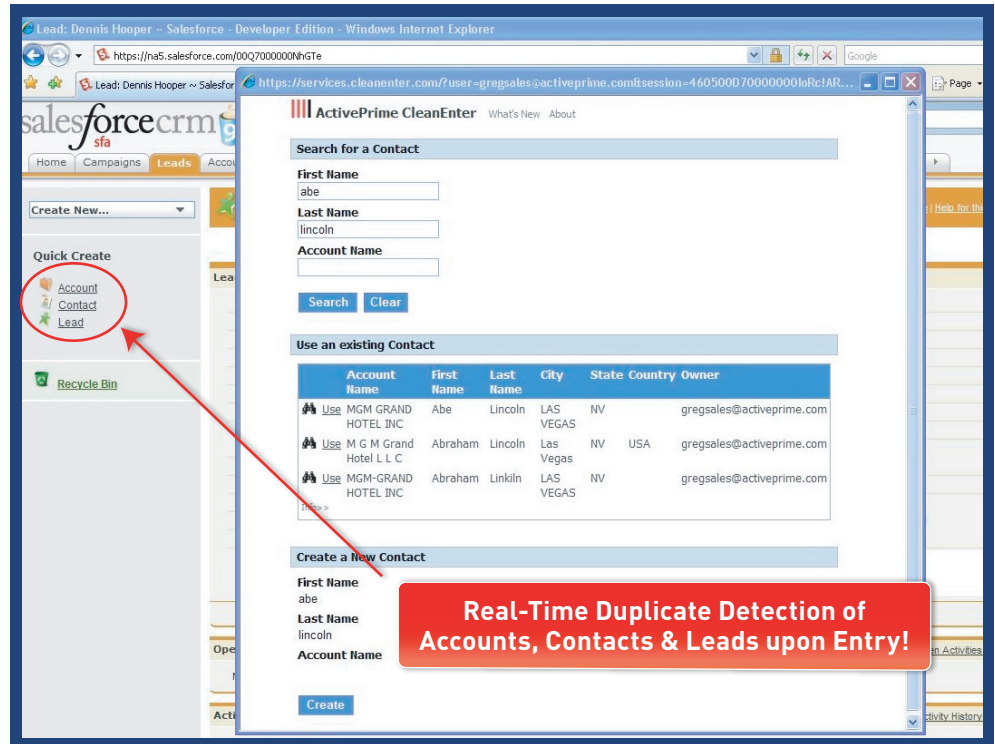


Announcing Real-Time Duplicate Detection Embedded in salesforce.com

Features

1. Real-time Duplicate Detection at Data Entry
2. Data Quality Protection for Contacts, Accounts, Leads and Lead Conversion
3. Advanced Fuzzy Matches Find Wide Range of Errors and Tricky Duplicates
4. Optimized additional Search feature to find Inexact or Fuzzy record matches in the CRM system



The screenshot shows the Salesforce CRM interface with the ActivePrime CleanEnter overlay. The overlay includes a search form for contacts and a table of existing records. A red circle highlights the 'Quick Create' menu, and a red arrow points to the 'Real-Time Duplicate Detection of Accounts, Contacts & Leads upon Entry!' callout box.

Account Name	First Name	Last Name	City	State	Country	Owner
MGM GRAND HOTEL INC	Abe	Lincoln	LAS VEGAS	NV		gregsales@activeprime.com
M G M Grand Hotel L L C	Abraham	Lincoln	Las Vegas	NV	USA	gregsales@activeprime.com
MGM-GRAND HOTEL INC	Abraham	Linklin	LAS VEGAS	NV		gregsales@activeprime.com

Benefits

ActivePrime brings its trusted, top-notch data cleansing software into real-time, with its solution perfectly engineered for the hosted CRM world.

1. **Next Generation Technology:** High speed algorithms search and analyze the CRM data on the spot.
2. **Immediate Results:** Users can immediately review existing data and confidently create a new, unique record.
3. **Instant User Experience:** No software to learn — just advanced technology at work with data entry!
4. **Integral Part of salesforce.com:** Clean data is just a click away, ActivePrime's CleanEnter™ is embedded right in the CRM.