

Skype for Salesforce Now Available on Salesforce.com's AppExchange



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Press Release Summary = **Salesforce.com customers can now deploy extensive Skype functionality within their Salesforce implementations**

Press Release Body = **Skype and salesforce.com (NYSE: CRM)**, the market and technology leader in on-demand **customer relationship management (CRM)**, have announced the availability of a new version of **Skype for Salesforce via salesforce.com's AppExchange**. **Skype for Salesforce** provides seamless **Skype** integration into **Salesforce on-demand CRM applications** and aims to improve workforce productivity and to streamline customer and partner communication.

*"As more and more people around the world use **Skype** (<http://www.skype.com/>) to talk to their friends and family, they are increasingly adopting **Skype** in the workplace to also talk to colleagues and customers," said **Scott Miller, director of business development with Skype**. "We now offer the tools to integrate **Skype** communication with the **salesforce.com** experience via the **AppExchange**. Besides saving money on telephone bills, this will also enable salesforce.com customers in the small and mid-sized business*

sector to build stronger relationships and improve the way they manage their contact with colleagues, customers and prospects.”

Skype for Salesforce enables **salesforce.com** customers to easily make and receive **Skype calls** or initiate text chats directly with other people whose **Skype** contact names and presence indicators can now be added manually or imported automatically into **Salesforce**. **SkypeOut** (<http://www.skype.com/products/skypeout/>) calls to **non-Skype** users' traditional phone numbers can also be initiated with a single click. Conference calls of up to 10 participants (including the host) can now be conducted using **Skype** for Salesforce and can accommodate any combination of **Skype and non-Skype users**.

Calls from one **Skype** user to another are free, while **SkypeOut calls** are billed at low per-minute rates. Customers can also sign up for one of **Skype's** premium Internet communications subscription packages for unlimited domestic **SkypeOut calling - Skype Pro** (<http://www.skype.com/go/skypepro/>) in Europe and Asia or the **Skype Unlimited Calling** (<http://www.skype.com/products/skypeout/>) plan in the U.S. and Canada.

Skype for Salesforce also integrates with **salesforce.com's** computer telephony (CTI) adapter to enable click-to-call for phone numbers of those customers or business partners listed within Salesforce SFA or Salesforce Service & Support applications. Furthermore, inbound **Skype** calls from parties listed in Salesforce will instantly pop-up the user's record. This way, the **Salesforce** user can immediately add notes about the conversation or transaction into the appropriate record for future reference.

Model Metrics, the leading on-demand CRM consulting firm in the Midwest, is one of the first customers using the new version of **Skype for Salesforce**. **Model Metrics** helps its mid-sized and Fortune 500 clients successfully implement on-demand business solutions. These clients are increasingly interested in finding ways to integrate **Skype** into their call centers for both text chat and telephony.

Model Metrics also uses **salesforce.com** to run its own business. The company's teams of consultants currently use **Skype** to communicate internally and to conduct conference calls with clients. The company views **Skype's** click-to-call and **SkypeIn** functionality as a potential option with which to replace its aging PBX, a step that will

improve its employees' and managers' visibility into sales and support call logs.

John H. Barnes, vice president of technology for Model Metrics said, "**Skype for Salesforce** has already helped our staff interact and work more closely with our customers. We anticipate that this easy-to-use integrated solution will enable our clients to better manage their communications, while also reducing costs."

"**Skype's initial AppExchange** application coincided with the launch of **AppExchange** in January 2006 and was very well received by the **salesforce.com** community, as it enabled them to stay in touch with their customers, suppliers and colleagues spread around the world," said **Matt Holleran, vice president, AppExchange partners, salesforce.com**. "The new **Skype for Salesforce** application further revolutionizes business communications by making team collaboration and effective communication a seamless part of every workday. **Salesforce.com** customers can get it from the **AppExchange** with just a few clicks to enable a whole new set of functions to enhance how they communicate with their clients and prospects."

Access to a broadband Internet connection is required for **Skype** and all **Skype Certified devices and accessories**. **Skype** is not a replacement for a traditional telephone service and cannot be used for emergency calling.

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