

Active Endpoints and PSA Financial Present How Cloud Extend for Salesforce Drives Best Practices and Improves Data Consistency

Live Demonstration at DC Metro Salesforce Users Group Showcases Customer Success Story

- Register to attend the February 23 meeting: <http://ow.ly/9cHzA>
- Read the Cloud Extend for Salesforce reviews on the AppExchange: <http://ow.ly/6fRLt>
- Try Cloud Extend for Salesforce free at no risk: <http://www.cloudextend.com/salesforce/trial>

BOSTON — February [22], 2012 — [Active Endpoints, Inc.](#) the process automation company, today announced its sponsorship of the Washington DC Metro Salesforce Users Group on February 23 from 1:00pm – 4:30pm at the offices of Arlington Economic Development, 1100 North Glebe Road, Suite 1500 in Arlington, VA.

Join Eric Egertson, VP Business Development, Active Endpoints, and Justin Hoffman, Marketing Director, PSA Insurance and Financial Services, to learn about Cloud Extend for Salesforce, a revolutionary way to drive best practices and improve data consistency across sales and marketing.

Eric will demonstrate how to quickly add process automation to Salesforce using wizards and custom sales guides to address a variety of common sales and marketing process scenarios, all directly inside Salesforce. Justin will share how his sales team uses Cloud Extend for Salesforce to drive usage of Salesforce within PSA, including improved lead follow up and cross-selling of business lines of insurance to their customers purchasing personal insurance.

Presentation highlights will include:

- An overview and demo of Cloud Extend for Salesforce
- A demo of how PSA easily built a process wizard to capture new lead information consistently
- PSA's lessons learned working with Cloud Extend for Salesforce
- How the open standards-based architecture of Cloud Extend for Salesforce, which was built on top of Active Endpoints' commercial-grade platform, ActiveVOS, and is pre-integrated with the Salesforce web services interfaces, makes it easy to modify process flows

Putting sales and marketing professionals in control of designing and deploying sales guides and processes, Cloud Extend supports the entire lead-to-close sales lifecycle, from qualifying leads to closing initial deals, identifying cross-selling opportunities and beyond. Cloud Extend is now available for test drive and deployment on the AppExchange at <http://ow.ly/6fRLt>.

For more information on Cloud Extend, please visit <http://www.cloudextend.com> and follow us on Twitter at [@CloudExtend](#). For more information on Active Endpoints, please visit <http://www.cloudextend.com/company>, subscribe to the RSS feed at

<http://www.cloudextend.com/blog>, email us at sales@cloudextend.com or call us at 1 781-547-2900 ext 324.

About Active Endpoints, Inc.

[Active Endpoints, Inc.](#) delivers a unique suite of cloud-based and on-premise process automation products and related services to develop, integrate and deploy custom applications quickly and easily. The company's products — [Cloud Extend](#), [ActiveVOS Enterprise](#) and [ActiveVOS Service Provider Edition](#) — target sales domain experts, IT project teams, business process outsourcers and cloud service providers. The company has hundreds of customers worldwide from large enterprises to SMBs, spanning multiple industries such as telecommunications, government, financial services, and media and entertainment. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

###

Cloud Extend and ActiveVOS are trademarks of Active Endpoints, Inc. All other brand names and product names are trademarks or registered trademarks of their respective companies.

Tags: Cloud Extend, Salesforce, AppExchange, Active Endpoints, CRM, ActiveVOS, sales management, sales managers, sales consultants, sales operations, product marketing, playbooks, SMB, Software-as-a-Service, SaaS, cloud, PSA

Media Contact

John Cingari
Chief Marketing Officer
Active Endpoints, Inc.
john.cingari@cloudextend.com
1-203-253-2714
www.cloudextend.com