



# SENDGRID CUSTOMER SPOTLIGHT

FALL 2013

# Introduction

## SENDGRID CUSTOMER SPOTLIGHT

Web apps have moved light years beyond their humble beginnings. In the 1990s business sites resembled little more than electronic bulletin boards and CGI was the standard delivery mechanism. As the early 2000s approached, the industry demanded flexibility in addition to functionality and web platforms came to the forefront relying on REST based systems to provide more choices and customization. Today there are thousands of web apps that are being used to solve complex business problems.

Our clients represent over 100,000 global organizations that have made it their business to solve key challenges and turn obstacles into opportunities. We admire all of our clients and want to celebrate their accomplishments by sharing their hard work with our community. It was very hard to choose, but we've started by selecting 14 clients who are innovative, forward-thinking start-ups that have not only transformed the way that business is done, but perhaps more importantly, the way that users participate in that experience.

We've segmented this spotlight into three categories:

- Business productivity
- Marketing management
- Community building

Each category includes 4-5 companies (listed alphabetically) and reviews what makes these transformative businesses unique.

This is just a small sampling of the great organizations that work with SendGrid. Our hope is that you will discover potential new partners and help our community of loyal developers reap the rewards of their hard work and creativity.

### BUSINESS PRODUCTIVITY



### MARKETING MANAGEMENT



### COMMUNITY BUILDING



\*Please note: Web design and logos for the customers included in this Spotlight may have changed since publication, so please always refer to the customers' websites for their most updated information.\*

# Business Productivity Tools

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The make or break moment for businesses comes when productivity is translated into financial success. It is, after all, THE moment of truth in knowing if your brilliant idea has the capability of becoming the next big thing. Our environment is ever-changing, competitive, and uncharted. Epic success is the goal, but will it become a reality?

For start-ups, productivity can't be measured in mouse-clicks, visits, and opt-in requests. Instead, productivity focuses on how you use human and capital resources to move your business forward.

As lean, mean, fighting machines, start-ups rely on business productivity tools to provide enterprise-level solutions on a bite-size budget. These companies have devised solutions that provide easier, more flexible, and more affordable ways to chart your pathway to success.

The logo for binpress, featuring the word "binpress" in a lowercase, sans-serif font. The "bin" is in blue and the "press" is in black.The logo for Caplinked, featuring the word "Caplinked" in a bold, sans-serif font. "Cap" is in black and "linked" is in green.The logo for Swipely, featuring the word "Swipely" in a bold, sans-serif font. "Swi" is in blue and "pely" is in black. There is a small icon of a smartphone with a checkmark on the right.The logo for Teambox, featuring a small icon of three people in a circle followed by the word "Teambox" in a bold, sans-serif font.

## BINPRESS

*The marketplace for developers.*

### FOUNDED

2010

### CEO

Adam Benayoun

### WEBSITE

[www.binpress.com](http://www.binpress.com)

### ABOUT

Binpress is a discovery service for high-quality source-code packages that are easy to implement and save endless development hours and costs. Binpress helps create a passive revenue stream that curates developer expertise and skills and sells their code online while avoiding the hassle of marketing, billing, and legal issues.

The screenshot shows the Binpress website interface. At the top, there's a navigation bar with the Binpress logo, a search bar, and links for 'START', 'LANGUAGE', and 'Search projects'. Below the navigation bar, the main heading is 'Kickstart your software project', followed by the tagline 'Binpress is the marketplace for commercial open-source projects.' and 'Over 1,000 components listed and 1.5 million hours saved!'. To the right, there's a section 'What are you working on?' with buttons for 'WEBSITE', 'MOBILE APP', and 'DESKTOP APP', and a link 'Create new open-source'. Below this, there's a 'Featured' section highlighting the 'Midi Animation Starter Kit for iOS' for \$59.99+. To the right of the featured section, there's a list of other projects: 'PHP Paypal API class', 'PDFTouch SDK for iOS', 'Midi Animation Starter Kit for iOS', 'iPad Newsstand PDF starter Kit', 'Commander Cool iOS Platformer Starter Kit', 'PieTouch Graph SDK for iOS', and 'E-Course Maker iOS Starter Kit'. Below the featured section, there's a 'Popular' section with a horizontal filter bar for various programming languages: OBJECTIVE-C, JAVA, PHP, C#, JAVASCRIPT, RUBY, PYTHON, and C/C++. The 'Popular' section displays several project cards, each with a title, description, rating, and price. The projects shown are: 'Quiz App Starterkit iPhone + iPad a...' (\$99.99+), 'Story Book iOS App Template (iPad ...)' (\$19.99+), 'VideoStream SDK for iOS' (\$299.99+), 'TinyMCE Image Uploader & Manager' (\$19.99+), 'Radio Tunes SDK for Appcelerator' (\$249.99+), and 'iRate - prompt users to rate your app' (FREE+).

