



TRUSTe Sales Executives Reach More Prospects with Xobni and Salesforce.com

The Xobni plugin saves time, drives productivity and simplifies everyday workflow tasks. Individuals, workgroups and enterprises are more successful with Xobni Enterprise.

xobni
enterprise

TRUSTe About TRUSTe



TRUSTe, a prominent Internet privacy services and seal company, operates the world's largest privacy seal program with more than 2,000 Web sites certified. Sites certified by TRUSTe include Yahoo, Facebook, Microsoft, PayPal, IBM, eBay, AOL, Disney, New York Times, Comcast, Apple, IBM,

Oracle Corporation, Intuit, eBay and many others. TRUSTe has been a leader in online security since 1997. Its privacy seal helps thousands of businesses promote online safety and trust, and guides consumers to Web sites that protect their privacy online. The seal indicates trust between individuals and online organizations and promotes respect for personal identity and information in the evolving networked world.

TRUSTe Challenge Staying Connected to Customers with Salesforce.com

Sales executives understand that staying connected to prospects and customers is essential to sales success. TRUSTe sales executives were challenged to manage the myriad of emails, contacts, documents and social networking communications they receive on a daily basis—yet these communications are essential to building the relationships that produce sales. Email triage and information overload were costing valuable time and hurting sales productivity.

Xobni Solution

Through their systems integrator Echo Lane, TRUSTe turned to Xobni Enterprise. With the Xobni Salesforce.com CRM Extension, TRUSTe was able to gain control of customer and prospect communications and increase productivity. The Xobni Salesforce.com extension allows users to quickly access crucial Salesforce.com CRM information including account details, recent activities associated with the account and the individual, the lead source, and a lot more—right from their Outlook inbox.

Xobni Enterprise, with the Salesforce.com extension, helped TRUSTe solve information overload for its sales team with the most advanced search and relationship management capabilities available for Microsoft Outlook.

Thousands of Enterprises Rely on Xobni

Millions of users, across thousands of enterprises rely on Xobni. Powerful administration and security features, a broad set of application extensions, and seamless integration with Microsoft Outlook 2003, 2007 and 2010, make Xobni Enterprise easy to install, easy to manage and easy to use.



"The Xobni Salesforce.com Extension enables me to understand prospect and Salesforce.com opportunities within the context of personal and professional information. This truly enhances my effectiveness when working with clients and prospects."

Bo Wilson,
Sr. Director of Operations
Engineering at TRUSTe

TRUSTe Results with Xobni

Seamless Out-of-the-Box Integration with Salesforce.com

Alana Kaselitz, Managing Director of Echo Lane explains, "The Xobni Enterprise Salesforce.com Extension is an out-of-the-box solution that allows sales professionals to easily access sales forecasts, collaboration data, and other key information directly from their Microsoft Outlook Inbox. With Xobni Enterprise, TRUSTe sales executives can see forecast, lead, and opportunity information. This allows them to understand the full extent of each relationship and maximize each communication."

Bringing Salesforce.com to the Next Level

"With our extensive history of working with Salesforce.com, we can easily identify innovative technology that can bring Salesforce.com to the next level," continued Kaselitz of Echo Lane, a Salesforce.com Solution Partner that has implemented Salesforce.com at over 1,000 enterprises. "Extending Salesforce.com CRM data from the browser to the inbox through Xobni Enterprise is a natural evolution. This integration delivers real value to Salesforce.com customers."

Understanding Prospects and Opportunities

Professionals from the TRUSTe Sales Operations department quickly recognized the value of the Xobni Salesforce.com extension. Bo Wilson, Sr. Director of Operations Engineering at TRUSTe explains, "The Salesforce.com extension for Xobni Enterprise gives me a complete view of contact information and enables me to fully understand sales opportunities within the context of personal and professional information. This truly enhances my effectiveness when working with clients and prospects."

About Xobni Enterprise

Xobni Enterprise is revolutionizing the way people manage business relationships through their email inbox. Xobni offers a new way to organize and search Outlook email and other communications. Xobni creates profiles for each person who has sent an email to the user. These profiles contain relationship statistics, contact information, social connections, threaded conversations, and shared attachments. Professionals use Xobni to make their inbox work more effectively.

"Before Xobni, it was a daunting task to trace previous email conversations with a particular client. Now, I'm able to look up conversations and files exchanged between Xobni and Salesforce.com, saving valuable time that I can use to prospect for new clients!"

Rossi Khoung
TRUSTe Sales Executive

Additional Information

Xobni Enterprise and Xobni's Salesforce.com CRM Extension are available directly from Xobni or through Xobni partners including Echo Lane. To learn more or request a quote, please contact alana@echo-lane.com. Alternatively, contact Xobni directly at info@xobni.com or (877) 89-XOBNI. To see a free demonstration of Xobni Enterprise, visit <http://www.xobni.com/enterprise>

Xobni Enterprise Benefits for the Corporation

Control

- Centralized deployment of Xobni to groups using standard policy settings and full control of user features

Compliance

- Corporate-wide license gives the organization the ability to deploy and manage Xobni through central administration

Customization

- Create extensions for CRM, company portal or other enterprise applications and services
- Automatically integrate a user's corporate profile into the Xobni contact card through LDAP

Xobni Benefits for the User

- **Effortless organization**, search, and navigation of email
- **Lightning fast search** filters results by date, folder, subject and more
- **Reveals relevant historical information** from user contacts
- **Builds profiles for user contact** including: emails, attachments, phone numbers, Skype IDs, pictures, company names and titles
- **Files Exchanged** feature allows users to quickly find documents without leaving the current email
- **View common contacts and conversations** for understanding and connecting with customers
- **Hoovers module** updates company information from an email domain
- **Analytics tool** provides insight into user email behaviors