



NEW ONLINE SALES FORCE AUTOMATION BEGINNING OF THE END FOR TRADITIONAL SOFTWARE!

Today is the Nordic launch for the salesforce.com CRM-service (Customer Relationship Management) which is available online for a monthly fee. This means that companies and organisations no longer have to invest large amounts of time and money buying, installing, implementing or upgrading hard- or software.

-Software is fundamentally dead, says former Oracle senior vice president Marc Benioff founder of Salesforce.com Inc.

Salesforce.com provides companies with the capability to easily manage and optimise their sales, marketing and customer support management online.

-Through its online service, Salesforce.com gives all companies, independent of size, the opportunity to take advantage of the benefits of CRM. They no longer have to tolerate expensive, difficult-to-use software that takes months to install and offers little or no return on investment, says Christian Östberg, CEO Salesforce.com Nordic AB.

-We have developed a powerful, easy-to-use service with enterprise class software functionality. The hardening economic climate, especially for small and mid sized companies, makes it even more important for companies to swiftly be able to optimise their sales and customer relations at a low cost, continues Christian Östberg.

About Salesforce.com.

Salesforce.com has since its launch in March 2000 already attracted more than 25000 companies and organizations, and are today, according to Gartner Group, the world leader in online CRM.

Among the investors of Salesforce.com are, Larry Ellison, chairman of Oracle, and Patrick McGovern, chairman of IDG. Among the investors of Salesforce.com Nordic AB is Patrick Tillman, partner of Lenner & Partners Corporate Finance AB and former Alfred Berg analyst.

Salesforce.com is making headlines.

Gartner Group:

-Salesforce.com: A software company? No! The future of software? Absolutely!

Greg Alwang, PC Magazine:

-New web-based service Salesforce.com is offering enterprise-class CRM features without the expense, administrative overhead, or complexity of traditional high-end client/server systems.



Chuck Phillips analytic Morgan Stanley:
-What Salesforce.com is doing right now is smart.

About the Salesforce.com service offering:

- On-line, via Internet
- Monthly subscription fee
- Enterprise class functionality
- User support available online

For further information:

Christian Östberg, CEO Salesforce.com Nordic AB, +46 8 657 4162,
costberg@salesforce.se

Eric Swärd, business development Salesforce.com Nordic AB

www.salesforce.com