

Media Contact:
Amir Rakha
Aha!
303 945 3319
arakha@ahasoftware.com

Max by Aha! Now Available on Salesforce.com's AppExchange

Salesforce.com Customers Can Now Deploy Max for Sales Forecasting and Performance Optimization Analytics within Salesforce

SAN FRANCISCO – Salesforce.com Dreamforce Conference - September 17, 2007 – Aha! today announced the availability of Max for salesforce.com's AppExchange. Max by Aha! is an on-demand sales pipeline forecasting and valuation analytic service designed to enhance overall sales performance by double digits. Built on salesforce.com's Force.com platform, Max is immediately available for test drive and deployment at <http://www.salesforce.com/appexchange>. The announcement was made today at Dreamforce '07, salesforce.com's User and Developer Conference.

Max brings brand new, easy-to-use analytics to your sales pipeline data. Max replaces traditional, subjective, and error-filled forecasts with data-driven insight to your sales pipeline. The result is reliable, proactive, and accurate decision-making for everyone – marketing, sales, and financial professionals alike. At last, the guessing, hedging, and debating about your sales pipeline and revenue can be left behind.

"We are eager to be joining forces with salesforce.com to launch Max to its customers. With Max and its deep integration on the Force.com platform, outdated and inaccurate sales forecasting methods can be thrown out in favor of a disciplined and proven approach. Max builds a collaborative base for sales, marketing, and finance teams intent on producing accurate sales forecasts and optimizing sales performance to drive the bottom line," said Mark Teflian, CEO of Aha!

"By making rich reporting and analytics capabilities easily accessible on AppExchange, our partners are helping Salesforce users be more strategic in their business," said George Hu, Chief Marketing Officer at salesforce.com. "Max's predictive analytics provide an excellent way for customers to better understand and manage the sales pipeline. Analytics are, and will increasingly be a competitive differentiator for all companies intent on leveraging the power of Salesforce."

Force.com Platform and the AppExchange

Force.com is the on-demand platform for the next generation of business applications. Force.com reinvents traditional customization and integration and enables the creation of a whole new generation of on-demand applications that go beyond client/server computing. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange marketplace, enabling all the innovation that Force.com unleashes to benefit the entire on-demand community.

The AppExchange economy continues to expand as thousands of salesforce.com customers have installed thousands of on-demand business applications available on the AppExchange, found at <http://www.salesforce.com/appexchange>.

ABOUT Aha!

Aha! Software is a leading SaaS enablement company delivering on the promise of breakthrough analytics. The Aha! platform, engine, and language enables the unprecedented creation and access to predictive analytics that are easy to use by business professionals. Founded in 2003, Aha! Software delivers a unique line up of right-time, self-service analytics offered through various partnerships, exchanges, and private in-house solutions. For additional product, or partner information, visit www.ahasoftware.com

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