

## ForceLogix, Leaders in Sales Performance Management, Launches new Website.

*ForceLogix unveils a new and expanded web site to showcase their recent successes and the latest release of SalesForce Optimizer, the first ever on-demand sales management optimization platform.*

Chicago Illinois, January 15th, 2008 -- Forcelogix today unveiled a major overhaul to its corporate website. Visible at [www.Forcelogix.com](http://www.Forcelogix.com), the new site was designed to communicate the benefits for optimizing a company's sales management team and the potential impact of utilizing ForceLogix's flagship product, SalesForce Optimizer. The firm engaged Solverity to execute the vision and plan for the next generation website.



"ForceLogix is filling a gap for sales management that has been underserved by technology to date and we wanted our site to reflect the opportunity that our SalesForce Optimizer platform provides." said Steve Potts, SVP of Sales and Marketing at ForceLogix. "Our new site provides access to more information and puts more focus on our Sales Management Process Optimization solutions. We have been winning awards and receiving favorable media coverage on our offerings and wanted to provide a single location for companies to learn more about us."

The new site includes drop-down menus that enable users, without clicking, to navigate two and three levels for faster access to information on software, technical documentation, samples, kits, training, and other features. The new Web Platform from Solverity allows ForceLogix to quickly adapt to changing markets and to keep their message fresh.

Recently cited in Knowledge Management World Magazine (KMWorld) as a key supplier to Business Analytics in Sales Performance, ForceLogix understands that pressures on front line sales performance has never been greater. While executives have seen the benefits of automating business functions such as customer relationship management, financial reporting systems, and human resources, the sales management function has been left to the universal yet risky "gut-check" methodology.

ForceLogix new website not only features case studies with customers like Innovex, ServiceMaster, Sysix and Knightsbridge/HP, it highlights key partnerships with both Salesforce.com and Microsoft. Recently ForceLogix and Innovex won an award sales performance management excellence. Jim Kendall, Senior Director of Innovex Business Solutions, was quoted as saying "ForceLogix's technology allows us to deliver a multilingual coaching process that can be easily and rapidly configured and deployed globally," "This promotes the consistent execution of our coaching and enhances our ability to capture, evaluate and rank sales representative performance. Our goal is to help Innovex sales forces deliver higher sales for our customers."

## About ForceLogix

ForceLogix delivers On Demand sales management process optimization solutions for leading sales organizations that are striving to attain world class status. Led by a team of seasoned senior sales executives, ForceLogix solutions enable top line revenue growth and enhanced sales organization productivity to companies in diverse industries such as Financial and Business Services, Technology, Health Care, Transportation/Logistics, and Manufacturing. ForceLogix is becoming a world leader in on-demand software and services for sales performance management, dashboard, and measurement and coaching tools. ForceLogix applications and value-added solutions provide clarity as to the actual drivers of revenue performance and enhance the coaching and mentoring processes that drive performance above expectations. ForceLogix offers senior sales management the insights into the health and future success of sales forces with tools to coach and mentor, measure and evaluate.

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