

Responsys
Interact[®]
Suite

Email
Mobile
Social
Web

**Marketing.
Well Executed.**



The technology for Individualized
Lifecycle Marketing™

www.responsys.com/suite

The Responsys Interact® Suite provides marketers with a powerful, comprehensive solution for Individualized Lifecycle Marketing™ across email and other key interactive channels.

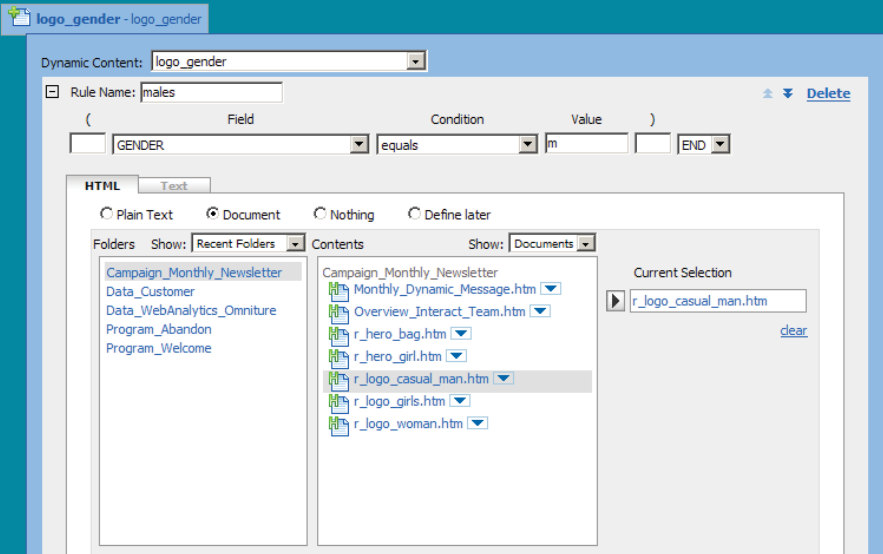
The Responsys Interact Suite of integrated software applications offers marketing teams a single, collaborative solution to plan, execute, optimize and manage high-impact marketing campaigns and multi-stage programs. Built on the industry's most open and flexible platform, Responsys Interact empowers marketers to use their data, their way, to keep customers engaged and buying throughout the lifecycle. It is designed to deliver the highest return on investment with the lowest total cost of ownership and the fastest time-to-value of any other marketing solution available.

The Responsys Interact Suite includes the following marketing applications:

- Interact Campaign™ for campaign creation and execution
- Interact Program™ for program design and automation
- Interact Team™ for workflow and approvals
- Interact Insight™ for reporting and analytics
- Interact Connect™ for data transfer and automation
- Interact API™ for application control and development

**Marketing.
Well Executed.**

Messages. Well Received.



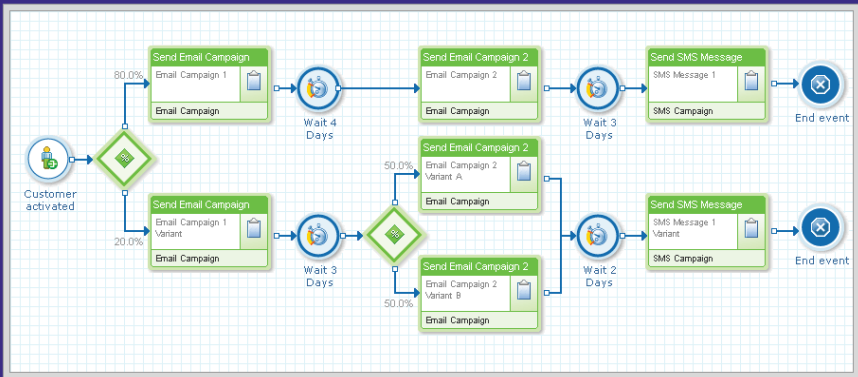


Speed the Creation and Execution of Relevant Marketing Campaigns

Interact Campaign™ is the industry-leading solution for delivering relevant, individualized marketing campaigns across email and other key interactive channels. With intuitive, integrated tools and built-in guidance, it is the recognized standard for efficient campaign production. Interact Campaign addresses all requirements of the campaign creation and deployment process by providing marketers the following benefits:

- Increased productivity through intuitive, integrated tools that include built-in guidance
- Rapid, precise targeting through a drag-and-drop segment designer
- Robust, flexible message personalization through dynamic content capabilities
- Simplified control and incorporation of external content through embedded 3rd-party content automations
- Error-free campaign launches through comprehensive testing, proofing and live monitoring tools

Dialogues. Well Timed.



