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## **TimeDriver to be Featured at Dreamforce '08**

### ***TimeTrade Systems Will Showcase Self-Service Scheduling and Offer A Special Promotion***

**Bedford, MA, October 22, 2008** – [TimeTrade Systems](#), the leader in customer self-service appointment scheduling, will demonstrate its [TimeDriver Personal Appointment Scheduler](#) in Booth #232 at Dreamforce '08, the salesforce.com annual event being held at the Moscone Center in San Francisco, November 2-5, 2008. In addition, attendees who preview TimeDriver prior to the show as part of a special TimeTrade promotion will receive a \$50 restaurant gift card.

TimeDriver lets sales professionals invite customers and prospects to schedule time with them. Early test results show that TimeDriver delivers an average 56% increase in confirmed appointments and a dramatic 76% reduction in back-and-forth email or phone tag to find an appointment time that works. Unlike a shared calendar or simple meeting scheduler, TimeDriver is an appointment automation system that drives a steady flow of appointments into a user's Outlook, Google or, very soon, Salesforce calendar.

"Dreamforce is the premier event for companies to experience the latest innovations, strategies and ideas that drive customer relationship management, lead generation and increased revenues," said Ed Mallen, TimeTrade Systems President and CEO. "We welcome the opportunity to join Marc Benioff and other industry leaders as we converge at this important SaaS event to showcase the latest innovative applications for the Salesforce platform."

TimeTrade plans several activities for Dreamforce:

- Prior to the show, selected attendees will be invited to preview TimeDriver and will receive a \$50 restaurant gift card, redeemable at Chili's, Macaroni Grill, On the Border or Maggiano's, when they bring a printout from their test drive to the TimeTrade Booth #232 at Dreamforce. To participate, attendees can go to [www.timedriver.com/testdrive](http://www.timedriver.com/testdrive).
- TimeTrade will be demonstrating TimeDriver at Booth #232.
- TimeTrade's Director of Marketing Analytics, Dave deBronkart, will present "Getting Started with Salesforce for Google AdWords" on November 4, 11:30 AM PT, at the Moscone Center. deBronkart will share how TimeTrade has used Salesforce for Google AdWords to boost new business 68 percent in 2008 and gain unprecedented visibility into measuring the effectiveness of marketing programs.

### **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, financial services and healthcare 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](http://www.timetrade.com).

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