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TimeDriver is the First Appointment Scheduling Solution Available on the Force.com AppExchange from Salesforce.com

Integration with Salesforce Developed in Partnership with Appirio

Bedford, MA, October 29, 2008 – [TimeTrade Systems](#), the leader in customer self-service appointment scheduling, today announced that [TimeDriver](#), the company's groundbreaking personal appointment scheduler, will be available on the salesforce.com Force.com AppExchange, marking an industry first. Sales professionals, for the first time, will be able to leverage Salesforce to invite and confirm appointments with customers. The integration with Salesforce is being co-developed with Appirio, a leader in developing and implementing on-demand solutions with deep technical knowledge of the Force.com platform.

TimeTrade will be unveiling TimeDriver for Salesforce at the upcoming Dreamforce Conference, November 2-5 at the Moscone Center in San Francisco, CA in Booth #232. The solution will be available on the Force.com AppExchange by the end of the year.

TimeDriver lets sales professionals invite customers and prospects to schedule sales demos, account reviews, phone consultations and other sales interactions. By including a "Click to Schedule" link in email messages and on Web pages, sales professionals can make it easy for customers to schedule time with them for phone and face-to-face meetings, without playing phone tag or email tag.

Force.com is the fastest platform for building and deploying complex business applications. Companies use Force.com to build all kinds of business applications from supply chain management to compliance tracking, brand management, accounts receivable, claims processing applications and much more. TimeDriver for Salesforce will be distributed to the entire SaaS community thru the Force.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

"In order to fully exploit the capabilities of Visualforce and Force.com Apex code, we've teamed with Appirio to design and implement our integration with Salesforce. The resulting TimeDriver for Salesforce is a powerful and effective tool for sales professionals to automatically increase their flow of appointments – leading to more business," said Ed Mallen, CEO of TimeTrade Systems. "The solution will also cut administrative costs and the time required to book sales appointments. We look forward to continuing our relationship with Appirio on this project and future opportunities."

By integrating TimeDriver with Salesforce, users can for the first time:

- Initiate an appointment invitation from any Lead or Contact page

- Initiate an invitation to a list of Leads or Contacts
- Control availability of time for appointments based on the user's free/busy status in their Salesforce, Google or Outlook calendar
- View and manage TimeDriver data via Salesforce or TimeDriver
- Automatically add or update appropriate data records in Salesforce through schedule links, email invitations and appointments created in TimeDriver

"We welcomed the opportunity to help TimeTrade bring its appointment scheduling solution to the Force.com platform and are looking forward to using the product ourselves," said Mike Epner, VP of Sales for Appirio. "As a market leader in customer self-service appointment scheduling, it made great sense for TimeTrade to extend their reach into the rapidly-growing salesforce.com ecosystem and for Appirio to help them tap into the power of Salesforce's platform."

"This economic environment provides a perfect opportunity for innovative technology to help businesses do more with less such as maintaining consistent contact with customers and prospects," said Denis Pombriant, Founder and Managing Principal, Beagle Research. "Dreamforce has always been a strong forum to launch innovative and productive solutions on the Force.com platform. TimeDriver is the right solution at the right time, combining an on-demand approach with proactive appointment invitations that feature a call-to-action. Salesforce users should welcome this new tool for customer engagement."

About TimeTrade Systems

TimeTrade Systems is the leader in customer self-service appointment scheduling solutions for enterprises and individuals. More than 200 million appointments have been scheduled through TimeTrade. Headquartered in Bedford, MA, TimeTrade offers Web-based solutions that enable customers to streamline operations, improve workflow and increase marketing and sales outreach. The company's customers include some of the largest government agencies, retailers, healthcare and financial services companies and other organizations as well as small-to-medium sized businesses. TimeTrade solves complex scheduling issues with high-performance, highly configurable solutions that are scalable to handle hundreds of thousands of appointments across multiple locations. TimeTrade Systems can be reached at www.timetrade.com.

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