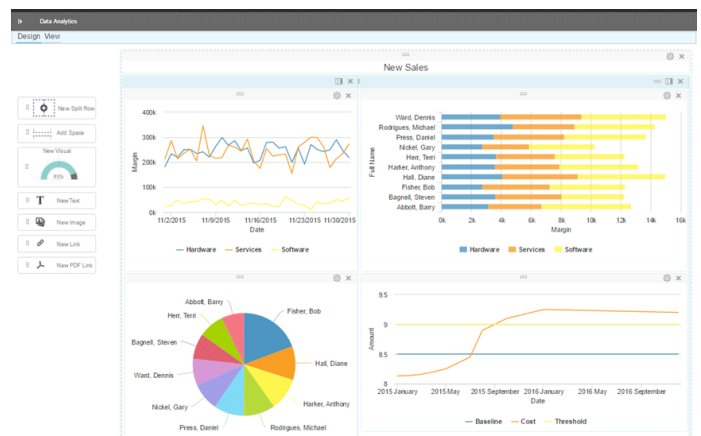


Optymyze Launches Enhanced Self-Service Analytics, New Social and Territory Management Capabilities

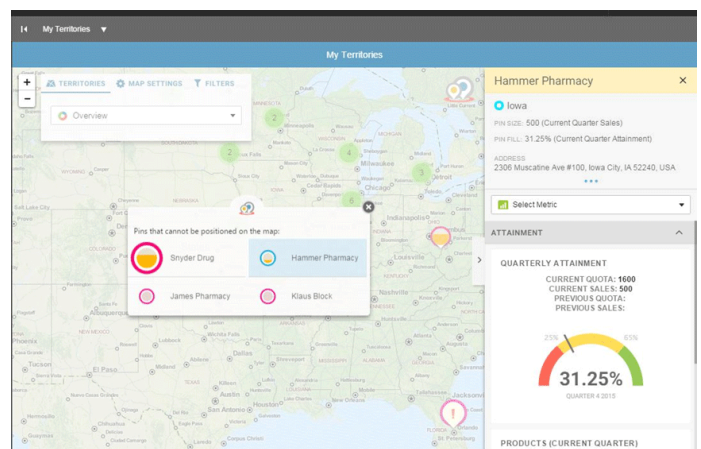
Latest Product Release Includes Cutting-edge Features to Increase Sales Management Visibility and Improve Outcomes

CHESTER, Pa. – November 12, 2015 — Optymyze®, a worldwide provider of enterprise cloud applications and services for improving sales and channel performance, today announced details of its third quarter release of the Optymyze Sales Performance™ platform, delivering new features and capabilities that will drive faster results in sales performance.

“Optymyze is committed to developing market-leading solutions that enable organizations to benefit from greater alignment, efficiency, productivity and visibility of their sales forces and sale channels,” said E.K. Koh, vice president of Products for Optymyze. “To that end, we are pleased to announce the latest updates to our platform, which will empower sales teams with new self-service predictive analytics functionality and improved sales territory management and enable organizations to better align sales teams with overall goals. As sales organizations grow and strive to succeed in increasingly competitive markets, our investments in our products will help by increasing sales person engagement and alignment between sales and the business objectives, leading to better business outcomes.”



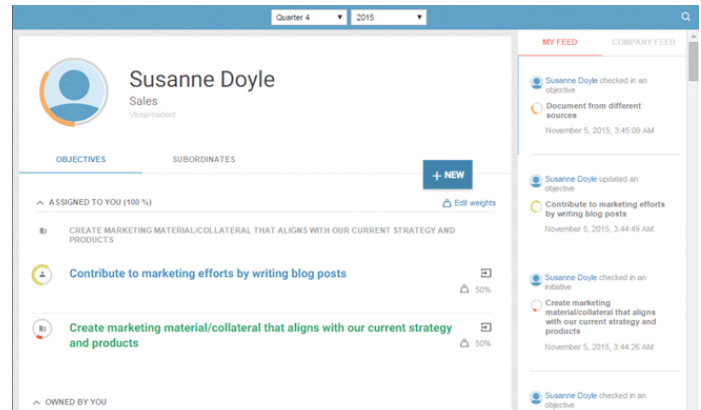
Enhanced Self Service and Predictive Reporting: Users can tailor their reporting and analytics dashboard to meet their needs.



