

# Five9 and Leads360 Bring Integrated On-Demand Predictive Dialer and Lead Management Solutions to Sales Professionals

**Two leading forces in on-demand software announce completed integration to power B2C sales forces**

**PLEASANTON, Calif. – February 23rd, 2009** – Sales professionals have been quickly adopting the latest on-demand software solutions to improve their sales effectiveness. Five9, the leader in on-demand call center software, and Leads360, the leader in on-demand sales lead management software, formally announced their completed integration today.

Leads360 and Five9 now work seamlessly together to underpin the most sophisticated, proven, and effective sales approaches in a variety of industries including insurance, mortgage, debt settlement, loan modification, and more. “As we began to accumulate mutual clients, we decided to collaborate with Five9 to create a superior level of integration,” said Dan Morefield, CEO of Leads360. “After seeing the final result of our integration, I have no doubt that we have created the most powerful and user-friendly sales solution on the market.”

In the past, the cost of purchasing and integrating predictive dialer technology and lead management software was something that required a lot of up-front capital investment in premise-based software and hardware, and long implementation cycles. This forced many mortgage companies, insurance agencies, and other B2C sales businesses to rely on ineffective manual processes. “Five9 and Leads360 have partnered to create an affordable and effective integrated sales solution that has proven to drastically increase the effectiveness of sales agents,” said Mike Burkland, CEO of Five9. “It’s nearly impossible for an inbound or outbound B2C sales team to survive without implementing these technologies and implementing them in an integrated and synchronized way.”

As sales best practices have evolved, it has become increasingly clear that businesses need to be able to implement multiple best-of-breed solutions that work well together. It is no longer feasible for one company to provide all the necessary elements of a sophisticated, modern sales process. “Our top priority, as the hub of the sales process, is to allow our clients to seamlessly plug in the components that they need to make their sales process run at maximum velocity,” said Morefield. “That is why we wanted to work with Five9, the on-demand call center software industry leader, to create a superior user experience and exceptional sales results for our clients” he continued.

To learn more about Leads360 and its platform of lead management products and services, please visit [www.leads360.com](http://www.leads360.com) or call 888.508.4462. To learn more about Five9 and its suite of call center solutions please visit [www.five9.com](http://www.five9.com) or call 800.553.8159.

## **About Five9**

[Five9](#) is the leading global provider of on-demand [call center software](#) for telemarketing, customer service, and business continuity. The award-winning Five9 [Virtual Call Center](#) and [Predictive Dialer](#) serves customers of all sizes on five continents. Customers profit from Five9's reliable, robust functionality that is fast, easy, and affordable to deploy. For more information, visit [www.five9.com](http://www.five9.com).

## **About Leads360 Inc.**

Leads360 is the market and technology leader in Web-based customer acquisition and lead management solutions. The company enables buyers and sellers of consumer Internet leads to achieve unparalleled return on investment. Clients can realize maximum lead value through our purpose-built technology, success-driven training, a highly responsive support team and superior intelligence surrounding lead performance. Leads360 currently manages more than 14,000,000 leads and serves over 500 clients in the most competitive business-to-consumer industries. For more information, visit [www.leads360.com](http://www.leads360.com).

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