

ADC ON-DEMAND

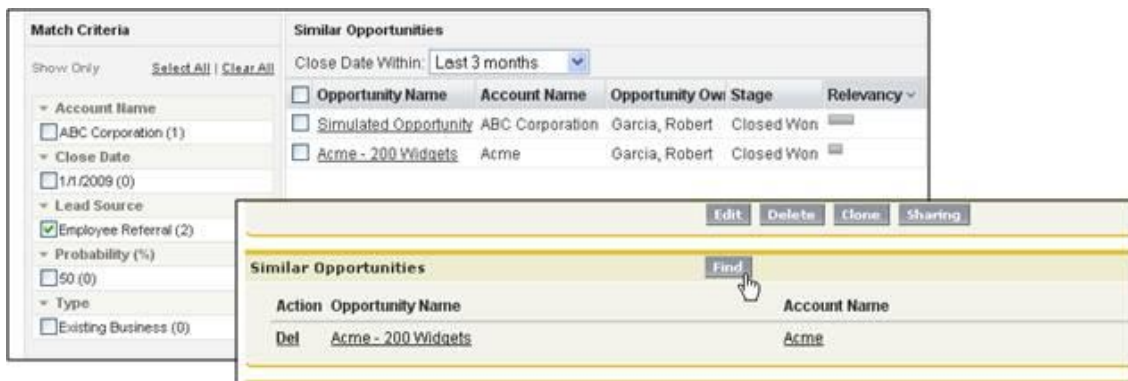
American Data Company has compiled a brief overview of the new features available in the Winter '09 update for our valued clients and friends. Scheduled for release on February 6-14, the update contains many new and exciting features.

Some of the highlights include:

STROKE OF GENIUS!

Does your latest deal seem like a case of deja vu? You know you've seen a deal like this before, and you knew it involved Coal Analyzers, but you just can't remember who worked it or when it was. With Spring '09 comes **Opportunity Genius**, a feature enabling you to quickly find similar opportunities!

With the click of the 'Find' button, Salesforce will analyze all of your Opportunity criteria to find recommended matches with similar characteristics. A relevancy gauge and a choice of filter criteria -- such as Account Name, Opportunity Type, or related Product -- will help you choose similar match(es). Simply select a match and see all the details, then include it on the Similar Opportunities related list for future reference.

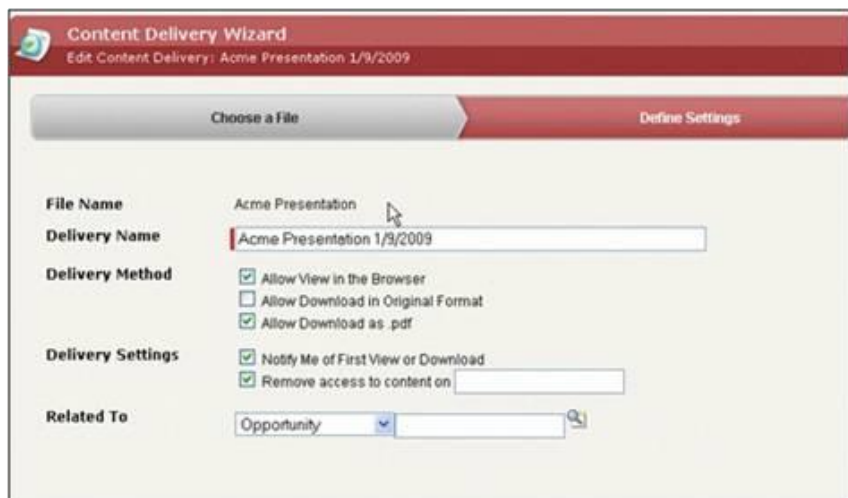


Speaking of deja vu...wasn't this YOUR idea? You're right, it was! **Opportunity Genius** is just one of many new features to originate from the Salesforce IdeaExchange community. Check out the latest ideas on the IdeaExchange (ideas.salesforce.com).

CONTENT, DELIVERED IN THE CLOUD!

Share and send email attachments easily with **Content Delivery**. Salesforce CRM Content documents can be sent via a single email link to view online, allowing you to share them with anyone, including non-Salesforce users. What's more, your attachments will never clutter up their inbox!

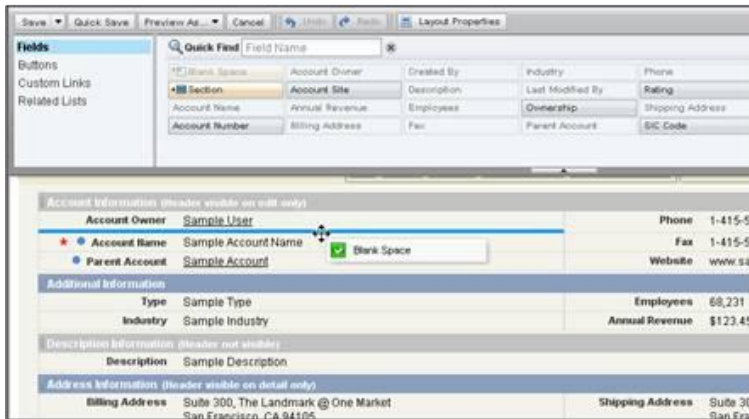
And, you can determine download





permissions, such as choosing whether they can only view files as PDFs or only in the cloud. Is your proposal only good for today? **Content Delivery** lets you designate an expiration time for access to the file.

Never send the wrong document to a client again! Preview PowerPoint, Word, Excel, PDF and image files with **Inline Content Views** in Salesforce CRM Content - a full screen preview is just a click away.



FOR ADMINISTRATORS

Have you ever wished the Page Layout Editor actually looked like a page layout? The **Enhanced Page Layout Editor** has a new look-and-feel and an improved drag-and-drop design. Furthermore, you can take advantage of new capabilities to better manage your fields by adding blank spaces, using undo/redo and the field find functionality.

Cross-Object Workflow - we've asked for it, we've got it. Now, with Spring '09 you can write workflow rules on child objects to update fields on parent objects.

ENHANCED REPORTING AND DASHBOARDS

Spring brings an extended ability to schedule delivery for new snapshot reporting. With **Summary Report Data Snapshots**, you can create Analytic Snapshots and generate historical views to observe trends over time.

You can view these stored metrics in dashboards, and with the **Dashboard Finder** it's easier to look for your dashboards by simply typing part of the name in the search box. And, if you're on the go **Dashboards for iPhone** lets you view your latest metrics anywhere, anytime.

NEED A HEAD START?

This is just a small portion of all the great updates coming to you in Spring '09. Other notable upgrades include enhancements to Salesforce Sites, and enhancements to Salesforce CRM Partner Networks, where you can share your records with multiple partners, and - through the Salesforce-to-Salesforce API - create powerful automated sharing rules for Opportunities and more. Needless to say, keeping up with all of these changes can be a little overwhelming - not to mention time-consuming! American Data Company can explain the enhancements and prep your team so they can hit the ground running when the updates roll out.

[Contact us](http://www.americandatacompany.com/contact) for more Spring '09 training info (www.americandatacompany.com/contact).

Get your [Spring '09 pre-release login](#) and start testing these new features today!