

iLinc for Salesforce.com

salesforce.com
Success. Not Software.®

THE COMBINATION OF ELITE WEB CONFERENCING AND CRM
DELIVERS THE PERFECT ONE-TWO PUNCH FOR INTERACTING WITH
CLIENTS AND STAYING ON TOP OF THE CUSTOMER LIFE CYCLE.

“We researched
vendors on price
point and features,
and found iLinc to
be the strongest in
both categories.”

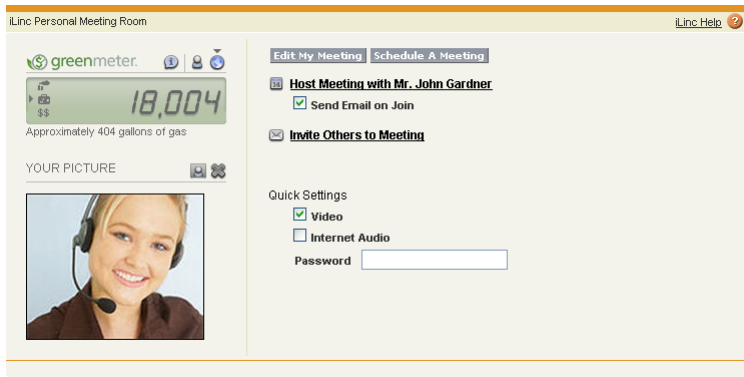
Steve Theodorou
IT Director, DMI

Now, with iLinc for Salesforce, you can leverage the power of two best-in-class technologies, Salesforce CRM and iLinc Web and Video Conferencing, to improve all aspects of your customer lifecycle:

SALES

- ▶ Easily launch and manage virtual sales meetings from the Salesforce.com interface
- ▶ Track progress with automatic updates to Activity History
- ▶ Use video conferencing to make one-on-one sessions and Sales Team meetings more effective

- ▶ **SALES TEAM** – Drive efficiency with more face-to-face meetings.
- ▶ **CORPORATE TRAINER** – Manage multiple virtual classroom sessions.
- ▶ **MARKETING MANAGER** – Launch webinars fast and track new attendees as leads.
- ▶ **SALES REP** – Open meetings directly from leads and opportunities
- ▶ **SUPPORT REP** – Add remote session activity history directly to cases.



Personalize your iLinc account within Salesforce

MARKETING

- ▶ Automatically update prospect contact information in Salesforce from registration
- ▶ Store new webinar registrations automatically as new leads in Salesforce
- ▶ Streamline management of webinars and tracking leads through the sales cycle

HELP DESK

- ▶ Drive any Windows or Mac machine remotely across any network connection.
- ▶ Launch support sessions directly from cases and contacts.

The integration syncs these two powerful systems to not only save you time, but also give you greater control over and visibility into your processes.

SCHEDULE WEB MEETINGS WITHIN SALESFORCE

Invite any contact or lead in Salesforce to join you in an iLinc web meeting with no need to toggle between two systems to set up meetings and invite attendees. Simply select the contact, determine meeting specifics such as date, time, topic and the system automatically sends an iLinc web meeting e-mail invitation. Instantly you're interacting with any Salesforce contact in a live, online session.

BETTER THAN BEING THERE

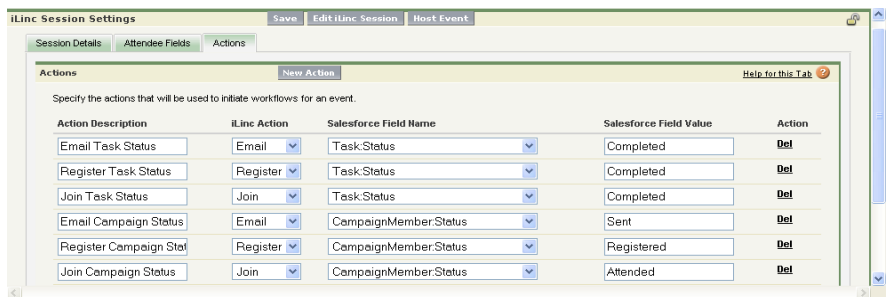
- ▶ Collaborate from a shared vantage point
- ▶ Switch effortlessly between tools, aids, and applications
- ▶ See eye-to-eye and focus on what you want
- ▶ Open the floor... or break out to close ranks
- ▶ Never miss a thing – record, review, report

JOIN WEB MEETINGS EASILY

To attend your sales presentation or meeting, invitees simply click a link inside their e-mail invitation. They're instantly joined to your iLinc session. Even if an invitee forwards the invitation to a colleague, they too can click to join.

STORE VALUABLE MEETING INFORMATION AUTOMATICALLY

After your web meeting, iLinc creates an Activity History item for each attendee, detailing when they joined and how long they stayed. Even individuals that you didn't directly invite are logged in your Salesforce history notes. You don't need to keep track of who attended or how to follow up with them. All contact information and activity history is captured for you.



CREATE WEBINAR CAMPAIGNS WITHIN SALESFORCE

Manage your iLinc web events within Salesforce and track prospects' activities all the way through the sales cycle. When you send e-mail invitations to your iLinc web event, Salesforce automatically captures who opened the invitation and who registered.

AUTOMATICALLY UPDATE CONTACT INFORMATION AND CREATE NEW LEADS

iLinc for Salesforce prompts registrants to enter their contact information, which instantaneously becomes a new lead in Salesforce. For existing contacts, missing or inaccurate information is automatically updated when a registration is submitted. Even if an invitee forwards the invitation to someone outside your Salesforce database, the system creates a new lead when that person registers.

INSTANTLY KNOW WHO ATTENDED AND AUTOMATE FOLLOW-UP EMAILS

After your web event, iLinc creates Activity History for each attendee, detailing when they joined and how long they stayed. Individuals who join from a forwarded invitation become new leads with a history item, as if you'd invited them yourself. You never have to wait for attendance reports or perform data import processes again; the system captures everything for you. Additionally, you can survey attendees upon exiting your event and automate other follow-up communications, whether a thank you or a relevant promotion.

Use triggers to launch workflows before and after sessions

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www.salesforce.com/appexchange

iLinc™
web and video conferencing

To learn more visit:

www.ilinc.com/salesforce
Or call 1.800.767.9054 to schedule a demo.