

APP DEVELOPERS...

Gain Your Next Competitive Advantage

Featuring Riva CRM Integration

FIVE YEARS FROM NOW, MANY OF YOUR COMPETITORS WILL NO LONGER BE IN BUSINESS.

Why? Because they failed to keep ahead of the competition. Don't be one of them.

Discover the competitive advantage used by a growing number of sales, marketing, and other business applications, including four of the top SaaS-Based predictive solutions. Integrate InsideView's industry-leading company and contact data and real-time insights into your solution.

InsideView offers simple REST-based APIs to anyone with a business need, and we make it easy to get started.

Hear how Riva is using InsideView APIs to their competitive advantage.

Riva Insight helps transform relationship selling with InsideView integration

One of Riva's latest innovations aimed at driving customer success and growth is Riva Insight, a CRM and social side panel for Outlook and IBM Notes.

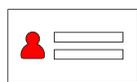
Riva Insight addresses the need for sales, service, and marketing professionals to quickly access company and contact information from their CRM, public data sources, and now InsideView, directly in their email client.

To deliver the InsideView integration, Riva taps into InsideView's Data API to display real-time market intelligence, account data, contact profiles, and company firmographics.

Riva Insight customers are excited to be able to easily and quickly access CRM data and InsideView account intelligence directly from Outlook for Windows, Outlook Web Access, and IBM Notes. The data includes addresses, phone numbers, other contact details, company revenue, employee counts, industry codes, job titles, social handles, and more – up to 40 company and contact attributes.

Imagine simply clicking an email, calendar event, or task, and seeing all the information you need about the related contacts at your fingertips!

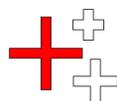
InsideView APIs Used:



**CONTACT
DATA API**



**COMPANY
DATA API**



**ENRICH
API**



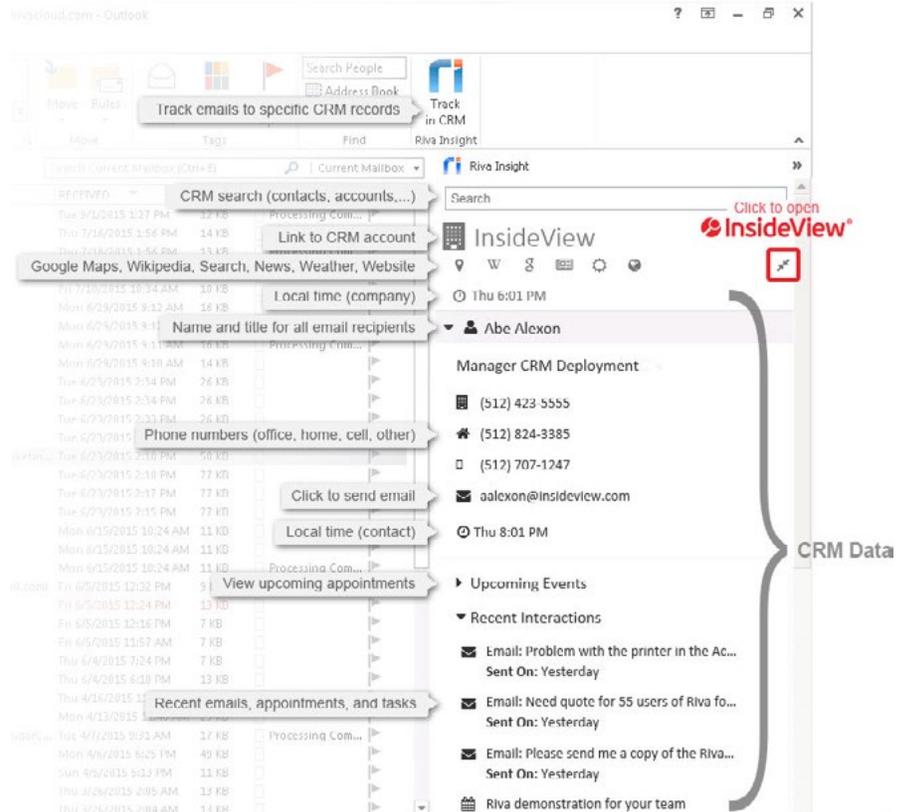
Riva CRM Integration, the leader in CRM and email integration, connects a dozen of the world's leading CRM systems and five enterprise email platforms to seamlessly sync CRM contacts, calendars, tasks, email, opportunities, cases, custom fields, and custom objects. They have pioneered several advanced sync features that help improve CRM adoption, increase sales, drive CRM value, and reduce flip-flopping between applications.

Benefits for Riva

- Improves the richness and reliability of the data they deliver
- Increases the value of their solution
- Enhances Riva Insight offering

Benefits for Riva's Customers

- Saves time
- Powers productive engagement
- Boosts win rates
- Increases CRM adoption
- Improves customer delight



“Combining Riva Insight and InsideView helps our customers overcome the biggest challenge in CRM implementation - user adoption and satisfaction. InsideView for Riva Insight helps achieve customer delight. When our customers are happy, we're happy - and so is our bottom line.”

Aldo Zanoni
Chief Executive Officer, Riva CRM Integration

IMAGINE WHAT YOU COULD DO WITH INSIDEVIEW DATA AND INSIGHTS IN YOUR APPLICATION.

InsideView delivers the industry's most accurate data and insights about the global companies and contacts that matter in B2B business, without the clutter often found in other databases. And our **proprietary MTV methodology** for gathering, analyzing, and validating data ensures we will continue to deliver the most relevant, reliable data in the industry.

Learn more, or email us at api@insideview.com.