

SuccessFactors Appoints Murray Sargent, Former SAP APAC Senior Vice President and PeopleSoft APAC Executive, as Head of SuccessFactors Asia Pacific Sales

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Press Conference on SuccessFactors' Expansion Across Asia Pacific to Take Place in Shanghai

SHANGHAI – March 11, 2009 — SuccessFactors, Inc. (NASDAQ: SFSF), the global leader in on-demand performance and talent management solutions (<http://www.successfactors.com/performance-management-software/>), today announced the appointment of Murray Sargent, former SAP vice president, as Asia Pacific Vice President of Sales, and that it will be holding a press conference to discuss SuccessFactors' Asia Pacific continued expansion and capturing of greenfield market share.

Murray Sargent joins SuccessFactors to continue the development of the company's Asia Pacific markets, drive market share growth and provide sales leadership. Before joining SuccessFactors, Sargent served as a senior vice president of sales at SAP, where he focused on new sales, service and delivery for the Asia Pacific region. Prior to joining SAP following Oracle's 2005 acquisition of PeopleSoft, Sargent oversaw PeopleSoft's expanding APAC presence since 1998 to include the major markets of Australia, Japan and North Asia, including North Asia – Hong Kong, China, Korea and Taiwan. In addition to SAP and PeopleSoft Asia-Pacific, Sargent previously held executive positions with Misys, Tandem Computers, Compaq, and NCR.

In recent months, SuccessFactors has significantly expanded its operations across Asia Pacific with dedicated product, sales, and implementation teams to support its growing customer base. The company enjoys relationships with customers in 61 verticals, 185 countries, and offers product in 31 global languages. To discuss SuccessFactors' growth, a press conference with Jay Larson, vice president of global enterprise and mega sales, will take place in Shanghai on Friday March 13 from 9:30am – 11:00 am local time.

"After 4 years of rewarding investments and great work by the team in the APAC region, it was an easy decision to hire Sargent who has an excellent background, with more than 20 years experience growing businesses and delivering value here," said Lars Dalgaard, SuccessFactors' founder and chief executive officer. "We have seen the Asia Pacific region contribute well in 2008 and the deals we are winning are very valuable – we now have many hundreds of successful customers, and thousands of users and we've been able to prove how our on-demand software and services can be configured to accelerate business execution in the Asia Pacific region. We are seeing great traction and clearly discernable potential in Japan, Australia, China, Singapore, Korea, New Zealand and India. With a 160% compounded annual growth rate since early 2006, SuccessFactors grew its customer base over 85% year-over-year and now has more than 550 customers and 270,000 users with a presence in Asia Pacific, with logins up nearly 100% to 4.4 million in the last 12-months alone."

"We are especially pleased to be able to attract leaders from some of the finest companies in the software industry, as measured by growth, market leadership and a commitment to customer success. This is what we are committed to at SuccessFactors, which is why we are thrilled to have Murray Sargent on board

to drive the Asia Pacific business,” said Jay Larson, SuccessFactors’ vice president of global enterprise and mega sales.

“SuccessFactors is tackling one of the great problems any business faces around the globe today – helping your most important asset, your people, to fully realize their capabilities and potential,” said Sargant. “Given the broad customer base, in large, medium and small business across the Asia Pacific, you can see the great value that SuccessFactors’ solutions are delivering today – strategic ways to take actions that drive superior business results.”

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 2,600 customers and 4.5 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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