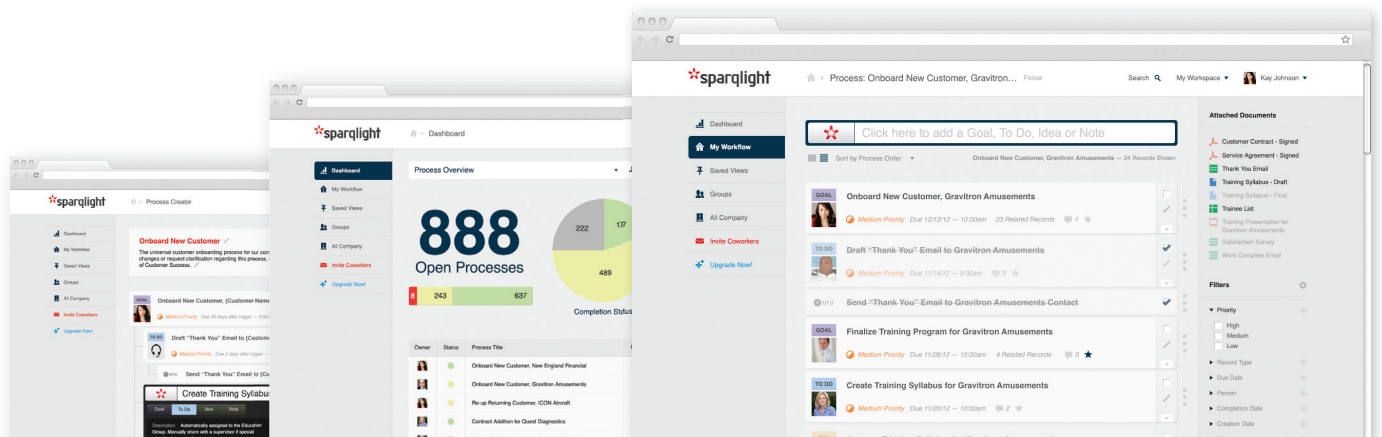


Do you have Customers? You need Sparqlight!

Getting to Happy Customer Town™ starts with great Sales Ops and Onboarding.



Sparqlight enabled us to **eliminate the endless meetings and email chains** we needed to track what everybody was doing, and concentrate on making our product better. Sparqlight was so easy to get up and running. **We immediately saw the benefits.** It's really cool to watch things happen in the work stream. **Sparqlight simply makes it easier to get our work done.**

Scott Olechowski, Founder of Plex

OVERVIEW

Sparqlight, the world's leading Enterprise Social Workflow Application for Sales Ops and Customer Onboarding, enables effortless automating, sharing, and tracking of your workflow. Make the Customer Onboarding process amazingly organized and delight your customers from a powerful, familiar social interface—well beyond the capabilities of your CRM.

A single business network unites personal, group and company work streams. Accurately track who's working on what, and how much remains to be finished from a familiar social interface. **Smart filters** focus work streams in a snap. In two clicks, **generate a quarterly progress report**, or see high priority items due today.

Activate workflow **templates to accelerate common, repetitive tasks** like customer onboarding, saving a deal at risk, or kicking off a new marketing program. Create rules that trigger actions, and **let Sparqlight do your work for you**: from the smallest task to the most complex business process.

Sparqlight Analytics give access to a wide range of reports including **real-time measurement of key performance indicators (KPI's)**. Personal dashboards help benchmark your own results against your team members. **Accountability has never been easier to track, analyze and improve.**

Turn the page to learn more →

SPARQLIGHT: INTUITIVE AND EASY TO USE

As a **cloud-based application**, Sparqlight's ready to go the moment you sign up. In seconds, Sparqlight creates a business network for your enterprise, and ensures colleagues with the same business email can automatically join. Sparqlight's **familiar social interface** makes it a breeze to learn—**accelerating time to value for any enterprise**.

KEY BUILDING BLOCKS OF SOCIAL WORKFLOW

GOAL

a series of related To Do's adding up to a significant achievement when complete

TO DO

an individual task, and the most basic building block of any workflow

IDEA

a concept that will often become a Goal or To Do after feedback and collaboration

NOTE

useful reference data that helps get day-to-day work done (links, articles, etc.)

SPARQLIGHT SUPERFORM

Located at the top of your Sparqlight work stream, **the Superform** is a clean, all-in-one interface for creating Goals, To Do's, Ideas and Notes:

- **Write up a detailed description**
- **Assign ownership, due date, and priority**
- **Add attachments, links, reminders, related To Do's, and Actions**
- **Share with people and groups, or mark private**
- **Save, activate and edit templates.**
- **Use Super Tags to automatically share and assign due date, priority, and ownership.**

PRIVACY AND SECURITY

Your Sparqlight network is always protected by **SSL for maximum security** of your data. Sparqlight users and group owners have complete control over their record privacy: public, private, shared to an individual, or shared to a group. Network admins have even greater control with **Access Control Lists (ACL's)** and other network settings.

SPARQLIGHT PASSPORTS

In addition to your coworkers, you probably need to collaborate outside of your organization. Passports are a powerful Sparqlight feature that allow you to **invite users outside of your domain to join your Sparqlight network**.

AUTOMATIONS

Automations can be programmed to respond to Sparqlight Goal, To Do completions or Salesforce.com triggers with a specific Action. Available actions now include: cross post to Salesforce Chatter, Yammer, fire a form email and create a new automated Goal or To Do like Onboard New Customer or KO Marketing Program.

SPARQLIGHT APPLICATIONS

Yammer: Log in with Yammer to sync groups, people and tags—automatically or by choice—and cross post to feeds and the Activity Stream.

Google Docs: Easily browse and attach your shared documents to any Sparqlight record.

Salesforce.com: It's time for Happy Customer Town! Make Sales Ops and Customer Onboarding simple. Attach Salesforce.com records to Sparqlight workflow. Trigger workflow from any change, to any attribute, in any Salesforce.com record.

Sparqlight makes it easy to get up and running quickly. We offer a 30-day free trial version of the platform—no restrictions—so sign up, invite your coworkers and get started on the road to Happy Customer town.

Sparqlight Social Workflow is a better way to Measure, Improve and Automate Customer Onboarding and Sales Operations. Get ready for Happy Customer Town! Today's critical business processes must be managed and measured, transparently and collaboratively. Sparqlight is Smart, Simple and Social—especially for jobs that require mission critical, high touch tasks like Sales and Sales Ops, PM, Marketing, HR or IT.