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Early Users Find Squirro to Be an Invaluable Tool for Discovering Trends, Tracking Prospects and Monitoring Customers

Digital research app filters out the noise and irrelevant news, giving users the content they need and want

Zurich (Switzerland) – August 7, 2012 – According to the results of a survey of initial beta users, Squirro, the world’s first “digital research assistant” designed for business, has proven to be an effective tool for sales, marketing and personal uses. Through the integration of real-time news and social media updates directly with Salesforce, LinkedIn and other business applications, Squirro users are empowered with relevant content for more efficient market research, news and event analysis, prospecting, and relationship building.

Squirro has been available in closed beta for personal use since April and [became available for sales and marketing intelligence](#) last month. Using automated curation intelligence, Squirro scans multiple sources from Internet channels, social media, contacts, private databases and internal business systems to gather related information and updates it continually.

In its effort to continually evolve the product, the Squirro team collected early feedback from the following individuals, who are using [Squirro](#) to create a living collection of content surrounding particular topics of interest for more effective research, sales and marketing activity.

- David Pidsley, UK Director for analytics company Cause Analytics, has been using Squirro to provide clients with relevant “social intelligence” about their customers, prospects, employees, competitors and partners directly within a single Salesforce platform. After evaluating dozens of social media monitoring tools, including Radian6, Cause Analytics selected Squirro for its market-leading capabilities and budget-friendly pricing structure. Executives, marketing managers and sales teams access the app via smartphone, tablet and desktop browsers to keep track of real-time social conversations that matter to their sales and marketing campaigns, with the added benefit of increasing user adoption of Salesforce.

“Squirro, in a nutshell, introduces a scalable, simple, and affordable mechanism to enhance the Salesforce platform. Most ‘social analytics’ tools that offer lesser functionality, including Radian6, were too pricey and complicated for our clients. Squirro simplifies gathering relevant social media content – just connect it to Salesforce and it delivers relevant insights from the start.”

- A Business Development Manager at Itelligence, Steve Rietzke, is tracking private equity transactions, particularly those related to his contacts on LinkedIn, Facebook and Twitter. He then uses his Squirro social discovery results to populate a weekly report of SAP sales opportunities, highlighting the parties involved in the transactions, as well as the firms who act in an advisory capacity.

“Squirro is like instant market research for individuals. I don’t have to hire anyone or subscribe to pricey services – I can do all of this research myself.”

- Alysa Kodisch, an independent consultant and working mom, is using Squirro to track news and social updates about alternative investments, high tech startups and the private spaceflight industry.

“Squirro fits in well with the way I’ve chosen to consume information these days. With so much noise out on the internet about everything, I decided to stop monitoring generic news, in order to better focus on topics important to me and my business. I’d already made this decision before Squirro – the tool supports it perfectly by delivering exactly what I want, when I need it.”

- Software engineer Boris Borgstaller uses Squirro as a single source for news and social updates about his personal passion, sailing races.

“I find Squirro very useful in aggregating information across multiple channels and feeds. It filters out the garbage that I typically encounter on news websites, and provides a useful, usable digest of just the content I want to read.”

“As we’re gathering these initial thoughts and feedback about Squirro, it’s exciting to see how many different ways people are using the application – even ways we didn’t originally consider during research and development,” said Dr. Dorian Selz, co-founder and CEO of Squirro. “This truly shows the deep market need for an application that curates content in an integrated and personal way. Squirro eliminates the need to slog through hundreds of search results and manually synthesize information from multiple sources.”

Supporting Resources

[Squirro website](#)

[Squirro video](#)

[Register for the Squirro beta](#)

[Squirro blog](#)

Tags/Keywords

Squirro, digital research, content curation, sales intelligence, marketing intelligence, Salesforce.com, Dorian Selz, LinkedIn, Facebook, Twitter, news feeds, search technology, beta users, social discovery



About Squirro

[Squirro](#) is the world's first personal digital research app. Broader than feeds and more efficient than search, Squirro scans multiple sources from Internet channels and social media, private databases and even internal systems such as Salesforce and SAP to find the most relevant information on your topic of interest, then updates it continuously and automatically – including tools to clip, save, comment and share content in your own private workspace. The result is a living collection of curated content that enables better sales outcomes, more efficient research processes and improved customer relationships.

Squirro was developed by a team of passionate Internet entrepreneurs with high ambitions: To simplify the everyday need to find, remember, organize and share important information. They created Squirro following [Memonic](#), the award-winning, online note-taking app and the Swiss search engine local.ch.

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