



## REVELATION GLOBAL BOOSTS SALES EFFICACY WITH iLINC ON SALESFORCE.COM'S APPEXCHANGE

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Revelation Global Selects iLinc to Integrate Webinar Data and Database with Salesforce CRM

**PHOENIX, Arizona November 12, 2009** – iLinc, a Gold sponsor of [Dreamforce 2009](#), salesforce.com's user and developer conference, today announced that Revelation Global has deployed iLinc for Salesforce CRM via the AppExchange. By automatically adding valuable webinar data to Lead, Contact and Campaign records within Salesforce CRM, iLinc for Salesforce CRM automates key processes to improve Revelation Global's customer lifecycle thereby freeing up customer-facing employees to focus on driving revenue. To further streamline its interactions with customers and prospects, the application enables customer-facing teams to launch virtual meetings and demos directly from Salesforce CRM records.

Built using the Force.com platform, as well as the native Apex language and VisualForce framework, iLinc for Salesforce CRM is immediately available for test drive and deployment on the AppExchange at <http://www.salesforce.com/appexchange/>.

Revelation Global is a company that creates tools for dynamic online qualitative research. It first encountered iLinc when it began looking for a [web conferencing solution](#) that would allow it to create highly interactive and content-driven software demos for potential clients. In addition to being impressed with the many interactive features iLinc offers for a better in-session experience, it was extremely excited about leveraging iLinc for Salesforce CRM to connect the results of its lead generation webinars with its existing Salesforce CRM deployment.

Rachel Bell, the company's Director of Customer Experience, said, "While other web conferencing tools fail to integrate the two key systems we use to communicate with prospects and customers, iLinc ensures a seamless approach to our customer lifecycle. Plus, it was extremely easy to download and deploy via the AppExchange."

Hosting a great event that positively impacts customer retention or lead generation can be difficult for today's high-productivity and time-strapped organization. With [iLinc for Salesforce](#) CRM, businesses such as Revelation Global have the ideal solution for seamlessly delivering high-impact webinars, sales demos and training sessions while simultaneously keeping the sales and support teams informed and empowered to succeed at every step of the process.

"Revelation Global's success bolstering its sales efficacy with iLinc demonstrates the range of success possibilities with salesforce.com partners," said Kendall Collins, chief marketing officer, salesforce.com. "With iLinc, salesforce.com customers like Revelation Global can focus on delivering a great Webinar event, following up effectively and ensuring customer loyalty after acquisition because registration and attendance information is sent directly to Salesforce CRM in near real-time."

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**About the Force.com Platform and AppExchange**

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications with more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 120,000 custom applications used by salesforce.com's 63,200 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the Salesforce.com AppExchange marketplace at <http://www.salesforce.com/appexchange>.

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**About iLinc**

iLinc, a recognized leader in web and video conferencing and collaboration solutions, empowers people to achieve their organizational goals easily and quickly, making it possible for them to accomplish more, travel less, achieve work-life balance, all while preserving the environment. iLinc's software-as-a-service (SaaS) delivery, industry-leading service, and integrations such as iLinc for Salesforce, which automatically synchronizes web conferencing and CRM data, increase operational efficiency across the organization, letting you drive more revenue. For more, visit [www.ilinc.com/investors](http://www.ilinc.com/investors).