

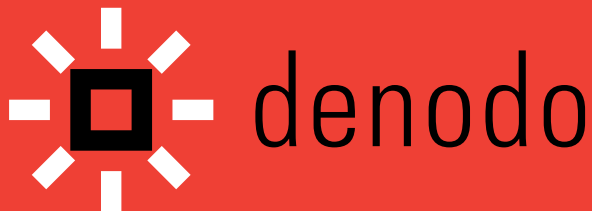
Do you Mashup?

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Demo Schedule

Monday, June 9, 2008

- 1:00 pm **Sales Productivity Mashups** - Imagine having the power to sell through your network! LinkedForce business mashup demonstrates how Denodo accesses LinkedIn.com through secure Web Automation to intelligently combine and enrich the data with Salesforce so you can reach not only your contacts in Salesforce, but any other contacts through your LinkedIn Connections – all in one place!
- 2:00 pm **E-Commerce and B2B Automation** – Telco retailer uses Denodo to interface between their CRM and point-of-sale systems and the product catalogs and order systems of its many suppliers using advanced web automation. Web automation uses the ubiquitous browser interface to aggregate and exchange data in real-time with partners' web-based applications.
- 6:30 pm **Single Customer View and Competitive Intelligence in Finance** – After a merger transaction, a Bank uses Denodo to rapidly integrate data from different CRM, product catalog and other sources across the merged banks to provide a holistic view of customers. This enables the bank to identify underserved customers and up-sell opportunities for new products and even consider competitor pricing and offers to match to minimize customer churn. 30 day deployment with positive ROI within 6 months.
- 7:30 pm **Competitive Intelligence** – In business the smart competitor wins! See how a medical equipment manufacturer uses Denodo to find qualified leads by accessing competitor's websites and automatically combining the data with its own CRM system!

Tuesday, June 10, 2008

- 12:30 pm **Sales Productivity Mashups** - Imagine having the power to sell through your network! LinkedForce business mashup demonstrates how Denodo accesses LinkedIn.com through secure Web Automation to intelligently combine and enrich the data with Salesforce so you can reach not only your contacts in Salesforce, but any other contacts through your LinkedIn Connections – all in one place!
- 1:30 pm **Single Customer View** – Find out how a Telco company used Denodo to provide their call center employees with a holistic view of customers and products that ultimately resulted in reducing costs, increasing customer loyalty and up sell/cross-sell opportunities.