



# Spoke Software at a glance



**INTEROP**<sup>®</sup>  
LAS VEGAS | MAY 20-25, 2007

- Software start up, Bay Area, under 50 employees, privately held
- Spoke is the largest most accurate on demand source of information about business people at US companies, with information on over 35 million professionals at over 900,000 organizations.
- Spoke's data-acquisition methodology is a hybrid of three best of breed industry practices: We partner with 3rd party data providers for company information, combine that with web crawled information, and marry that with data that our 30,000+ Spoke members contribute and validate each and every day.
- Spoke awards: 10 Patents Pending, Codie, InfoCommerce Model of Excellence '06



**//CODiE//**

spoke

... over 300 Corporate Customers

**ARUBA**  
The Mobile Edge Company

**jobster**  
meet your future

netopia.

**RedPrairie**



ambergris solutions

**SonicRecruit**

**OPEN TEXT**  
CORPORATION

**AIRS**

**ACCEPT**

right **90**

**salesforce.com**  
Success On Demand

**KCI**

**FusionStorm**  
Making Technology Work

**CustomerSat**

**iPolicy**  
NETWORKS

**PARASOFT**  
We make software work.

**DEXTERRA**

**REARDEN**  
commerce

**careerbuilder.com**

**TALISMA**

**BIZ360**

**convenos**

**CALLIDUS**  
SOFTWARE

**TRUSTED** **NETWORK**  
TECHNOLOGIES  
Know Identity. No Worries.

**FatWire**  
SOFTWARE

SIERRA  
VENTURES

**proofpoint**

**CUSTOMER**  
SYSTEMS

**PERVASIVE**

**TRUSTED**

**NETWORK**  
TECHNOLOGIES  
Know Identity. No Worries.

**A SPEED**  
Formerly PowerTel

**ZILLIANT**

**VIRTUAS**

**ConVoq**

**redENVELOPE**

**ecount**

**RedDot**  
Solutions  
A Hummingbird Company

**INQUIRA**  
Customers + Answers + Impact

**EXPOSOF**  
SOLUTIONS INC.

- ⑤ Short sales cycle & low ASP / SaaS model requires leveraging our telesales group as much as possible--Most sales don't require outside travel
- ⑤ Spoke Services gets involved with more complex deals before the close
- ⑤ Spoke Account Managers own the relationship and kickoff and train the new customers sales, marketing, operations/analysts, and Leadership.
- ⑤ Web conferencing is key to continued success by allowing
  - Delivery of quality support services
  - Low cost of customer acquisition and maintenance
  - Pre-sales (marketing and services) support

## Spoke Groups: *Different Needs for Different Functions*

- ⑤ Spoke Sales needed a solution that was easy to use for their often less technically savvy prospects.
- ⑤ Services team needed a solution that offered collaboration, flexibility, application sharing, file and resource sharing, and an overall sandbox/brainstorming creative environment that lent itself towards participation from everyone.
- ⑤ Executive and Marketing / PR Groups needed a solution that could quickly deliver analyst calls and press/media interviews in a controlled but polished manner.
- ⑤ Also required: PowerPoint presentations, collaborating in various applications (Excel/Google Spreadsheets, salesforce.com, ESP tools, imports & exports from CRM systems)



## Spokes experience with some of the web conferencing vendors

- ④ Microsoft LiveMeeting, Convenos, iLinc, and Adobe are or were Spoke customers– and the sales and service teams presented to them in their own applications.
- ④ Spoke chose to buy Convenos because:
  - Superior Customer Service
  - A Strong business partner on the AppExchange in the SF.com community and our selling environment
  - Cost effective– considerable savings
  - Availability- Support was there when we needed it.
  - A good partner: We refer each other business, and help each other refine our own products and services.

