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TimeTrade Systems Previews TimeDriver for the Force.com AppExchange from Salesforce.com

Salesforce.com Customers Will Be Able to Deploy TimeDriver for Automated Appointment Scheduling within Salesforce CRM

SAN FRANCISCO – Salesforce.com Dreamforce Conference – November 3, 2008 – TimeTrade Systems today announced [TimeDriver](#) for Salesforce. TimeDriver is a personal appointment scheduling solution that lets sales professionals invite customers and prospects to schedule time with them. The specially integrated version of TimeDriver for Salesforce CRM lets users easily create and send appointment invitations from within the Salesforce application. Built using the Force.com platform, TimeDriver for Salesforce will be available by the end of the year for test drive and deployment on the Force.com AppExchange at <http://www.salesforce.com/appexchange/>.

The announcement was made today at Dreamforce '08, salesforce.com's annual User and Developer Conference.

TimeDriver is an appointment invitation system that eliminates phone tag and email tag. With TimeDriver, users can include a "Click to Schedule" link in email messages and on Web pages as a call-to-action for scheduling an appointment. When an invitee clicks the schedule link, TimeDriver will offer timeslots based on simple rules defined by the inviter. Sales professionals can use TimeDriver to invite customers and prospects to schedule time for sales demos, account reviews, consultations and other sales interactions – either in person or on the phone.

TimeDriver for Salesforce CRM lets users initiate a TimeDriver appointment invitation from any Lead or Contact page in Salesforce; initiate an invitation to a list of Leads or Contacts; control the user's availability for appointments based on their free/busy status in Salesforce Calendar, Google Calendar or Outlook Calendar; and view and manage TimeDriver data via Salesforce or TimeDriver.

TimeDriver for Salesforce CRM will seamlessly add or update appropriate data records in Salesforce. Schedule links, email invitations and appointments created in TimeDriver will trigger the creation or modification of any associated data records in Salesforce. For example, TimeDriver appointments will have associated Salesforce events that appear in the Salesforce Calendar. When an appointment is changed or cancelled, the associated event in Salesforce will be updated automatically.

To experience TimeDriver for Salesforce CRM firsthand, go to www.timedriver.com/dreamforce.

“In order to fully exploit the powerful capabilities of Visualforce and Force.com Apex code we teamed with Appirio to design and implement our TimeDriver integration with Salesforce CRM,” said Ed Mallen, President and CEO of TimeTrade Systems. “We especially like the ability to invoke web service calls from triggers, ability to use standard list controllers, packaging support for Visualforce pages, and the ability to use custom buttons to refer to Visualforce pages.”

“This is our sixth Dreamforce, and the momentum of the Force.com AppExchange continues to grow with customers and partners,” said Clarence So, chief marketing officer at salesforce.com. “TimeDriver for Salesforce will help companies better manage a critical part of the sales process, which is scheduling appointments with customers and prospects. By integrating TimeDriver with Salesforce, appointment scheduling can be tightly coupled with customer communication activities.”

About the Force.com Platform and AppExchange

Force.com is the only proven Platform as a Service for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications, more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 85,000 custom applications used by salesforce.com's 47,700 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Force.com is the fastest platform for building and deploying complex business applications. Unlike a stack of disparate client/server hardware and software products, Force.com unifies the development and deployment model from the database to the device, allowing developers to easily assemble applications with clicks, components and code, and then instantly deploy them on salesforce.com's trusted global infrastructure. Customers and partners are using 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.

Applications built on the Force.com platform can be easily distributed to the entire SaaS community through the Force.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

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 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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