Enhanced Optymyze Territory Management Product: Territory management map view looking at attainment for one account.

“Sales effectiveness is essential to driving best possible outcomes, and lack of it in almost half of sales organizations (48 percent) is driving new investments,” said Mark Smith, CEO & chief research officer, Ventana Research. “Optymyze’s continued advancement in providing best-in-class sales performance management as found in its advancements in territory optimization and sales analytics, where it provides forward-looking indicators to guide actions, are key areas to drive best possible effectiveness from your sales organizations.”

With this third quarter product update, Optymyze introduced a range of product enhancements to further elevate sales performance management as a strategic activity and provide greater transparency throughout the process. These latest developments include.



New Optymyze Social Objectives: Individual dashboard shows a user’s objectives, with activity feed and progress towards their attainment.

Self-Service, Predictive Reporting and Analytics

Optymyze launched new self-service and predictive capabilities as part of the [Optymyze Sales Analytics Platform](#). With enhanced visibility into key sales information, sales operations can deliver customized tables, reports and analytics visualizations to sales managers, who can then perform their own analyses and make more informed decisions. In addition, sales managers can use the predictive capabilities to see future projections related to many types of data within the system. These new capabilities are accessible on mobile devices as well, allowing sales managers to see information where and when it is most convenient.

Powerful and Easy-to-use Territory Management Application

Optymyze also introduced an enhanced territory management application as part of the Optymyze Sales Org Cloud solution, which allows sales operations users to visualize sales performance based on a map view of territories. Users can apply filters to the data and view performance metrics within the context of the territory map, making it easier to optimize territory design, and to increase market share and sales activity. In keeping with Optymyze’s goal of improving time to value through powerful yet easy-to-use tools, this upgrade offers a simple configuration wizard that guides users through set up so they can implement the application and derive value quickly.

New Social Objectives Improve Alignment of Sales People and Sales Initiatives

Part of the Optymyze Sales Force Cloud solution, the new Optymyze Social Objectives product supports all best-of-breed capabilities of classic objective management products, such as the ability to create objectives that have a defined measurement scale and that can be aligned upward to higher level group or department objectives, or cascaded downward from the department level to individual employees. Collaboration features like the ability to support discussion forums around the objectives of others in the organization can provide encouragement and constructive feedback to employees as well as drive improved employee engagement and transparency. This application is also fully mobile and can be used easily on any device.

Increased Reliability and Time to Value

Optymyze released a new Configuration Analyzer tool as part of the Optymyze Platform to increase both the reliability and time to value of the Optymyze solution. This new offering assesses the impact of a change to any data object and informs sales operations teams what reconfigurations or updates may be required as a result of that update, making it easy to reconfigure and maintain the system and the configured studio applications.

"The ability to advance sales team engagement is crucial to creating a highly motivated sales organization, eager to reach their own professional goals and work toward overall company objectives," said Koh. "We are pleased to introduce solutions that facilitate how companies manage their sales teams and provide the visibility into key analytics, performance metrics and social capabilities to improve alignment and, as a result, achieve greater sales performance."

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About Optymyze

Optymyze helps companies improve sales force and sales operations performance with enterprise cloud applications and business process management services for aligning sales goals and compensation; efficiently executing sales strategies; driving faster increases in sales results; and gaining visibility into sales performance. With Optymyze Sales Operations as a Service, customers are able to turn sales operations into a strategic business advantage through agility, innovation, and continuous improvement. Optymyze was named the top-most Visionary in the 2015 Gartner Magic Quadrant for Sales Performance Management. Learn more about Optymyze: [Web](#) | [Twitter](#) | [LinkedIn](#)