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Marketsync Unveils direcTouch Summer '09

*Key Enhancements to the Industry's Leading Intelligent Sales Communications Platform
Optimize Sales Enablement*

KIRKLAND, WA – AUGUST 5, 2009 – Marketsync, the leading provider of intelligent communications solutions for sales professionals, today announced the availability of direcTouch “Summer '09.” The new release optimizes the generation, delivery, follow-up and measurement of high-impact communications for Salesforce CRM users.

“The direcTouch summer release allows our Relationship Managers to prospect more effectively and send approved sales communications more quickly and efficiently than ever before,” said Teri Dreyer, Director of CRM, BOK Financial Corporation.

“As sales enablement goes mainstream, companies must focus on executing more efficient communication processes,” said Doug Ebstyne, CEO, Marketsync. “direcTouch helps businesses improve sales velocity, drive increased revenue, and measure the effectiveness of their sales communications. This latest product release incorporates even greater functionality and best practices already in use by hundreds of Marketsync users.”

In today's economic climate, companies are under increased pressure to generate revenue. Salespeople require the tools to quickly, easily, and successfully deliver relevant information to the right person at the right time in the sales cycle. They also need to be able to measure the effectiveness and impact of their communications. Marketsync helps companies meet these challenges with the direcTouch intelligent sales communications platform.



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Marketsync directTouch “Summer ‘09” includes the following innovations:

- “Send on Behalf of” functionality allows sales and marketing teams to drive communications on behalf of team members, improving sales velocity and insuring precise hand-off between teams.
- Automated Action Creation enhancements allow for more “trigger points” including order entry portals for sales, marketing, and channel teams.
- Enhancements in the directTouch front end allow for even more intuitive, easy and rapid use by sales and marketing organizations.
- Powerful configuration tools provide enhanced administrative functionality.

About Marketsync

Marketsync is the only cloud-computing company that makes it easy for Salesforce CRM users to send personalized communications with any combination of emails, letters, packages, collateral, or print-on-demand materials with just a few clicks. With Marketsync, companies can completely transform sales prospecting by reaching decision makers earlier in the sales cycle with accurate, high-impact messages. Users can add multi-channel correspondence to any sales, service or marketing program—making it richer and more effective. Force.com developers can also easily add Marketsync to any Force.com application for a more robust solution. [Customers](#) like ExactTarget, Kadient, Bank of Oklahoma, Egencia, Sirva, and others transform their sales prospecting and correspondence to cut through the clutter and reach decision makers quickly. For more information, visit www.marketsync.com or call **425-814-3900**.

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