

SuccessFactors Announces Instant, Easy-to-Use Performance Management for Small Businesses

Submitted by: Devonshire Marketing Consultants Limited

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SuccessFactors Express Delivers Simple, Turnkey, Web-Based Performance Reviews and Goal Management for Companies with Less Than 50 Employees

SAN MATEO, Calif., July 20, 2009 -- SuccessFactors, Inc. (Nasdaq: SFSF), the global leader in on-demand performance and talent management solutions, today announced the release of SuccessFactors Express, a complete, automated performance management solution for companies with less than 50 employees. This on-demand solution helps emerging, high-growth companies to instantly create a performance review process, as well as track progress against critical company goals to ensure success of their small business.

SuccessFactors Express comes preconfigured to allow customers to immediately start a meaningful evaluation process right out of the box by adding employee information to the system. Built-in best practices tools like SuccessFactors' Writing Assistant, Coaching Advisor and Legal Scan give users clear, appropriate, professionally written feedback. Express also includes goal planning and tracking to help instill ownership and accountability among employees and guide the company to success. An interactive employee directory, a core part of SuccessFactors Express, helps maintain up to date contact information and aids users to connect with each other simply.

Success Factors Express is a web-based solution delivered through next generation cloud computing technology, which eliminates the need for a customer to require any additional IT or HR expertise or incur any additional costs for hardware and software, upgrades, or maintenance.

"Our 2009 research shows that performance management is one of the most critical components of talent management and has clear financial impact for companies of all sizes. Interestingly, performance management in small companies is sometimes more complex because employees typically wear many hats," said Leighanne Levensaler, Director of Talent Management Research, Bersin & Associates. "SuccessFactors Express is targeted to this large, fast-growing, and underserved market segment."

"With SuccessFactors Express, SuccessFactors reaches small businesses in a whole new way," said Shelly Davenport, General Manager of Small Business for SuccessFactors. "Having a complete and meaningful review process is as essential to small businesses as it is to huge corporations because each employee must do more with less. Employees need to know exactly what managers need them to do, and it's essential that managers know if an employee is falling off track so they can immediately take steps to help them out before it affects the business. Express gives small business owners an 'out-of-the-box' solution to do just that."

Additionally, SuccessFactors has partnered with global business services provider Ceridian to include SuccessFactors Express into its current best-of-breed product portfolio for customers.

SuccessFactors Express is a part of SuccessFactors' suite of performance and talent management software which includes Performance Management, Goal Management, Succession Planning, Recruiting Management,

360-degree review, Compensation Management, Career Development Planning, Variable Pay and analytics and reporting applications.

SuccessFactors' solutions create 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. For more information on SuccessFactors Express please visit: <http://www.successfactors.com/express>.

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 2,700 customers and 5.1 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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