

Susan G. Komen for the Cure Adds Technology to Its Arsenal; Implements SuccessFactors to Optimize Workforce Efforts

Submitted by: Devonshire Marketing

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Komen joins growing list of non-profit foundations turning to SuccessFactors' web-based performance and talent management software

SAN MATEO, Calif. – October 23, 2007 –SuccessFactors, the global leader in on-demand performance and talent management solutions, today announced that Susan G. Komen for the Cure, the world's largest grassroots network of breast cancer survivors and activists, has implemented SuccessFactors' Performance and Talent Management software to support its substantial urgency to find and deliver cures for breast cancer. By implementing SuccessFactors' technology, Susan G. Komen for the Cure is ensuring that the organization functions as a high performing culture, reaching new levels of people performance that will ultimately lead to enhanced capability and results throughout the organization.

Now in its 25th year, Komen for the Cure is committed to its vision of a world without breast cancer. The organization has 200 employees at its headquarters as well as local affiliates that act as separate entities in 125 cities. With this wide web of constituents, Komen needed a way to effectively and consistently align all efforts behind its yearly goals, identify and emulate great work across the organization and reward top performers. Komen for the Cure required an extremely user-friendly, cost-effective technology solution that would enable goal setting and development plans on one platform as well as provide a solid link between colleagues' performance goals and the organization's strategy. SuccessFactors was the only solution evaluated that was capable of delivering on all requirements.

"As an organization that is focused on finding a cure for breast cancer yet reliant on donations, it is imperative to our continuous forward strides that we manage our organization with as much "for profit" business rigor as possible," said Steve Blanco, HR Director at Komen for the Cure.

"SuccessFactors helps us manage our organization as effectively as possible by providing structure and visibility into our yearly goals as well as a consistent methodology to measure how well we are performing across the organization."

Specifically designed for small- and mid-sized organizations, SuccessFactors' Professional Edition brings enterprise class best practices to small and mid-sized businesses (SMB). Komen for the Cure is among the growing list of small- and mid-sized non-profit foundations currently using SuccessFactors' performance and talent management solution to help motivate and engage employees. SuccessFactors' SMB offerings, Professional Edition and SuccessPractices, are designed specifically for organizations with 25-1,500 employees. The on-demand architecture enables SMBs, including non-profit organizations, to cost-effectively implement the technology without the need for extensive IT support.

"As an organization completely dependent on donations, non-profit foundations are especially challenged to deliver real results in a timely manner, requiring every employee within the organization to perform at peak levels," said Shelly Davenport, general manager of Small Business at SuccessFactors.

"SuccessFactors' technology will help Komen for the Cure to consistently manage, develop and reward the organization's performance as they work in a relentless quest to deliver on their mission. We are honored to support Komen's efforts."

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 I'M AWARE.

About SuccessFactors

SuccessFactors is the leading provider of on-demand employee performance and talent management solutions that enable organizations of every size, across every industry and geography, to realize their employees' potential and thus drive business results. Its hosted service is organically built from the ground up - providing a fully-integrated, modular suite of performance and talent management applications that provide customers with immediate process benefits and tangible return on investment. Fueled by customer success, SuccessFactors currently has more than 1,400 customers across over 60 industries, with more than 2 million end users in over 150 countries using the application in 18 languages. The company currently employs more than 500 people worldwide, all passionately focused on delighting customers through prompt and effective execution and constant improvement driven by customer feedback. SuccessFactors' customers include Kimberly-Clark Corporation, MasterCard Worldwide, Textron, Sutter Healthcare, Direct Energy, Quintiles Transnational, Volkswagen of North America, Lancaster General Hospital, McDermott International, Inc, and Salesforce.com. Founded in 2001, SuccessFactors has multiple offices worldwide collaborating for strong local support of customers.

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