Tánaiste, Ireland's Deputy Prime Minister, Announces SuccessFactors' New Multilingual Business Centre in Dublin

Submitted by: Devonshire Marketing

Tuesday, 28 July 2009

European Customer Demand Fuels Establishment of New Sales Centre in Dublin

28 July 2009 – Dublin, Ireland – Tánaiste, Ireland's Deputy Prime Minister and Minister for Enterprise, Trade and Employment, today announced that SuccessFactors Inc. (NASDAQ:SFSF), the global leader in on-demand performance and talent management solutions, is establishing a new European Multilingual Business Centre in Dundrum, Dublin, creating many new high value jobs over three years. Recruitment has already commenced to fill positions for third level graduates with various language skills. The new business centre is in response to SuccessFactors' accelerating commercial momentum across Europe and increased customer demand.

IDA Ireland worked strenuously to attract this investment to Ireland against strong competition from other European locations and is currently working closely with the company to assist in its implementation. SuccessFactors has established itself as one of the world's most extensively deployed on-demand business applications in the Enterprise Cloud (1) with 5.4 million users and is the fastest growing public software company in Europe. The company helps organisations of all sizes, in all industries, and across all geographies, to optimise and align their workforces linking business goals and strategy to execution through its Performance & Talent Management suite. SuccessFactors recently announced the world's largest Enterprise Cloud deployment, Siemens AG, with 420,000 users across 80 countries in 20 different languages. The deployment is testament to the company's increased momentum in Europe and continued commitment to its expanding European business.

Making the announcement, the Tánaiste said, "SuccessFactors and its solutions are highly regarded and its technology industry leading, and the location of this Centre in Dublin is a significant addition to Ireland's already well respected software industry. Given the company's market-leading position, this investment is also another excellent endorsement of Ireland as an emerging European innovation leader in multilingual, technical and customer support activities for client-focused international companies. In addition, companies using the Cloud, such as SuccessFactors, which is a rapidly emerging delivery model for software solutions, are a strategic focus for IDA Ireland in order to further enhance and complement Ireland's existing global leading software industry."

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. The company's latest module, Employee Central, allows organisations to maintain centralised employee information with deeply integrated social networking and collaboration, giving employees, managers and executives a single, real-time hub to have a more complete picture of their people.

SuccessFactors customers range from small firms with a handful of employees to large scale deployments in global enterprise companies across multiple countries, languages and industries. Large European customers include companies such as Kellogg's, Orange, Cadburys Schweppes, Siemens AG and eircom of Dublin, one of the latest in a line of new customer implementations.

Lars Dalgaard, CEO of SuccessFactors, said, "SuccessFactors is focused on supporting customer success by directly linking business strategy to employee execution. Our ability to help customers achieve commercial success through better business execution and employee performance is truly unique, and is reflected in our own commercial growth and continued geographic expansion. Our investment in the new Dublin office is an integral part of supporting our customers. Dublin's international reputation in multilingual activity, combined with the ready availability of a diversity of multilingual talent in one city, its European air access, and its competitive costs relative to other European locations made it the logical choice for us."

Note to Editor:

[1] Enterprise Cloud is a software distribution model in which applications are hosted by a vendor or service provider and made available to customers over a network, typically the Internet.

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 2,800 customers and 5.4 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.

For further information please contact:

Kim Squire
Devonshire Marketing
Tel: 0870 7000 166