

## Smart Sales Intelligence at Your Fingertips

You need in-depth knowledge of your customers and what makes their businesses tick. You need to be able to stay on top of your territory and targets so you know who has the need and the money. You *don't* have hours to spend scouring the web or wrestling with hard-to-use, out-of-date databases. **You need FirstRain.**

### Know What You Should Know, But Never Have Time to Find Out

FirstRain helps you work smarter, faster within your browser or from within your CRM environment.

#### With FirstRain, you can:

- Be smarter with customers – on the phone or in person – with just seconds of review: up-to-the-minute summaries help you hit the issues they care about most
- Never miss a sales opportunity or risk in your target accounts: get alerted to changes as they happen
- Find sales triggers: quickly see reasons to call your customers and prospects
- Know when management changes – even if the change isn't announced. Get current lists and bios for both executives and management teams
- Keep your team and executives briefed: quickly generate up-to-the-minute reports on your prospects and their key business challenges
- Find new opportunities by getting a smart view of your customer's customers
- Understand your competitors and what's changing in their businesses

FirstRain Snapshot View for a company within your CRM system

	Position with company	Type	New or Previous position
<b>Departure</b> Martin Mackay 01-Jul-10	PharmaTherapeutics Research & Development Pfizer Inc PFE	Red arrow pointing right	President of R&D, London AstraZeneca PLC AZN
<b>Hire</b> Mikael Dolsten 26-May-10	President of Worldwide Research and Development Pfizer Inc PFE	Green arrow pointing left	R & D Wyeth
<b>Departure</b> Bill Friedrich 11-May-10	Senior Director of Global Marketing Pfizer Inc PFE	Red arrow pointing right	
<b>Departure</b> Pedro Lichtinger 07-May-10	President of Global Primary Care Business Unit Pfizer Inc PFE	Red arrow pointing right	Chief Executive Officer Optimer Pharmaceuticals, Inc OPTR
<b>Departure</b> Douglas M Fast 04-May-10	Director of Regulated Bioanalytical Research Pfizer Inc PFE	Red arrow pointing right	Director of Scientific- Bioanalytical Services Covance Inc. CVD

Management Turnover Reports identify unannounced changes

*"Our previous information sources could not provide the quality, speed and completeness we needed, but now with FirstRain we get the right information instantly, both about our customers and their ecosystems. My sales team is able to gain more credibility with our clients and stay on top of their business changes."*

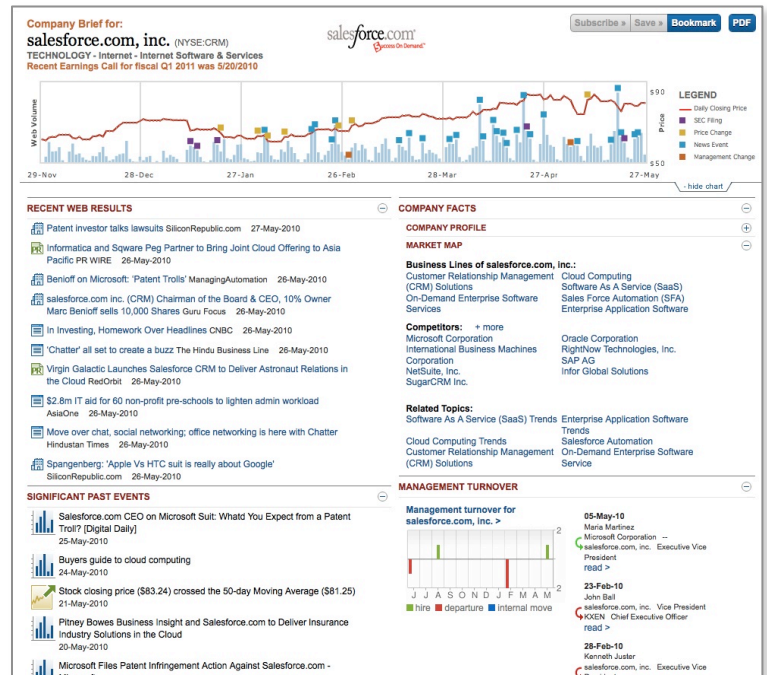
Larry Beecher, Vice President of Sales, Americas  
StreamServe

## Quick, Effective Prep for Sales Calls and Meetings

When you're preparing for a sales call or executive briefing meeting, FirstRain can give you an up-to-the-minute company brief that provides the overview and context you need instantly so that you go into your meeting knowing what matters to your customer.

### A FirstRain Company Brief helps you:

- Know what's hot: the latest news and blogs about your customer
- Understand what's been impacting their business: a quick summary of key events for your customer over last six months
- Know who's who: announced and unannounced management changes, and a current list with bios for executives, as well as management below the C-suite
- Know what the Street is saying: earnings-call transcripts, SEC filings and analyst comments
- Understand your customer's competitive landscape: latest news, blogs and events for the competition
- Understand your customer's business ecosystem: latest news blogs and events for the industry
- Be prepared: up-to-the-minute analysis of business structure, including hot industry topics impacting your customer



Company Brief for rapid meeting preparation

## FirstRain Puts the Web to Work for You

The vast world-wide web is an incredibly rich source of real time intelligence – if you can cut through the mountains of duplicated and irrelevant data. You can struggle for hours with cluttered search engine results, noisy news feeds or rigid, out-of-date databases and still not find the information you know you should have and you really need.

FirstRain quickly and easily delivers the critical information about your customers and prospects, their markets and the people that can help you develop and close sales.

### About FirstRain

The FirstRain research engine allows sales teams to turn the web into a powerful source of business research. As the leader in identifying and analyzing the latest information on companies and their markets from the web, FirstRain provides sales people with key sales intelligence about prospects, customers, and competitors.