



## FOR IMMEDIATE RELEASE

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**ITAGroup's PerformanceSuite® App Now Available on the Salesforce AppExchange,  
the World's Most-popular Marketplace for Business Apps**

*Customers can now integrate ITAGroup's incentive programs directly in Salesforce CRM*

*Dreamforce 2011, the cloud computing event of the year, will showcase how businesses can tap into the power of social, mobile and open technologies to become social enterprises*

**SAN FRANCISCO – Salesforce.com Dreamforce Conference – Aug. 31, 2011 --** ITAGroup today announced the availability of its PerformanceSuite® App on the AppExchange. With the new PerformanceSuite App, companies can now operate ITAGroup's employee loyalty and sales productivity promotions from within Salesforce CRM. Built using Force.com, salesforce.com's enterprise cloud computing platform for building employee social apps, PerformanceSuite App is available immediately for test drive and deployment from the Salesforce AppExchange. The announcement was made today at Dreamforce 2011, the cloud-computing event of the year.

"This is a new way to run points-based sales incentives and loyalty solutions right from Salesforce CRM," said Chet Hogenson, business development manager, ITAGroup. "It allows organizations to overlay powerful incentive programs onto their Salesforce deployment, increasing employee engagement, driving organizational performance and maximizing ROI."

Dreamforce 2011 is the cloud computing event of the year. The ninth annual conference will welcome more than 30,000 customers, partners and developers to the new world of the social enterprise. With more than 450 sessions and 250 cloud companies in the expo, Dreamforce offers the content and educational opportunities that enable attendees to tap into the power of the social enterprise.

**About the Force.com Platform and AppExchange**

Force.com is the trusted social enterprise platform for building and running any employee app in the cloud. Force.com powers the Salesforce CRM apps, the more than 200,000 custom apps used by salesforce.com customers such as Japan Post, Kaiser Permanente, KONE, and Sprint Nextel and the more than 1,200 ISV apps built by partners such as BMC, FinancialForce.com and Fujitsu.

Enterprise apps built on the Force.com platform can be easily distributed and marketed through the salesforce.com AppExchange <http://www.salesforce.com/appexchange/>.

The salesforce.com social enterprise platform delivers the most trusted and comprehensive cloud technologies for social, mobile and open apps. It includes Force.com, the cloud platform for employee

apps, Heroku, the cloud platform for customer apps and Database.com, the cloud database to integrate the social enterprise.

Salesforce, Dreamforce, Force.com, Heroku, AppExchange and others are trademarks of salesforce.com, inc.

**About ITAGroup**

**ITAGroup** combines incentive programs, rewards and recognition, group travel and event management to engage employees, motivate channel partners and ignite customer devotion. And we rely on traditional business values like hard work, integrity and great customer service to make sure our clients are successful. Founded in 1963, **ITAGroup** is headquartered in West Des Moines, Iowa, with sales offices in Atlanta, Boca Raton, Chicago, Dallas, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, Philadelphia, San Francisco and the greater New York City area.

Visit [www.itagroup.com](http://www.itagroup.com) or follow **ITAGroup** on Twitter at [www.twitter.com/itagroup](http://www.twitter.com/itagroup).

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