

**3190 DreamForce Cast Iron
Partner Video
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AS PRODUCED**

[BUSINESS PARTNERS]

Scott p1 top: Our entire mission is to accelerate the adoption of Cloud computing applications in enterprises.

Wills p1 bottom: We have over 200 customers today and we are currently acquiring somewhere of between 20 and 30 new customers a month. We are looking at anywhere from 60 to 80 new opportunities to deliver...Cloud-based solutions on a monthly basis.

Lueck p2 top: Our partnership with Cast Iron really started out by trying to fill a missing piece in our portfolio of Cloud-based offerings...the need to integrate between various applications is absolutely critical to our mission of serving our clients.

Scott p1 bottom: We have decided to partner with Cast Iron for two reasons primarily, one is because of the technology, technology that is tried and true, it's been successful in real customer engagements and secondly, with IBM's global reach, we think that the market opportunity is extensive.

Wills p2 top: Cast Iron provides a platform where we can really work with our customers and integrate across multiple types of systems.

Wills p2 middle: ...they provide excellent training for our team so that we can continually be educated on best practices around data and integrating with those different platforms.

Loumpouridis p2 top: ...our customers are dealing in very, very complex integration environments. The experience that we have had with Cast Iron has been extremely positive there so it's allowed us to come in and demonstrate value in a very, very, very short period of time.

Castaneda p2 top: ...being able to integrate projects really quickly means that there is the ability we have to switch our consultants and our team members between projects without having them to have a three to six month ramp-up time which we would usually have with a larger ESB systems.

Lueck p3 top: We rely on Cast Iron to shorten our delivery time and provide integration solutions in days rather than months.

Wills p3 middle: The reason why we went with Cast Iron as an integration platform was really twofold. It was their partnership with Salesforce.com coupled with the acquisition with IBM.

Scott p3 middle: With the Cloud innovation experience that Appirio brings to the table and the global reach and experience of IBM seems like a perfect partnership.

Loumpouridis p4 bottom: Trust is essential in terms of an integration solution. The trust that we have with Cast Iron is really based on our experience. It is probably the single most reliable product that we have worked with in history of our company I can say that categorically and we can stand behind that product with confidence...look our customers in the eye and say "this is going to work."

Castaneda p2 bottom: ...get the right tool for the job that's there, understand the problem that you are trying to solve, and then you have a robust solution that you will never see.