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Salesforce CRM One Step Closer to Full Automation with Shoeboxed.com Connector for Salesforce AppExchange

Shoeboxed.com Connector Offers Affordable Alternative to Manual Data Entry of Business Card Contact Information into Salesforce

For Immediate Release: Aug. 18, 2010

DURHAM, N.C.—Salesforce users can now have contact information from business cards entered into Salesforce without touching a keyboard or scanner. Shoeboxed.com today unveiled a connector for the Salesforce AppExchange that will enable Salesforce customers to directly import contact data from their business cards into Salesforce and easily flag duplicates, without ever leaving the Salesforce interface. The Shoeboxed connector is available free on the Salesforce AppExchange.

"This new ability to seamlessly import contact info from paper-to-data innovator Shoeboxed.com into CRM powerhouse Salesforce.com is a huge win for sales people and businesses," Alan Adler, author of the forthcoming book "Getting the Fish to Swim to YOU & Keeping Them in YOUR Boat," said. "I just wish this technology had been around while I was managing a national sales force."

With the Shoeboxed connector, Salesforce customers will be able to take advantage of the business card scanning and data entry services offered by Shoeboxed.com, the leader in online business card and receipt management. After Shoeboxed scans both sides of business cards in full color and human-verifies the accuracy of extracted information, contacts are organized and securely stored online.

eFactory, a company that specializes in developing easy-to-use, custom applications on the Salesforce.com and Force.com platforms, developed the Shoeboxed connector. Michael Epstein, co-founder of eFactory, approached Shoeboxed about building a connector for the AppExchange that would eliminate manual contact entry into Salesforce.

"Shoeboxed is a natural fit for Salesforce users who manage high volumes of leads from trade shows or conferences," Epstein said. "Linking these two great 'cloud' services will enable users to get lots of business card data into Salesforce quickly and easily, while minimizing duplicate leads."

Salesforce, the leader in CRM software and platform-as-a service-solutions, created the AppExchange as a marketplace for cloud computing apps and services that enhance the use of Salesforce and the Force.com platform. Through the AppExchange, Salesforce helps businesses find

cloud solutions and services that are most appropriate to their specific needs. Visitors to the AppExchange are able to see which applications have been most popular, read reviews, share their own experiences and even "test drive" many of the applications.

"Salesforce has done a remarkable job of embracing the growing Cloud 2.0 trend of collaboration," Taylor Mingos, CEO of Shoeboxed, said. "By offering applications like ours in the AppExchange, Salesforce is able to create a superior experience for its users by making it easier for them to do business in the cloud."

About Shoeboxed: Shoeboxed.com specializes in the digitization and online management of receipts, business cards and other documents. After users send items to Shoeboxed via pre-paid envelope, e-mail, mobile phone or the Shoeboxed iPhone app, important information is extracted, human verified, organized and uploaded to their secure online accounts. Tax return preparation, reimbursements, expense reports, budgeting, bookkeeping, and contact management are all made easier with Shoeboxed.