BranchIt Announces Integration to Salesforce CRM at Dreamforce '09, Salesforce.com's User and Developer Conference

1,000-employee company discovered 2,000,000 contact relationships overnight

SAN FRANCISCO — Salesforce.com Dreamforce Conference, November 18, 2009 — BranchIt Corporation, a provider of on-demand relationship discovery solutions, today announced the launch of its integration to Salesforce CRM. The integration allows Salesforce CRM users to benefit from the relationships held by all of the employees across the company from within the application.

Quarles & Brady LLP, a 1,000-employee law firm, utilizes Salesforce CRM in its marketing and business development departments. The company also purchased BranchIt earlier this year to automate the process of uncovering and keeping up to date the relationships held by the rest of its employees. As a result, BranchIt has enabled the firm to put its more than 2,000,000 relationships to work.

"We were surprised by how many relationships with contacts BranchIt uncovered that were not known before", said Julie Cole, chief marketing officer, Quarles & Brady. "We previously relied on self-reporting. BranchIt automates the rest that was going unreported before. It helped us improve the integrity of our CRM system."

Quarles & Brady, an industry leader, is one of the first law firms in the country to use both systems. Cole added, "We have implemented a new business development process that involves using BranchIt to screen for relationships, so we can be aware of everybody that knows someone in each client opportunity."

From its experience with various customer installations, BranchIt estimates the average employee to be sitting on approximately 2,000 relationships apiece. The BranchIt service runs in the background to figure out who a company's employees know based on who they have in their address books, who they have been emailing and calling, who they have had meetings with, and who is in their CRM and billing systems. The application also scores each relationship by analyzing such measures as correspondence frequency, evenness of communication, and recency of correspondence to find the strong relationships that can be critical in a sales situation vs. those that are still in the early sensitive stage of development.

BranchIt's mission is to help sales reps close business faster and easier. In the struggling economy, a referral or an introduction from someone with a trusted relationship can be more helpful than ever. The introduction is used to cut the front end of the sales cycle and ensure time with the sought after decision-maker.

BranchIt also helps marketing departments build out their database of clients and prospects. The service guarantees an email address for every single contact in the system, with the means to ensure its accuracy rate. The recency date of an inbound email tells all.

BranchIt is a sponsor of Dreamforce and can be found at Booth # 15.

About BranchIt

Based in Sunnyvale, CA, BranchIt Corporation is a leading provider of relationship discovery solutions. Through its patent-pending, permission-based, on-demand software, BranchIt enables companies to leverage the collective strength of the relationships held by their employees to grow sales, develop strategic partnerships and drive business objectives, while preserving security, privacy and integrity of information. The BranchIt solution requires no software installation, upgrades or maintenance. For more information, please visit www.branchitcorp.com, or call 1-866-WARM-LEADS.

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BranchIt is poised to deliver the next generation of enterprise software.
Will your enterprise choose to grow with BranchIt?