

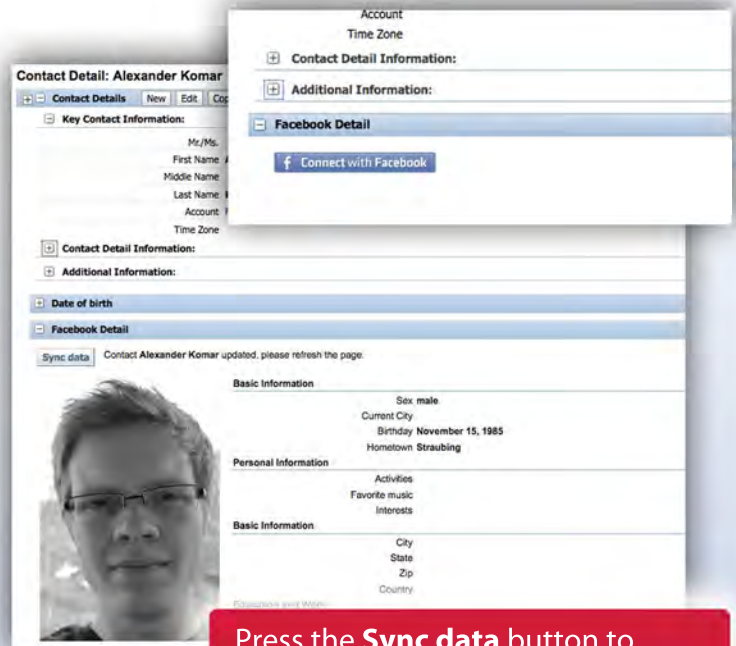
Get Facebook in Oracle CRM on Demand.

The better you know your customer, the better you can communicate with him - and the better you can do CRM.

For an efficient CRM strategy, it's crucial to know your customer as good as possible. In a sales process, it is a key success factor to target your contact person in a personal rather than an anonymous way.

Maybe you have common friends? You have the same interests? You support the same organizations? With a few number of connections, you know nearly anyone you want to do business with.

Utilize social media in your CRM!



Press the **Sync data** button to **synchronize** available Facebook data directly **with the CRMOD** data.

CRM-Gadget synchronizes following fields:
Full Name, Gender, City, Street, ZIP, Country, Email, Phone, Fax, Homepage, Account (Company), Job Title

With more than 350 million active users worldwide, Facebook is THE social networking site. CRM Gadget enhances Oracle CRM on Demand by integrating it with Facebook. You can view your contacts' Facebook profiles, their status and recent photos. You can easily add your contacts into your personal Facebook network or jump to their Facebook page. With CRM Gadget, you can do more than just viewing a contact's Facebook page. Synchronize the data directly into you CRM On Demand, so you always have the most up-to-date information, and you can use it in reporting and marketing.

Break the ice. Know the network and the most recent status of your contacts. Add a personal touch to your email. See someone's picture before you meet them. Finally be able to place a face to the name of your customer.

Gain insight and grow your network intelligently! These social CRM features are part of the CRM Gadget toolset. It works as an independent service via internet and requires no customization effort.

Take a look at the social CRM features of CRM Gadget at www.crm-gadget.com.