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**Search2GO for iPhone™ Lets Mobile Professionals Quickly and Easily
Access Customer Data in Salesforce CRM**

*Powerful New Business App for the iPhone Works with salesforce.com's
Professional, Enterprise and Unlimited Editions Right Out of the Box*

CHICAGO – December 3rd, 2008 – A powerful new search tool for Salesforce CRM on the Apple® iPhone makes it easy for salesforce.com users to search their Leads, Contacts, Accounts and Opportunities, and view details of the specific records found right on their iPhone.

Model Metrics, one of the country's leading Software-as-a-Service (SaaS) technology and services companies, has developed [Search2GO](#) for iPhone to cost-effectively enable users to find their most important Salesforce CRM information within seconds. Search2GO delivers easy-to-use search capabilities so finding exact records is simple and fast.

The [Search2GO](#) client resides on the iPhone and does not require any customization or additional applications running within Salesforce CRM. Using the iPhone or iPod Touch touch screen, users determine whether they want to search Leads, Contacts, Accounts, or Opportunities (or all four at the same time), then type in their search criteria to access the Salesforce database. Displayed in a manner that is easy to use and easy to view, important data resides at the top of the screen and detailed data appears beneath, accessible by scrolling down.



“An increasing number of Model Metrics customers are running Salesforce CRM on the iPhone, and we saw the need to provide these users with a powerful, easy, comprehensive search mechanism that enables them to find precisely the information they need, fast,” said Adam Caplan, Chief Executive Officer of Model Metrics. “Model Metrics’ 2GO for iPhone platform, which includes the expense reporting tool Expense2GO and now Search2GO, are designed to increase productivity and utility of the iPhone for the mobile professional.”

[Search2GO](#) is packed with simple but smart features to make the Salesforce CRM user experience more efficient. Directly from an iPhone’s search results, Search2GO enables one-touch dialing and email, address mapping utilizing Google Maps, and a simple account news look up. The application also supports all Salesforce CRM currencies and languages, including double-byte languages.

Beginning today, individuals can purchase [Search2GO](#) with unlimited usage for an introductory one-time download fee of \$9.99 from the Apple AppStore. After 12/31/08 Search2GO will be available from the AppStore for a one-time download fee of \$19.99. The application does not require Salesforce admin setup and can be purchased by individual users. It works with all primary editions of Salesforce, including Professional, Enterprise, Unlimited, and Developer Editions. For iPhone users, simply login to iTunes and search for “Search2GO”.

For a video demonstration of Search2GO, click [here](#)

Search2GO is currently available in all iTunes stores in the United States and internationally.

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service and Platform-as-a-Service industries. Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners. Headquartered in Chicago with offices in San Francisco, Los Angeles, Detroit, Minneapolis and Dallas, Model Metrics' customer base spans all industries and includes enterprises such as AAA, ABN AMRO, Allstate, Aon, CME Group, Honeywell, Lands' End, InfoUSA, Kellogg's, MasterCard, Morton Salt, and Tribune Company.

With a focus on mobile and call center technology, business process, and change management innovation, Model Metrics serves customers in all major industries and across North America. Its team of technologists and consultants has successfully completed hundreds of successful client engagements in both mid-sized and Fortune 1000 companies and its world-class application development skills enable clients to exceed complex business demands. Model Metrics' Force.com, Adobe Flex and AIR, and mobile development capabilities for iPhone enable the creation of custom CRM and non-CRM applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 877.542.2885.

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