

Talisma launches Next Generation Sales Force Automation Solution

~ A comprehensive sales weapon for productivity enhancement ~

Bangalore, India – January 22, 2009 – Talisma Corporation Pvt. Ltd., a leading provider of Customer Relationship Management (CRM) solutions, announced today the availability of their next generation Sales Force Automation Solution that allows businesses to automate their sales processes with sales tools that drive company value and enhance relationships with customers. This latest release is an integral part of Talisma's rapid growth and expansion in the CRM space, and comes on top of Talisma's existing CRM expertise in service, marketing, and contact centre solutions.

Talisma's latest offering provides solutions to meet the typical business challenges in Sales and provides key enhancements to support true 360-degree visibility, higher productivity, greater sales efficiency, and improved close rates. Not only does this improve decision making within the sales organization, but Talisma allows sales teams to – spend more time selling, shorten sales cycles, and increase revenues by optimizing sales resources and processes via repeatable best practices. All this is backed with a full spectrum of sales intelligence capabilities for effortless forecasting and pipeline analysis.

"This latest release solidifies our dominant position in the CRM market, through a Next Generation Sales Force Automation solution that drives revenue opportunities and achieves true business insight and visibility," said **Raj Mruthyunjayappa, Managing Director, Talisma's Asia-Pacific Operations**. "There is practically no single product in this space that can challenge Talisma's out of the box features and capabilities. In Talisma's next generation SFA solution, we enhanced existing areas of our suite with a point-and-click system that is powered by Talisma's Mobile Sales Assistant and robust remote capabilities for consistent offline, online, and mobile access. This offering further differentiates the company from our competitors as it is the only solution designed to support a structured approach to sales intelligence."

Talisma's new SFA release comes with Lead Management components that include Territory Management and Resource Allocation for Team selling. In addition to end-to-end engagement of opportunities, Talisma also helps in a focused and coordinated approach to Account Management with emphasis on repeatable sales processes that leverage best practises.

For additional information, contact Deepa Sharon Bonnell, Marketing Manager, at deepas@talisma.com or +91-98450 65302.

About Talisma

Talisma Corporation Pvt. Ltd. is the leading Customer Relationship Management (CRM) software solutions provider. Talisma enables organizations to globally deliver an exceptional customer experience throughout the customer lifecycle. Talisma solutions improve customer satisfaction by integrating the power of email, phone, chat, SMS text messaging, print, portal, mobile, and Web self-service with a robust and mature Web services platform, comprehensive analytics, and a system-wide knowledgebase. Talisma serves a variety of industries through its vertical solutions. For more information, visit www.talisma.in.