

# Press Release

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**RadianScore**  
**1<sup>st</sup> June 2008**

## **RadianScore Now Available on the Force.com AppExchange from Salesforce.com**

*Salesforce.com customers can now deploy RadianScore directly within their Salesforce CRM implementations*

LONDON – August 01, 2008 - RadianScore today announced the availability of RadianScore for the Force.com AppExchange from salesforce.com. RadianScore implements a clearly defined 4 phase sales cycle that guides the sales person along a structured path from first customer contact and closing the deal to delivery and future business. It removes the expectation that teams must “Close the Deal” on the first customer contact. The system is self-managing and allows sales teams to set their own realistic and measurable customer objectives and record achievement against them. Built using the Force.com Platform-as-a-Service, RadianScore is immediately available for trial and deployment on the Force.com AppExchange at <http://www.salesforce.com/appexchange>.

RadianScore for AppExchange gives clear visibility of the Sales Cycle identifying progress and barriers to success. Business Winners and marketers can work together to convert Leads to Opportunities – and more effectively manage the entire process. Automatically produced Dashboards and Reports provide the opportunity to develop ‘Self Managing’ teams with all the benefits of increased effectiveness and motivation. Reward programs are easy to monitor and will be seen to be fair. A range of Business Drivers, including ROI, give managers at all levels real-time access to evidence based reports. The team and their managers have the tools to deliver their performance targets with RadianScore.

### The Benefits:

- A Self Managing process which gives the team and their managers a structure where ideas and initiatives can be expressed. Progress can be measured, managed and rewarded.
- Shared Objectives provide common purpose with common goals and shared visibility of progress across the Business Development Cycle.
- Compliance issues, competency frameworks, coaching, performance management and reward programs are easily managed and monitored through easy to read graphics, dashboards and reports.
- The framework is designed to deliver strategy and targets.

“Salesforce CRM provides us with the on-line, on-demand features required from today’s CRM products and RadianScore uniquely gives us a framework to guide and measure the team’s progress across the sales cycle,” said Dave Symon, Denholm Oilfield Services.

“The changing and challenging world facing today’s Business Winners calls for an innovative approach to how teams and their managers work together to deliver their revenue and performance targets. Salesforce.com and RadianScore allow organisations operating in multiple locations across the globe, to come together and successfully manage their opportunities through shared objectives and a greater visibility of their business development activity.”

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

The Force.com platform (<http://www.force.com/>) reinvents the traditional development, deployment and distribution of any business application. Developers, customers and partners can use Force.com to easily create and deliver a new generation of Software-as-a-Service applications. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via the Force.com AppExchange marketplace, enabling all the innovation that Force.com unleashes to be easily distributed to the entire Software-as-a-Service community.

The Force.com AppExchange economy continues to expand, with thousands of customers installing applications via the AppExchange. Customers of all sizes can quickly and easily extend Salesforce with additional Software-as-a-Service business applications available on the Force.com AppExchange, found at <http://www.salesforce.com/appexchange/>.

### **About RadianScore**

RadianScore Ltd is dedicated to improving sales team performance and helping 'Business Winners' reach their full potential. RadianScore provides visibility across the sales cycle with objectives and coaching notes which can be customized for individual verticals and businesses. Progress can be measured and barriers to success identified. RadianScore provides a framework to deliver sales plans and strategies. Complex sales with multi level decision chains and long sales cycles are simplified.

RadianScore is a certified AppExchange application integrated with force.com. Extending the capability of salesforce.com through competency frameworks and improving and effectively managing sales team performance, business development teams can achieve significant measurable results evidenced by innovative progress and ROI reports.

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