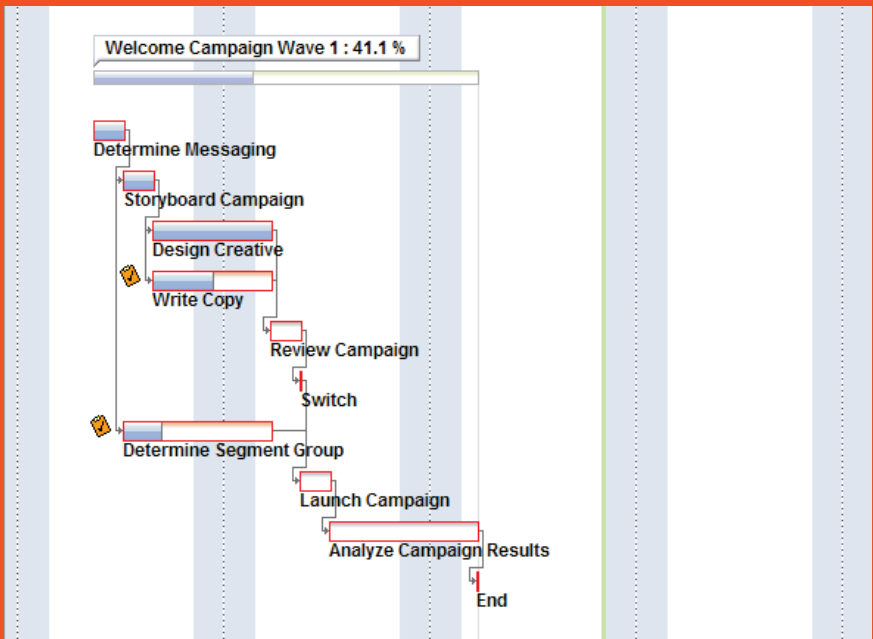


Enable the Visual Design and Automation of Customer-Driven Dialogues

Interact Program™ provides a powerful marketing solution for visually planning, defining, automating, and orchestrating multi-stage customer dialogues. By enabling more automated and dynamic communications, Interact Program drives differentiated customer experiences and allows marketers to focus on innovation, optimization, and implementation of more strategic marketing initiatives. Interact Program provides marketers the following benefits:

- Accelerated time-to-success through vertical best-practice templates
- Rapid, efficient design of event- and dialogue-based programs through an intuitive drag-and-drop interface
- Simplified configuration and rule definition through reusable business logic components
- Improved visibility and analysis through real-time event and program monitoring reports
- Multi- and cross-channel orchestration through a highly scalable execution engine

Processes. Well Managed.





Interact
Team™

Streamline Marketing Workflow and Approvals

Interact Team™ provides a robust solution for planning, coordinating, and managing the resources, personnel, processes, and tasks required for the successful creation and execution of marketing initiatives. Interact Team helps marketers improve internal communications, maintain a corporate memory of marketing efforts, and ensure adherence to timelines, budgets, and best practices. Through Interact Team marketers realize the following benefits:

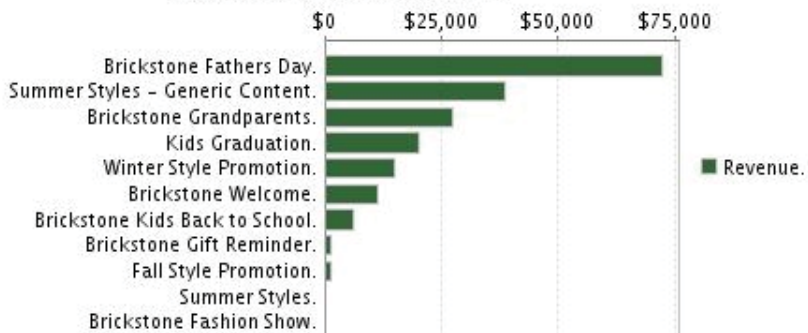
- Easy, efficient process design through an intuitive drag-and-drop interface
- Increased productivity and faster time-to-market through robust process orchestration
- More predictable, timely campaigns through automated task notifications
- Improved project visibility through up-to-date status reports
- Institutionalized knowledge through documented marketing processes

Decisions.
Well Informed.

