

**Media Contact:**

Phil Dias

Tier1CRM Inc.

416-932-4644

[pdias@tier1crm.com](mailto:pdias@tier1crm.com)

**Needham & Company Selects Tier1ACE for Capital Markets**

*Tier1CRM's ACE for Capital Markets product suite provides Needham & Company with automated workflows, collaboration and client intelligence for their trading floor users*

*Largest convergence of cloud computing leaders at Dreamforce 2010*

**SAN FRANCISCO – Dreamforce 2010 – Dec. 7, 2010** – Tier1CRM today announced Needham & Company has deployed the latest version of Tier1ACE for Capital Markets. With Tier1ACE, Needham research analysts, traders and equities sales professionals now have a 360-degree view of their institutional buy-side clients and specialized workflows designed to accelerate the intra-day activities between teams. Needham has the tools to profile its clients in stocks, sectors and investment styles and uses this intelligence to generate trading ideas and perform targeted marketing of companies and analysts.

The Tier1ACE product suite includes a specialized event calendar for planning and executing analyst and company events and road shows. Built using Force.com, the enterprise cloud computing platform, Tier1ACE for Capital Markets is immediately available for test drive and deployment on AppExchange 2 at <http://www.salesforce.com/appexchange/>. The announcement was made today at Dreamforce 2010, the cloud computing event of the year.

“Needham & Company is a nationally recognized investment bank and we are proud to have them as our client,” said Mark Notten, CEO, Tier1CRM. “Legacy on-premise and proprietary CRM solutions for capital markets cannot match the speed of deployment, ease of use and pace of innovation enabled by our product suite and the Force.com platform, and we are pleased that Needham & Company has joined our list of sell-side clients.”

“If you’re seeking to build an application that efficiently automates many of the functions of a capital markets professional, then take a look here first,” said Chris Ricciuti, CIO, Needham & Company. “We’ve rolled out the Tier1ACE app with much fanfare, without the need to build from scratch. Its intuitively designed UI makes it easy for the user to navigate, and it has nice touches such as the ability to quickly search interests and view interaction details on mouse-over. It has been well received by our users.”

“Tier1CRM has been a great partner with financial services knowledge,” said Kendall Collins, chief marketing officer, salesforce.com. “Capital Markets users have real-time needs, and we are very pleased that Tier1CRM is able to meet the specialized requirements of the financial services market by leveraging the power of the Force.com platform.”

Dreamforce is the industry’s leading global cloud computing event focused on inspiring customer, partner and developer success with cloud computing. Attendees will learn how to maximize their current investments and explore new offerings across Salesforce Chatter, Sales Cloud, Service Cloud, Force.com and more. Over the past 10 years the cloud computing economy has radically changed the way companies operate. Now as we enter the next phase, cloud computing is becoming inherently social, real-time and mobile. Dreamforce is where this transition is happening with hundreds of salesforce.com partners exhibiting the latest cloud offerings, as well as training sessions, seminars and breakout sessions.

**About the Force.com Platform and AppExchange 2**

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM <<http://www.salesforce.com/>> (<http://www.salesforce.com/>) applications, more than 1,000 ISV partner applications like those from CA Technologies, FinancialForce.com and

Fujitsu, and 185,000 custom applications used by salesforce.com's 87,200 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel. Force.com also enables developers to make any enterprise app social by leveraging the social collaboration components including profiles, status updates, and real-time feeds available with Chatter.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange 2 marketplace <http://www.salesforce.com/appexchange/>, now featuring the ChatterExchange.

**###**

#### About Tier1CRM

Tier1CRM Inc. (<http://www.Tier1CRM.com>) is a privately held company headquartered in Toronto, Canada. Tier1CRM Inc. provides specialized financial services CRM solutions powered by on-demand industry leading platform-as-a-service Force.com. Tier1CRM's advanced product suite Tier1ACE, helps its clients to compete more effectively through faster access to relevant information, improved communication and higher levels of workflow automation.

For further information: Phil Dias., COO., (416) 932-4644, [pdias@tier1crm.com](mailto:pdias@tier1crm.com)