

Ad Hoc Results For:

Company: SuccessFactors
 Region: North America
 Start Date: 1/1/2010
 End Date: 10/26/2010

Results:

Total Coverage Records	243	view article(s)
Article coverage	149	view article(s)
Blog Post coverage	61	view article(s)
Pick Up Coverage	0	view article(s)
Press Releases	33	view article(s)
Industry Only coverage	0	view article(s)
Combined More than Mention and Stand-Alone	142	view article(s)
Stand-alone coverage	75	view article(s)
More Than a Mention coverage	67	view article(s)
Mention Only coverage	68	view article(s)
News Announcements	24	view article(s)
Financial coverage	109	view article(s)
Not Financial coverage	134	view article(s)
Vertical - HR coverage	15	view article(s)
Top 100 Newspapers coverage	3	view article(s)
Business Press coverage	126	view article(s)
Consumer Press coverage	1	view article(s)
Trade Press coverage	64	view article(s)
Result Of PR Effort coverage	0	view article(s)
Positive Tone coverage	177	view article(s)
Neutral Tone coverage	24	view article(s)
Negative Tone coverage	9	view article(s)
Uncategorized Tone coverage	33	view article(s)
Coverage with Article content	243	view article(s)
Coverage with Executive references	21	view article(s)
Total Executive references	23	view article(s)

Account Competitors Customers Products Executives Trends Add/Edit Coverage **Generate Reports**
Ad Hoc Results For:

 Result Type: Combined More than Mention and Stand-Alone
 Company: SuccessFactors
 Region: North America
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Pub Date	Publication	Author	Headline	Stand Alone	More Than Mention	Mention Only	Tone	Media Type	News	Press Rel	Pickup	Industry Only	PR Effort
9/30/2010	Barron's	Curtis Shauger	Favorites in On-Demand Software	N	Y	N	1	Business Press	N	N	N	N	N
9/30/2010	SmarTrend	Chip Brian	SuccessFactors Upward Momentum Looks to Continue (SFSF)	Y	N	N	1	Business Press	N	N	N	N	N
9/29/2010	Market Intellisearch	Leo Goldman	Options Alert for SuccessFactors (SFSF)	Y	N	N	1	Business Press	N	N	N	N	N
9/29/2010	The Street		Three New Tech Stocks That Could Triple	N	Y	N	1	Business Press	N	N	N	N	N
9/28/2010	Blogging Stocks	Eric Buscemi	Analyst Calls: AAI, APSSG, D, GBX, HSP, LVS, SGEN, SI, SON, TGT, TXT ...	N	Y	N	2	Business Press	N	N	N	N	N
9/28/2010	The Street		Pulte Homes: Upgrades, Downgrades	N	Y	N	2	Business Press	N	N	N	N	N
9/28/2010	Miyanville	Justin Sharon	Upgrades and Downgrades: Las Vegas Sands Is In Luck	N	Y	N	2	Business Press	N	N	N	N	N
			SuccessFactors (SFSF) New										

Print Articles

 Executives Analysts Products Competitor Products Competitors Customers Trends **Article**
<http://www.informationweek.com/news/software/hosted/showArticle.jhtml?articleID=227500011>

 Success Factors Upgrade Follows Salesforce.com Footsteps
 Cloud-based applications vendor will add Chatter-style collaboration capabilities.

In a move that parallels Salesforce.com's recent launch of Chatter collaboration services, SuccessFactors on Thursday announced it will add free collaboration capabilities to its