

Koral Dramatically Extends salesforce.com's Document Management Capabilities

Free use version designed for rapid adoption now available via salesforce.com's AppExchange

SAN FRANCISCO, October 9, 2006 — Koral, a content collaboration company that leverages software-as-a-service and Web 2.0 concepts to improve business productivity, announced today that it is offering a free version of the Koral content management application for salesforce.com users through the AppExchange program. Through this integration, Koral enables seamless document management within salesforce.com. Koral Basic Edition licenses are free to salesforce.com customers and can be downloaded at www.salesforce.com/appexchange.

Koral is an easy-to-use solution for managing a company's critical information that is spread across documents, e-mails, web pages and folders. Koral stores the documents on-line in a centralized repository, allows colleagues to intelligently share content, provides powerful search capabilities so users can find exactly what they need, and automatically versions documents so that everyone remains in sync. The net result will greatly increase productivity for business users.

The new version available inside of salesforce.com allows users to access relevant documents using Koral via a one-click search directly from an account, lead, or opportunity. The document can then be linked to the record for easy access throughout the sales cycle. Koral greatly extends the salesforce.com document management capabilities by enabling users to preview files online and perform a full-text search for documents. Koral also adds a version control system to salesforce.com to ensure users are working from the most current version of a document while leaving old versions intact.

"It's vital for sales and marketing teams to have immediate access to the most current and relevant information available when collaborating – messaging, product information, pricing lists, and contract language are only a few examples of information that costs the company time and money when personnel don't have the latest versions of useful content," said Mark Suster, founder and CEO of Koral. "Koral's integration with salesforce.com makes it possible for team members to effortlessly find and link relevant content to their leads, accounts, or opportunities, and Koral automatically keeps them informed when those documents are updated."

Koral leverages Web 2.0 concepts by organizing documents around tags instead of folders. Users can quickly and easily find exactly what they need without having to search through cumbersome folder hierarchies on the desktop. Document contribution to the hosted Koral Content Repository is effortless and can be done directly from desktops, without having to log onto the system. Koral also automatically recommends how to classify documents and automatically indexes all of the content, making it easy to find. This functionality makes collaboration simple, which leads to improved business productivity.

To try it for free, download Koral from the AppExchange site – <http://www.salesforce.com/appexchange>

About Koral

Koral is a content collaboration company delivering Web 2.0 for business, launched by three serial document management entrepreneurs. The Koral solution is purpose-built for end users overwhelmed with documents in email, folders or corporate LANs and who need a better solution for sharing content with a salesforce, partners, customers or collaborators. Eighty percent of business content lives in documents rather than in databases and the majority of these documents have no management system at all. Koral aims to fill this market gap. Koral's offices are located in San Mateo, California. For more information about Koral, visit <http://www.koral.com>.