

## **FormRouter upgrade enables CRM integration with salesforce.com**

*New integration allows Adobe PDF, Microsoft InfoPath, Microsoft Excel, ASP.NET and HTML forms to populate salesforce.com*

CARY, N.C. (March 23, 2004) – FormRouter, Inc., announced today the availability of new integration capabilities supporting customer implementations of salesforce.com, the global leader in on demand customer relationship management (CRM) services. With FormRouter's ProPack upgrade, sales and marketing professionals can develop secure, Internet-hosted forms in minutes that are fully integrated with salesforce.com's marketing campaign and sales force automation capabilities.

FormRouter's new integration with salesforce.com enables large and small organizations to fully automate the process of loading sales and marketing leads into their sales automation software. "Many organizations capture sales leads over the Internet," says Kurt Kaliebe, VP of Business Development for FormRouter, Inc. "We have leveraged the sforce API to provide out-of-the-box integration between popular form development tools and salesforce.com. The solution can be deployed in minutes and requires no CGI scripts, no servers and no programming." Coupled with FormRouter's recently announced integration with VeriSign® and Authorize.Net®, salesforce.com customers have new options for hosted surveys, event registrations and secure online payment processing.

"We utilize salesforce.com every day to manage our marketing and sales processes," says FormRouter CEO Chris M. Pieper. "This capability was critical to our deployment of salesforce.com as we use a variety of PDF, HTML, ASP.NET and Flash forms throughout our marketing campaigns. With this additional capability, our customers can now capture Web leads directly to their desktop databases while simultaneously posting results into their salesforce.com account. Everything is captured in real-time, right when forms are submitted."

### **About FormRouter**

FormRouter is redefining how large and small organizations deploy electronic forms. FormRouter's hosted service slashes the cost, reduces the time and simplifies the task of collecting data through forms. Using FormRouter, non-programmers and IT professionals can deploy Adobe® PDF®, Microsoft® InfoPath™, Microsoft® Excel®, HTML, Macromedia® Flash, and ASP.NET forms in minutes with no servers and no programming. Encrypted results can be downloaded to Microsoft Access®, Microsoft Excel or any ODBC compliant database. Integrated alerts support e-mail notification, payment processing through VeriSign® and Authorize.Net® and CRM integration with salesforce.com. Your form | Online | 5 minutes | Secure | No programming. To learn more about FormRouter, visit [www.FormRouter.com](http://www.FormRouter.com).

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