



Find more leads, close more deals and get more clients—faster. LexisNexis® Prospect Portfolio integrates vital company and executive data into your Salesforce® CRM.

## Develop your customer relationships with greater ease and speed.

LexisNexis® Prospect Portfolio delivers world-class business, industry and company intelligence seamlessly within Salesforce®—making it easy for you to identify and research prospects, deepen relationships and achieve more sales. Power your CRM with in-depth, comprehensive coverage of more than 80 million companies, 80 million executives and 1,000 industries in a single, easy-to-access, Web-based tool.

Perform your most important tasks directly from your CRM!

LexisNexis® Prospect Portfolio delivers authoritative and trusted business information to your CRM—from news, bios and industry reports to contacts with email and direct phone numbers, as well as SEC data, financials, in-depth company analyses, corporate family relationships and competitors. Plus, you'll gain access to current data on trademarks, brands, legal cases, litigation and SWOT reports, and much more. LexisNexis offers premium content from 80+ leading business and financial intelligence sources and over 26,000 news sources—data you can trust to be reliable and comprehensive.

### Discover new opportunities

Quickly create company lists that can be downloaded into Excel®, and executive lists that can be downloaded into either Excel or the Salesforce CRM leads area to launch into your pipeline workflow easily.

To create a prospecting list, specify the attributes of the companies or people you are looking for, then click Create.

**Create a List of...**

Create a list of:  Companies  People    Currency Conversion: US Dollars (USD)

Clear Form

Company Type: All Companies  Only show headquarters locations **Create**

Sales/Revenue: Above [ ] Below [ ]

Employees: From [ ] To [ ]

Search: Business Description For cloud

Company Name: [ ]

Ticker: [ ] Upload a list Dossier ID: [ ]

Tip: Use commas to search for multiple tickers, e.g., goog, ibm.

Regions/Countries: United States Select Multiple

States: All States Select Multiple Counties: [ ]

Cities: [ ] Street Address: [ ]

ZIP Codes: [ ] Area Codes: [ ]

Tip: U

**Existing Account Contacts**

Select the contacts that you want to add to this account, then click Add.

Add  Select All  Clear All

Name	Title	Email	Telephone
<input type="checkbox"/> Ferdinand Abadi	Partner TEAM Unit Manager	feabadi@microsoft.com	1(425)882-8080
<input type="checkbox"/> Mark ABear	Strategic Partner Manager-Education	mark.abear@microsoft.com	1(425)882-8080
<input type="checkbox"/> Shane Abreu	President	shane@microsoft.com	1(425)882-8080
<input type="checkbox"/> Alex Achucarro	Partner ENGAGEMENT Manager	alex.achucarro@microsoft.com	1(425)882-8080
<input type="checkbox"/> Doug Adams	Partner Manager-Boston	doadams@microsoft.com	1(614)719-2574

Generate company and executive lists using several different criteria, such as geography, revenues, job titles, industry or even keyword search business descriptions. Ease of use allows sales professionals to easily generate target lists for their territories.

View your results online, download into Excel or import directly to your Salesforce CRM leads area.

Now you can discover more about your clients and prospects—in just a click or two.

**INTERNATIONAL BUSINESS MACHINES CORP**

**Include this report on your site**

**INTERNATIONAL BUSINESS MACHINES CORP**

Type: Public - Parent  
 Address: One New Orchard Road, Armonk, New York 10504-1722, UNITED STATES  
 Phone: +1 914 499-1900  
 Fax: +1 914 765-4190  
 DUNS® Number: 00-136-8083  
 Ticker(s): IBM  
 Exchange(s): NYSE  
 Email: [ibm@computershare.com](mailto:ibm@computershare.com)  
 Internet: [www.ibm.com](http://www.ibm.com)  
 Employees: 355,766

**Industry Classification**

Primary SIC Code Computer integrated systems design (7373)  
 Primary NAICS Code Electronic Computer Manufacturing (334111)  
 All Classifications

**Business Description**

The wizard of information - the champ of technology. Look no further than IBM! Incorporated in 1911 and headquartered in Armonk, NY. International Business Machines Corporation (NYSE:

**Stock Quotes and Charts**

Results for IBM as of: Jul 18, 2011 - 04:29:08 EST  
 Last Sale 175.28 Net Change 00.25  
 Source: SunGard PowerData™ (Tradeline®) Pricing and Chart. Quotes delayed at least 15 minutes per the respective stock exchanges.

Closing Price  
 114 Aug Sep Oct Nov Dec 2011 Feb Mar Apr May Jun Jul

Volume (millions of shares)  
 0 9 18 27 Aug Sep Oct Nov Dec 2011 Feb Mar Apr May Jun Jul

Daily: July 16, 2010 to July 15, 2011

Custom Charts from SunGard

Company, industry or executive profiles quickly deliver key information about your customers and prospects. Win more business by being more informed about the things that matter most to your customers or prospects.

Be the first to know about important changes that signal new sales opportunities—with “trigger event” searches and alerts from the world’s most trusted database, including recent news compiled from over 26,000 premium news sources. You’ll gain an edge with check-box selection of 18 frequently used trigger events. And with an additional 3,300+ event tags available to add to your searches, you’re sure to find compelling events matched to your organization’s unique products or services.

Use the History, Save Search and Alerts tools to save favorite searches to a watch list or receive email updates of important events.

