

Global Leader in Flexible Packaging Selects SuccessFactors to Increase Shareholder Value, Achieve Global Growth, Develop Management and Professional Employees

Submitted by: Devonshire Marketing Consultants Limited

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Scholle Corporation Embarks on Global Initiative to Enhance Business through its People

SAN MATEO, Calif. – January 28, 2009 – SuccessFactors, Inc. (NASDAQ: SFSF), the global leader in on-demand performance and talent management solutions, today announced that Scholle Corporation, a privately-held leader in the design and manufacture of flexible packaging for the food, beverage and industrial markets, has selected a comprehensive solution from SuccessFactors to manage goals, performance, succession planning, career development, compensation and 360-degree reviews in Portuguese, English, Mandarin, and French.

“Change is not just a slogan at Scholle,” said Scott Cameron, vice president of organization development at Scholle Corporation. “We needed the change management systems approach SuccessFactors embodies to move our company’s people-based change initiatives forward. Our shareholders aggressively continue to invest in the business, especially in people, for acceleration of corporate growth and added shareholder value. We collectively view SuccessFactors as an ideal solutions platform to achieve success faster and more cost effectively through our investment in the talent needed for global leadership.”

Scholle Corporation is an innovative leader in barrier technology and metalized solutions to enhance its customers’ package quality as well as image. Products include bag-in-box packaging for the wine, spirits, food products, juices, industrial, cleaning solutions markets. The company also produces specialized labels and metalized barriers, including the ability to produce high impact silver, super silver, and holographic images designed to achieve customer differentiation. A family-run business with strategic intent to become the world’s largest private flexible packaging company, Scholle Corporation sought a tool to impact the most dynamic part of its business – employee performance and development.

The company was looking for a state of the art tool for assessing its talent pool to gain visibility and address competency gaps, enhance coaching, and more effectively develop its people.

Ultimately, Scholle wanted a solution to bridge the gap between the company’s evolving global strategy and their employees’ ability to effectively implement strategic actions in a dynamic competitive global environment. The solution had to be user friendly and uniformly adopted by employees worldwide.

Cameron continued, “SuccessFactors will be one of the most critical systems we utilize across the company. Our executive team will leverage SuccessFactors to further align, communicate, and deploy corporate strategy. Board members will engage in the 360-degree review process as well as succession planning and related critical investments in talent. Scholle performance based employee compensation plans will be supported by state of the art system capabilities. Employee development and succession planning related actions will be integrated with proven intellectual capital building processes. Overall, our ability to more effectively identify, develop, recognize, reward, and retain top performers on a global scale will be greatly enhanced with SuccessFactors.”

Paul Albright, general manager for SMB and chief marketing officer for SuccessFactors, said, “Increasingly, companies of all sizes are coming to SuccessFactors looking for solutions to transform their business. We’re also finding this period of uncertainty is providing a healthy opportunity for leaders to optimize their workforces in exciting ways. SuccessFactors is thrilled to play a role in helping industry leaders like Scholle drive new growth strategies.”

The SuccessFactors Performance and Talent Management Suite, which includes Performance Management, Goal Management, 360 Degree Reviews, Succession Management, Compensation Management, Learning and Development, Recruiting Management, Employee Profile, and Analytics and Reporting applications, creates a company-wide network of information related to employee performance, including skill-sets, interests, career aspirations, ability to relocate, experience, languages spoken and more. By providing deep, real-time, company-wide visibility into such critical performance data, companies are able to make better, more informed decisions about how to promote, recruit, compensate, reward and manage their entire employee base.

About SuccessFactors, Inc.

SuccessFactors is one of the fastest growing public software companies and the leading provider of on-demand employee performance and talent management solutions. The company enables organizations of every size, and across every industry and geography, to achieve high-performing workforces through goal alignment and execution, talent development and planning, and pay-for-performance initiatives. From 92 customers and approximately 282,000 end users in 2003 to more than 2,360 customers and 4 million end users today, SuccessFactors’ solutions are widely deployed across 60 industries in over 185 countries in 31 languages. Founded in 2001 with offices around the world, the company employs passionate people focused on revolutionizing the future of work. For more information, visit:

<http://www.successfactors.com>.

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