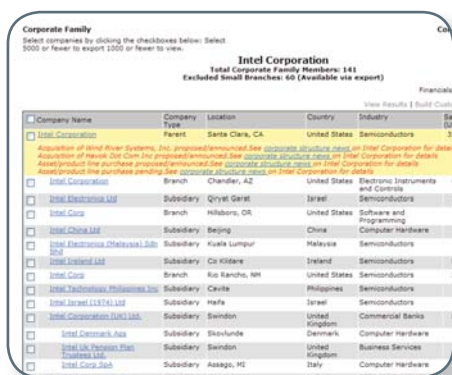


View a detailed company profile in one window, including contacts, financials, news, and corporate family relationships.

Transform your CRM system into a rich repository of accurate and timely business information for quicker qualification of prospects and leads.



Find targeted executives based on criteria such as title, industry, company size, geography and more...



Company search capabilities enable reps to find public and private companies across the corporate family.

Import Companies, Contacts & Emails

As new accounts are added to your Salesforce database you can automatically match and append relevant OneSource company information to the record, minimizing time spent on manual entry and reducing input errors. Populate your database more completely and easily.

Compare OneSource and internal data side-by-side; accept or reject information at the field level with a single click, and even import email addresses when importing contacts.

Advanced news searches and detailed company profiles, including strategic initiatives and SWOT reporting, help reps to uncover opportunity within prospect and customer accounts. Custom alerts enable them to proactively monitor new developments.

The OneSource Advantage

OneSource for Salesforce provides quality business information on millions of companies. Data is delivered within your established workflows, enabling you to automate sales processes for greater efficiency.

The embedded "Quick Profile" provides key company and contact information directly in account and lead records. Fine-grained search capabilities allow for prospecting on multiple criteria, such as geography, industry and revenues.

Streamlined prospecting, search and alert capabilities enable reps to focus on building relationships and winning business. And OneSource for Salesforce includes the access control that sales operations requires to maintain database integrity.

Key Features	Benefits
Quick Qualification: <ul style="list-style-type: none"> Link Accounts within Corporate Families Email-Based News Alerts & Advanced News Searches for Tracking Opportunities/Threats Embed Key Company Information/Links into Accounts and Leads 	One-click business descriptions, corporate family relationships and key contact information enable reps to review prospect information and quickly qualify high-value leads.
Prospecting: <ul style="list-style-type: none"> Add Account Contacts from a Database of 25 Million Executives Build and Manage Company Prospect Lists Export Companies & Contacts Across an Entire Family Tree 	Fine-grained searching for companies and contacts using 55 separate criteria--such as geography, company size, title--enable you to uncover highly-targeted prospects and manage prospects lists.
Detailed Company Profiles: <ul style="list-style-type: none"> Rich Business Descriptions Executive Biographies and Contacts Public Company Financials Financial Analyst & Market Research Company & Industry News Plan Travel by Mapping Neighbors and Peers in Proximity to Existing Customers or Prospects 	Generating business requires more than a contact name, phone number and email. OneSource provides you with the contacts and the context needed to effectively develop your account and prospect base.
Process Automation: <ul style="list-style-type: none"> Populate account, lead and contact fields with standardized data, which can be used to trigger workflow rules Set lead assignment rule, source, owner and/or campaign fields when importing new leads Auto-importation of corporate parent linkage when updating an existing account 	Use standardized and comprehensive data as a platform for triggering workflow rules and automation. Create task records, email alerts, field updates or outbound SOAP messages based on new or changed company data.
Customized Business Processes: <ul style="list-style-type: none"> Full support for populating custom fields in account, lead and contact records Use record types to customize deployment of OneSource data throughout your organization Customize picklist values for industry and ownership fields 	Customize OneSource data deployment to fit your business processes when populating account and lead records. Localize deployment of OneSource data for different parts of your organization, and use the industry taxonomy most appropriate to your business.

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