**Recent News**

To search thousands of sources for news from the last 90 days, enter your search terms and click Search.

Search Terms: Enter account/prospect name(s), places or industries here

**Triggers**

- Acquisitions & Alliances
- Business Expansion
- Company Presentations
- Company Location & Facilities
- Compliance Issues
- Corporate Social Responsibility
- Donations & Sponsorships
- Data Security
- Financial Distress
- Funding Developments
- Leadership Changes
- Litigation

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Don't miss a thing! Trigger Alerts and news searches help you stay on top of important events to get you in front of the right prospects at the right time—increasing your sales opportunities.

**Create Alert: INTERNATIONAL BUSINESS MACHINES CORP**

Type of Alert: News

Name of Alert: ibm

Additional Terms (Optional):

Triggers:

- Acquisitions & Alliance
- Business Expansion
- Company Presentations
- Company Location & Facilities
- Compliance Issues
- Corporate Social Responsibility
- Donations & Sponsorships
- Data Security
- Financial Distress
- Funding Developments
- Leadership Changes
- Litigation
- Marketing Promotions
- Negative News
- New Contract Awards
- Product Launches
- Real Estate: Construction
- RFPs

Schedule Alert:  Daily, Monday - Friday at 12:00 AM EST

Method of Delivery:  Email to: d.rosenberg@lexisnexis.com, Send As: inline text, Email Format: HTML

View Online Only  
 Alert me only if there are new results

Results Format: Expanded List View

Save Cancel

Create Alerts to be notified of critical financial, marketing and news activities impacting clients and prospects—as well as easy checkbox selection of 18 popular Triggers to add to your alerts.

Look at all the additional information you can acquire—when LexisNexis *Prospect Portfolio* and Salesforce work together.

**Increase your efficiency**

Enrich your Account and Lead Records. Custom links allow you to easily embed company details and contact information in your Account and Lead records and seamlessly link to current, relevant company profiles and news.

The screenshot displays a Salesforce account record for Microsoft. The top section, 'Account Detail', includes fields for Account Owner (Smith Jane), Account Name (microsoft), Parent Account, Account Number, Account Site, Type (Prepackaged software), Industry (Prepackaged software), Annual Revenue (\$69,943,000,000), Billing Address (One Microsoft Way, Redmond, Washington 98052), and other metadata. Below this is a 'Description' of Microsoft Corporation. A navigation bar includes 'Snapshot', 'Employees List', 'Company Hierarchy', 'Brands', 'Competitors', and 'Current News'. The main content area is divided into three sections: 'MICROSOFT CORP' with contact and company info, 'Industry Classification' with SIC and NAICS codes, and 'Yearly Financials' with a table of financial data. At the bottom, there are 'Custom Links' for 'Update Account Detail', 'Update Contacts', and 'Learn More'. Red circles highlight the 'Industry Classification', 'Yearly Financials', and 'Custom Links' sections.

Item	Value	Source
NET INCOME (USD)	23,150,000,000	1
NET SALES (USD)	69,943,000,000	1
TOTAL ASSETS (USD)	108,704,000,000	1
TOTAL LIABILITIES (USD)	51,621,000,000	1
EBITDA (USD)	27,161,000,000	1

Prospect Portfolio integrates mini-widget displays directly onto the Account tab so you can see key LexisNexis financial and industry data without any additional clicks. Prospect Portfolio also embeds three custom links into each of your account records to highlight and bring you more detail on the most current business information available.

From the Accounts tab, a new mini widget allows you to get easy access to valuable data from LexisNexis without having to leave the current tab or click into links.

Find out how LexisNexis *Prospect Portfolio* integrated with Salesforce can help you acquire more sales. Call 1-888-AT-LEXIS.





Imagine all you can achieve—with the power of LexisNexis Prospect Portfolio and Salesforce combined!

**microsoft**

Select the contacts that you want to add to this account, then click Add.

Existing Account Contacts.

Name	Title
Mak Agashe	Partner Director SDET
Shane Abreu	President

Add    [Select All](#)    [Clear All](#)

Name	Title	Email	Telephone
<input type="checkbox"/> Ferdinand Abadi	Partner TEAM Unit Manager	feabadi@microsoft.com	1(425)882-8080
<input type="checkbox"/> Mark ABear	Strategic Partner Manager-Education	mark.abear@microsoft.com	1(425)882-8080
<input type="checkbox"/> Shane Abreu	President	shane@microsoft.com	1(425)882-8080
<input type="checkbox"/> Alex Achucarro	Partner ENGAGEMENT Manager	alex.achucarro@microsoft.com	1(425)882-8080
<input type="checkbox"/> Doug Adams	Partner Manager-Boston	doadams@microsoft.com	1(614)719-2574

Update your account records with selected contacts—complete with email address and direct telephone lines.

The **Learn More** custom link provides one-click access to the company’s profile for timely and relevant profile content, financials, news, legal, executive lists, stock charts and more.

**And that’s just the beginning!** The integration offers so many additional ways to speed your work.

LexisNexis and Salesforce are fully integrated—so you’ll have an easier time doing everything you need to do most—from identifying and researching prospects, to deepening relationships and achieving more sales.

Discover how LexisNexis Prospect Portfolio integrated with Salesforce can help to create new opportunities—driving sales success.

Call **1-888-AT-LEXIS**.



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CLICK THE ICONS  
@LexisNexisBiz



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