



SpringCM Innovation
SpringCM FOR SALESFORCE.COM



SpringCM's FEATURES

SpringCM develops enterprise-class content management software delivered as an on-demand service with fully integrated capture, document management, workflow and business process automation technologies.

With on-demand delivery, SpringCM can have you up-and-running in less than a day. For businesses of all sizes, SpringCM helps accelerate revenue, decrease costs and avoid penalties by automating document-centric processes.

INDUSTRY LEADERS USING SpringCM



MORE INFORMATION

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Contract Accelerator, Proposal Accelerator and Marketing Accelerator



Win more business by accelerating contracts, proposals and other sales and marketing tasks with on-demand document management.

Expedite the sales cycle by automating key processes and eliminating the bottlenecks between opportunity and close.

You close the sale; we'll manage the paperwork.

We help sales and marketing teams increase close rates, accelerate time-to-close and be more productive. Our document management solutions for pre-sales management, proposal management, contract approval and marketing collateral management deliver seamless collaboration environments accessible by all those who need to know — your support team, legal, even your customers.

The primary objective of the Accelerator solutions from SpringCM is to help you manage marketing assets and close sales on time, without surprises, by gaining visibility into and control over every aspect of the marketing and sales process.

With Contract Accelerator, Proposal Accelerator and Marketing Accelerator you can:

- Manage the creation, revision and distribution of all marketing and sales assets
- Collaborate across teams to streamline the delivery of complex sales proposals
- Capture and re-use "best practice" elements from successful RFPs and contract clauses
- Capture and share all presentations, e-mails and documents used in a sales cycle for better team coordination
- Route proposals and contracts to ensure timely approvals
- Gain visibility into the status of all proposals and contracts to eliminate end-of-quarter surprises

The result: more effective marketing collateral and distribution; more efficient contract editing and negotiation; a reduced risk of costly errors; and faster time-to-revenue.

SpringCM: Your source for on-demand document management

SpringCM offers solutions for a broad range of document management needs. Our on-demand service is used today by leading corporations for applications in:

Marketing: program management, PR, collateral and advertising management

HR: new employee on-boarding, HR records management

Finance: accounts payable, board of directors communication, collaborative financial statement preparation

Logistics: managing proof of delivery

Compliance: broker license management

...and much more.

Accelerator Features

Capture • Collaborate • Route



The screenshot shows a Salesforce Opportunity record for 'Viancourt Steel RFP'. The record includes fields for Opportunity Owner (Christopher Bennett), Amount (\$35,000.00), Expected Revenue (\$3,500.00), Close Date (3/31/2007), and Stage (Prospecting). Below the details is a section for 'SpringCM Documents' showing a list of 4 items found, including folders and documents like 'Viancourt Steel Request for Proposal - Opportunity [Current Folder]', 'Case Study.doc', 'Response to Viancourt Steel RFP.doc', and 'Viancourt Steel RFP.doc'.

SpringCM is seamlessly embedded in salesforce.com Opportunity, enabling quick access to, visibility into and control over documents.

Proposal Accelerator Features

- Put all documents for an account or opportunity in one central salesforce.com location where they can be viewed by all team members
- Make all presentations, proposals and other key documents fully text searchable so that best practices and key proposals are reused — instead of lost
- Allow geographically distributed teams to craft and coordinate professional proposals with full version control, minimal effort and reduced possibility of error
- Automate routing and approval to expedite processes while maintaining visibility and control
- Keep all team members in the loop by capturing key e-mail correspondence and faxes directly in SpringCM with e-mail- and fax-addressable folders — and showing this content directly in the associated opportunity screens of salesforce.com

Contract Accelerator Features

- Maintain a library of standard contracts — and let users automatically select and send the right contract based on specific opportunity details within salesforce.com
- Collaborate with counsel, finance, sales and management to expedite contract changes and make sure everyone has access to the latest version

- Route contract changes for review and approval — and track the status of all contracts and their opportunity value so the most important contracts always receive immediate attention
- Capture and search for executed contracts quickly and easily to manage commitments and renewals
- Capture e-mails and faxes by using e-mail- and fax-addressable folders to ensure that contract revisions and signature pages are managed and shared with everyone who needs them

Marketing Accelerator Features

- Collaborate across global teams to create and edit collateral, press releases, advertisements, telemarketing scripts, logos and other program assets
- Assemble and deliver presentations and Web meetings more efficiently
- Organize collateral and supporting material
- Develop a comprehensive sales tools library where the most current content is always available
- Create and manage a partner / channel library
- Establish one-to-one customer folders
- Tag and index resources so they are applicable in the context of the sales need
- Set expiration dates on documents so they are no longer visible after their expiration
- Monitor the usefulness of specific collateral with history and access reports always available
- Collaborate on refinements and drafts before publishing to the sales community
- Segment access by user, territory and/or any other attribute
- Collect and organize competitive intelligence from the field quickly and easily



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