



**FOR IMMEDIATE RELEASE**

Corporate Contact:

Jennifer Jurgens  
MarketNet Services, LLC  
Vice President, Client Services  
800-790-6638  
jennifer@marketnetservices.com

**MarketNet expands lead management system capabilities;  
incommand Marketing System™ now integrates with CRM platforms  
for optimal lead delivery, and more**

*System is ideal for companies with mixed or indirect sales channels*

**SPRING LAKE, Mich. – March 4, 2008** – MarketNet Services, LLC, a provider of end-to-end lead management products and services, today announced it has expanded the capabilities of its lead management system. The newly enhanced incommand Marketing System™ now integrates with customer relationship management platforms Siebel CRM On Demand and Salesforce.com, enabling MarketNet clients to use their installed CRM platform to view qualified leads, current prospects and accounts.

In addition, regardless of which contact management solution a company uses, MarketNet's incommand lead system now delivers qualified leads into a company's current sales process in the way that best fits the company's business model. Leads can even be delivered via RSS feed to a computer, cell phone, smart phone or other mobile device.

"However you want your lead, we'll get it to you," said J.T. McDonald, president of MarketNet. "With MarketNet as a lead management partner, companies won't force their sales people to access yet another system to view and manage their leads. Now, we respond to the lead with the appropriate corporate message and quickly deliver the cleansed, qualified leads directly into the chosen CRM system.

"What's more, the enhanced incommand Marketing System™ increases the sales force's accountability," McDonald continued. "Every lead and follow-up activity is now recorded in either the CRM application or incommand, so no leads are lost or overlooked. This is especially important in dealer or reseller-based channels, and it can help generate higher conversion rates and greater sales volume for any company."

One company already enjoying the benefits of the enhanced incommand Marketing System is Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta), Ramsey, N.J., which uses Siebel CRM On Demand for its direct channel and incommand for its independent dealer channel.

“The combination of MarketNet’s technical expertise, lead management best practices and knowledge of our unique sales process was instrumental in the successful launch of this project,” said Nelson Lin, vice president of Information Technology Services at Konica Minolta. “MarketNet was able to meet our deadlines and work with the various stakeholders to ensure that our hard-earned sales leads went to the appropriate sales resource quickly and accurately. With new systems, user adoption can be a challenge. With MarketNet we now have the ability to deliver hot sales leads directly into Siebel, which should entice the sales representatives to log-in and use the system.”

### **About the incommand Marketing System™**

The incommand Marketing System™ is modular and customizable for any company’s business and sales process. An unobtrusive, easy-to-use Web-based application, incommand can be used as a stand-alone system by dealers without a CRM solution to manage their leads. The system:

- Quickly and efficiently distributes sales leads based on a flexible, customizable rules-based engine
- Responds to inquiries with personalized electronic and print collateral through an integrated fulfillment operation
- Discovers which marketing initiatives produce the most qualified leads and closed sales on the highest-margin products and services
- Automatically nurtures less-qualified leads to increase conversions
- Determines how much revenue can be tied to specific marketing and sales campaigns

### **About MarketNet**

With a philosophy of “no lead left behind,” MarketNet helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet’s custom-designed and internally developed technology solutions to generate inquiries, identify qualified prospects and reliably deliver leads for sales conversion. Clients such as The HON Company; Konica Minolta Business Solutions, U.S.A., Inc.; 4Front Engineered Solutions.; Safety-Kleen Systems Inc. and others have partnered with MarketNet to leverage their marketing investments, yielding more leads and converted sales per dollar spent. Founded in 1996, MarketNet is based near Grand Rapids, Mich. For more information, please visit MarketNet at [www.marketnetservices.com](http://www.marketnetservices.com).

###

incommand Marketing System and “no lead left behind” are trademarks of MarketNet Services, LLC

MarketNet Services, LLC, 14998 Cleveland St., Spring Lake, MI 49456, 800-790-6638, 616-847-7992, Fax: 616-847-7994, [www.marketnetservices.com](http://www.marketnetservices.com)