

**FOR IMMEDIATE RELEASE**

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**FusionExperience and ThinkFusion Launch Fractal Maps for Sales Cloud on Salesforce.com's AppExchange, the World's Leading Business Apps Marketplace**

*Fractal Maps for Sales Cloud taps the power of social and mobile cloud technologies to help businesses accelerate their customer company transformation*

**London: 23<sup>rd</sup> October 2013** – FusionExperience today announced it has launched Fractal Maps for Sales Cloud powered by ThinkFusion on salesforce.com's AppExchange, empowering businesses to connect with customers, partners and employees in entirely new ways. Fractal Maps for Sales Cloud provides more accurate insight and faster access to the full breadth and depth of sales opportunities within an organization across all timeframes, markets and products lines, improving sales performance and data quality.

Built on the Salesforce Platform, the world's leading cloud platform for social and mobile business apps, Fractal Maps for Sales Cloud is now available on the AppExchange at [www.appexchange.com](http://www.appexchange.com).

**Comments on the News**

John Stephenson, Head of Development and Support, FusionExperience

*"The sales teams, sales directors and senior management at companies in our early adopter program already rely on Fractal Maps for a more efficient view of their sales pipeline and customers. Release on the AppExchange now lets us deliver similar value to the broader Salesforce.com community".*

Gervase Clifton-Bligh, Managing Director, ThinkFusion

*"Working with FusionExperience, who have deep experience of the Salesforce Platform, to launch Fractal Maps for Sales Cloud on the AppExchange has helped us bring a better proposition to market more quickly. Now organizations around the world can quickly and easily apply the power of Fractal Maps to a critical business process – making more sales".*

Leyla Seka, Vice President, AppExchange and Partner Operations, salesforce.com

*"The future of enterprise apps is social, mobile and connected. FusionExperience is helping to drive customer success for organisations across industries by harnessing the power of social and mobile cloud technologies to deliver the cutting edge capabilities of Fractal Maps for Sales Cloud."*

**Connect in Entirely New Ways with Social and Mobile Cloud Technologies**

- Comprehensive visual analysis of all your sales opportunities and markets

- Instant access to the underlying data
- Fully integrated and secure Salesforce experience

### **Product Key Features**

Fractal Maps for Sales Cloud helps connected organizations focus on the right sales activities, enhance data quality, improve forecasting, generate customer insight and facilitate adoption. Delivery through salesforce.com's secure AppExchange environment means the app can be up and running within minutes. Custom configurations can then be tailored to specific business requirements.

### **Additional Resources**

- [appexchange.salesforce.com/listingDetail?listingId=a0N3000000B3ZluEAF](https://appexchange.salesforce.com/listingDetail?listingId=a0N3000000B3ZluEAF)
- [www.fractalmaps.com/salesforce](http://www.fractalmaps.com/salesforce)
- [www.fusion-experience.com](http://www.fusion-experience.com)
- [www.think-fusion.com](http://www.think-fusion.com)

### **About the AppExchange**

The Salesforce AppExchange is the world's leading business apps marketplace. With more than 1,800 partner apps and 1.7 million customer installs it is the most comprehensive source of social and mobile cloud apps for business. The Salesforce Platform is the world's most trusted and comprehensive cloud platform for building social and mobile cloud apps, powering Salesforce CRM, and more than 3 million custom apps built by customers and partners. Apps built on the Salesforce Platform can be easily distributed and marketed through salesforce.com's AppExchange.

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### **About FusionExperience**

FusionExperience is an innovative business and technology services company. We fuse our deep domain expertise in the investment, insurance, telecommunications and complementary markets internationally, with technology from our group companies and industry leading partners such as salesforce.com, SAP and Dell, to build platforms and applications that meet specific business needs. Our purpose is to add value to every one of our client's businesses through services and solutions. We operate across multiple sectors, working fast and smart in a world where time is the scarcest resource. [www.fusion-experience.com](http://www.fusion-experience.com)

### **About ThinkFusion**

ThinkFusion's advanced data visualisation technology changes the way you look at information. Fractal Maps let you see all relevant data at every level of detail in one simple picture. No more missed opportunities or unidentified risks, just fast, accurate, reliable insight. Whether you are monitoring real-time performance, managing complex processes, analyzing large reports, or communicating with your team and counter-parts, Fractal Maps provide a highly competitive edge delivered within or alongside a wide range of 3rd party applications. Seeing is revealing. [www.think-fusion.com](http://www.think-fusion.com)