



Our Clients Say

- "WebForPhone is the A-Team."**
- Independence Blue Cross
- "Absolutely phenomenal. We love you."**
- Beech Street Corp.
- "Congratulations!! The Max and Ruby campaign was a HUGE success!"**
- GSI Commerce Inc.
- "Worked extremely well and was a great success. Job Well Done!!!"**
- SEI Investments
- "This is AWESOME!!!"**
- HealthMedia Inc.

**Telephone Access to Salesforce.com
For Busy Professionals On-The-Move**

Getting critical information and faster communications with clients and colleagues, anytime, anywhere, quickly and easily, is indeed invaluable for the busy on-the-move executive.

When you just had a meeting, or been traveling, no need to use PC or PDA:

- ◇ Dial the telephone, be authenticated and then say what information from Salesforce.com CRM to find, update or send.
- ◇ Get new events
- ◇ Access your calendar
- ◇ Browse accounts, contacts, opportunities ...
- ◇ Email, voicemail, transfer calls

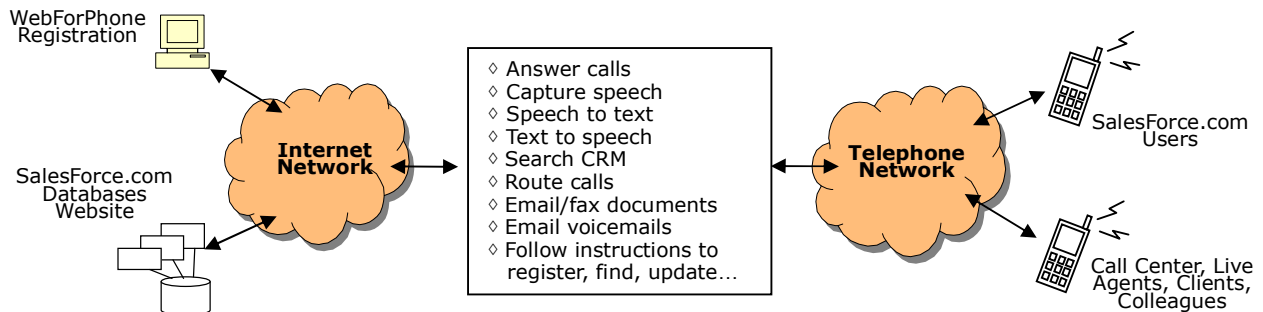
Free Trial

◇ Register at www.WebForPhone.com/SalesForce

Benefits:

- ◇ Respond quickly to opportunities
- ◇ Utilize time more efficiently
- ◇ Route calls, email or voicemail for faster support
- ◇ Different channel – same functionality
- ◇ No more struggling on keyboard or tiny screen
- ◇ Access on-the-move Salesforce data
- ◇ Pay only a fraction of cost of mobile PDA
- ◇ Use any telephone and speak
- ◇ Use for self-service
- ◇ No installation or software required

WebForPhone Platform



WebForPhone Clients

Financial

SEI INVESTMENTS



Edward Jones

Health Care



BRADLEY PHARMACEUTICALS, INC.

Johnson & Johnson

BEST BENEFITS™



Insurance



Retail



Global QVC

tyco

Cherrydale Farms
America's Fund Raising Company

Rita's
Tops • Cones • Shakes
and other Cool Stuff

The Service

One-time registration is required by using the www.WebForPhone.com/SalesForce website. Free trial is available. Registration includes communicating Salesforce login to a secure WebForPhone website and recording voice of user for authentication to assure privacy and security. Thereafter, dialing the WebForPhone Platform, anytime, establishes the connection to sales application of Salesforce.com. The user is prompted by the Platform to say what is needed. The Platform follows with finding, updating or routing respective information or routing calls. As illustrated in the above diagram, the WebForPhone Platform can be envisaged as an Automatic Translator, capable of conversing via telephone with callers at one end and understanding and executing instructions using the Salesforce.com website at the other end.

User Satisfaction

WebForPhone constitutes an add-on channel via speech. It supplements the website access to Salesforce.com. It provides similar functionality for quickly obtaining and updating of information. The WebForPhone Platform assures user satisfaction by:

- Recognizing the large speech vocabulary. It consists of every word used in the CRM data, such as names, locations, numeric values and dates, even recognizing partial names. The user expresses needs using this vocabulary. Words said by the user serve as search parameters to find and update respective data.
- Assisting browsing through the CRM database to locate requested information. It prompts the caller for additional words and responds with illustrative samples, until the needed information is found and the user is satisfied.

Costs

Free Trial, try before you buy. If satisfied, there are one time registration fees per client firm plus per user. Pay as you use. Platform usage charges are cumulative for all users of client firm. They range from \$.20 per minute for minimum monthly usage, of \$10 per month per user, to \$.05 per minute for a million minutes per month usage. Telephone charges are covered by user.

About WebForPhone

WebForPhone is a service of NetXentry, LLC. The company was founded in 2000 to exploit the potential of innovative speech-based business services attainable through integrating state-of-the-art advances in speech recognition, Internet, CRM and telephony. NetXentry develops applications and delivers the WebForPhone services through a proprietary scaleable platform. It has a concurrent servicing capacity of near a thousand calls. Services have also been customized also for Retail, Finance and Health-care. Please see list of clients on reverse page.

Management

Dr. Noah S. Prywes
CEO
215-854-0555 Ext. 211
prywes@netxentry.com

Dr. Jangwoo Shin
Technical Director
215-854-0555 Ext. 208
shinj@netxentry.com

Advisory Board

Professor Jerry Wind
Lauder Prof. of Marketing
The Wharton School

Professor David Farber
Chief Technologist, FCC
Professor of Telecommunications
University of Pennsylvania

Professor Mitch Marcus
RCA Prof. of Artificial Intelligence
University of Pennsylvania

Mr. Robert Auritt
Partner, Meridian Venture Partners

To find out more about how WebforPhone can help you automate your Salesforce.com system, or provide other services, please contact:



215-854-0555
info@webforphone.com
www.WebforPhone.com/salesforce