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iHello's business plan called for launching our first product, a Mobile CRM productivity offering, through the GoldMine sales channel. To be successful we sought the experience from people that knew how similar products were successfully launched, and the insights from people who knew exactly how sales best practices could be impacted by such an offering. I found both in Russ Lombardo.

Russ marshaled his GoldMine channel sales team to help target the elite group of VAR's and evangelize the return on investment opportunity of our product, *before* it was commercially available. This early exposure to the *right* VAR partners saved me many months of legwork, provided a deep and qualified group of beta testers at crucial stages of our product development, and significantly accelerated our time to market and revenues.

The marketing challenges iHello faced centered on a new technological approach to an age-old problem in Sales Force Automation: how to maximize investment in SFA by effecting real and *practical* behavior change. The insights Russ shared and the introductions Russ made to other industry leaders were very influential in iHello crafting a marketing message and a revenue model that has proven successful.

I will continue to look to Russ for his credible perspectives on the CRM markets and his professional approach to solving specific challenges."

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