Top 10 Campaigns



Slicer: Sent Date -> Year=2009



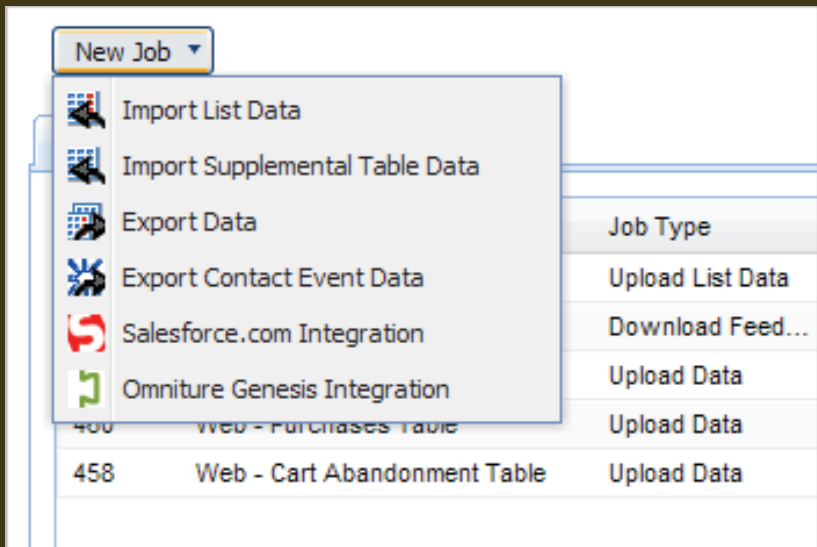


Simplify Marketing Reporting and Analytics

Interact Insight™ provides a comprehensive set of reporting and analytics capabilities. Beyond just static reports, Interact Insight delivers powerful ad-hoc data analysis capabilities, including filter, sort, pivot, and drill, to enable continuous marketing optimization. By answering questions related to campaign performance – such as which campaigns contribute the most to revenue, or which offers are performing the best for a given segment – Interact Insight helps marketers understand and optimize campaign results. Marketers realize the following benefits from Interact Insight:

- Greater efficiency through configurable reporting dashboards
- More timely analysis through real-time report generation
- Advanced discovery through filters, pivots, drill-downs, and metrics
- More actionable insights through performance and trending reports
- Improved data sharing through flexible export options

**Data.
Well Integrated.**



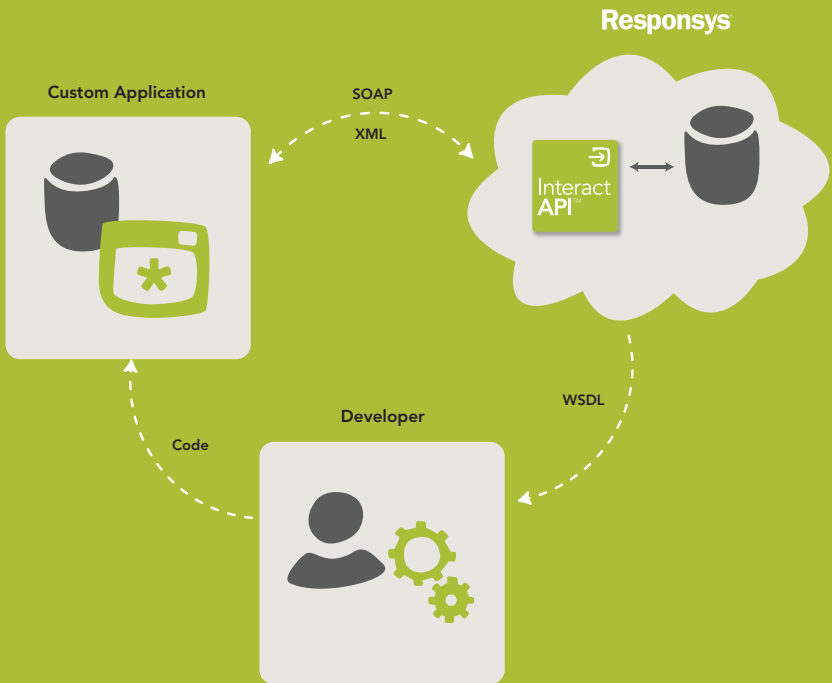


Automate the Transfer and Integration of Marketing Data

Interact Connect™ provides marketers with a robust, flexible solution for accessing, automating, and using data. Built on the Responsys Interact platform and leveraging the industry's only truly open relational data model, Interact Connect allows marketers to improve marketing efficiency and effectiveness by incorporating all relevant data, regardless of its source or format. Unique in its self-service approach, Interact Connect delivers marketers the following benefits:

- Greater efficiency through self-service integration controls
- Accelerated time-to-value through pre-packaged integrations with key marketing solutions, including web analytics and CRM systems
- Fully-automated, data-driven campaign execution through post-transfer campaign triggers
- Improved customer experiences across all touch-points through better data synchronization
- More effective campaigns through configurable data import controls

Apps. Well Connected.





Interact
API™

Facilitate the Development and Control of Marketing Applications

Interact API™ provides marketers with a robust, standards-based solution for programmatically accessing the data, content, and campaign management functionality within Responsys Interact. By leveraging this control, marketers can develop specialized, custom marketing applications that drive results. Interact API delivers marketers the following benefits:

- Enhanced data management based on real-time customer behaviors
- More advanced campaign execution driven by external systems
- Improved timeliness of data imports and exports
- More flexible, automated campaign management

About Responsys

Responsys enables companies to increase revenue and customer engagement through successful email and cross-channel marketing.

Responsys helps marketing organizations maximize their results by enabling every customer interaction to be highly automated and individualized, and every process to be highly collaborative, efficient, and error-free. With its on-demand, software-as-a-service (SaaS) delivery model, award-winning services, and proven, Individualized Lifecycle Marketing™ approach, Responsys offers the highest ROI, the lowest total cost of ownership, and the fastest time-to-value of any marketing solution available today.

Founded in 1998, Responsys is headquartered in San Bruno, California and is trusted by world-class brands such as Avis Europe, Continental Airlines, Deutsche Lufthansa, Lands' End, LEGO, Men's Wearhouse, PayPal, Salesforce.com, Sears Holdings Corporation, StubHub, and UnitedHealthcare.

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