



## **Knouen Technologies Launches OfficeSync to Link Oracle Siebel CRM and Microsoft Platforms**

*Knouen OfficeSync Enhances Enterprise Investment in Siebel CRM by Seamlessly Integrating Back-office Functionality with Microsoft Outlook for Increased Productivity*

**SEATTLE – September 24, 2007** – Knouen Technologies, an emerging leader in information worker productivity solutions, today announced the release of Knouen OfficeSync for Siebel. Knouen OfficeSync empowers the information worker to access, manage and share information from enterprise CRM applications like Siebel through desktop productivity applications such as Microsoft® Outlook®.

Knouen offers a secure and integrated solution with a high-impact feature set that does not require a customer to upgrade to the latest version of Siebel. Knouen OfficeSync's powerful feature set allows information workers to bi-directionally synchronize Microsoft Outlook data, link email and create Siebel items from within Outlook through a seamless integration directly between Microsoft Outlook and Siebel CRM. This integration eliminates laborious and error prone duplicate data entry of critical customer sales information. Information workers also have a real time and at-a-glance view of sales performance through Knouen's digital dashboard. Knouen OfficeSync's flexibility even allows productive collaboration between Siebel users using Microsoft Outlook either online or offline, further extending customer data enterprise-wide.

"As a leader in high-performance computing, SGI is always looking for ways to increase value through the synergy of our front and backoffice systems, enabling us to exploit our rich data sets," said Diane Gibson, CIO of SGI. "We selected Knouen's OfficeSync to advance our vision for empowering sales teams around the world through dramatically improved access to their revenue-generating information. We're looking forward to the increased collaboration, user satisfaction, and productivity our deployment will bring."

Knouen OfficeSync helps information workers eliminate the need to switch between enterprise and productivity applications in order to accomplish processes such as opportunity management, order entry and contact management. Knouen OfficeSync both exposes Siebel data directly in Microsoft Outlook, and allows Microsoft Office content to easily be added to Siebel. Knouen OfficeSync increases the productivity of enterprise sales, marketing, support and customer facing professionals who are often frustrated by the lack of connectivity between their CRM system and their daily use of Outlook email and Office applications.

"Knouen OfficeSync for Siebel seamlessly connects Microsoft Outlook and Siebel environments to enable greater visibility and increased access to all Siebel data," said Bernard Drost, Chief Technology Officer at Innoveer Solutions. "Our customers work with Innoveer to improve their overall sales, marketing, and service effectiveness and achieve an integrated view of customer information. We are excited to offer Knouen

solutions to our customers to help them further address their business needs, increase internal efficiency and business growth, and enhance the overall customer experience.”

Numerous systems integrators and solution providers have participated in the Knouen Office Sync preview program and are eagerly anticipating its availability.

### **About Knouen Technologies**

Based in the Pacific Northwest, Knouen (or ‘knowledge’ in native English) was born out of a vision to deliver knowledge-based software solutions to enterprises – ingenious applications that transform business activities. The company’s flagship software solution, Knouen OfficeSync for Siebel, provides bidirectional synchronization between Microsoft® Outlook® and Oracle®’s Siebel CRM applications to unify an enterprise’s front- and back-office systems. With Knouen OfficeSync, organizations are able to better manage their customer-driven activities, increasing efficiency, profitability and responsiveness. To learn more about how Knouen helps businesses realize the promise of their CRM investments, go to <http://www.knouen.com>.