### WHY THEY WIN

Binpress capitalizes on the creativity of millions of developers and provides a unique way to monetize their assets while saving hours of development time recreating what has already been done. By building a robust and trusted community, developers can use their collective brain power to build, improve, and repurpose code.

### WHY WE LOVE THEM

Binpress helps validate and monetize the hard work of developers everywhere. By providing a collaborative marketplace, they set the stage for innovation by some of the smartest people we know. Just like ours, their solution is made for developers by developers, so they are a kindred spirit when it comes to supporting the developer community.

### INDUSTRY BUZZ

"It's GitHub meets Shopify." — *The Startup Foundry*

For more on how Binpress and SendGrid work together, read their [Customer Success Story](#).

## CAPLINKED

*A faster, safer, and easier way to manage deals.*

### FOUNDED

2010

### CEO

Eric Jackson

### WEBSITE

<https://secure.caplinked.com>

### ABOUT

CapLinked makes it faster, safer, and easier to manage business transactions in the cloud and provides companies with easy-to-use tools for capital raises, asset sales, mergers and acquisitions, real estate deals, investor and board reporting, business development negotiations, and other types of complex business transactions within a secure platform. Streamline your deal flow and transactions confidentially and securely so you can do more, faster.

The screenshot shows the CapLinked website. The top navigation bar includes links for 'Why Use CapLinked?', 'Product Tour', 'Industries', 'Customers', and 'Security', along with 'Contact Sales', 'Call Us: (888) 799-6849', and a 'Sign In' button. The main hero section features the headline 'Business Transactions Made Simple & Secure' and a sub-headline 'Manage financings, asset sales, M&A deals, and other complex transactions in the cloud with CapLinked's easy-to-use workspaces.' Below this is a 'Get a Demo' button. To the right is a monitor displaying the CapLinked interface. Below the hero section are three columns of features: 'Share Sensitive Files' (with a briefcase icon), 'Cutting-Edge Security' (with a padlock icon), and 'Track Everything' (with a bar chart icon). Each feature includes a brief description of its benefits.

### WHY THEY WIN

They simplify complex transactions by providing secure workspaces for businesses to conduct deals. Rather than having to follow a multi-step process for each potential transaction, files are uploaded to the cloud and can then be tracked and managed from a central interface.

### WHY WE LOVE THEM

From our perspective, CapLinked helps create jobs. By streamlining an archaic process, they pave the way for more opportunities for investors, advisors, and companies to connect and flourish.

### INDUSTRY BUZZ

"CapLinked is the go-to place for setting up and closing deals." — *The Wall Street Journal*

## SWIPELY

*Accept Payments. Understand Customers. Grow Revenue.*

### FOUNDED

2009

### CEO

Angus Davis

### WEBSITE

<https://swipely.com>

### ABOUT

Swipely helps local merchants accept payments, understand customers, and grow revenue. They provide best-in-class processing that is the engine that powers their “payment marketing” platform. Swipely’s payment processing platform requires no equipment, staff training, or start-up costs.



### WHY THEY WIN

Beyond basic processing, Swipely provides real-time spending data on individual users which helps merchants understand why customers visit and what they spend their dollars on. With that, merchants can send targeted email campaigns to drive engagement and use industry benchmarks to analyze and improve their own performance. Moreover, they support your retention efforts to help you win back customers and reward loyal ones to grow revenue.

### WHY WE LOVE THEM

Swipely gives merchants the ability to understand sales data so they can find creative ways to acquire and retain customers. With enterprise-level tools, they go beyond simplified payment processing and basic analytics and enable cross-channel engagement via mobile, social media, and in-store.

### INDUSTRY BUZZ

“Swipely has hit on a hole in the overheated payments space, and merchants are responding.” —*PandoDaily*



## TEAMBOX

*Bring together team conversations, tasks, and files in a uniquely designed workspace.*

### FOUNDED

2008

### CEO

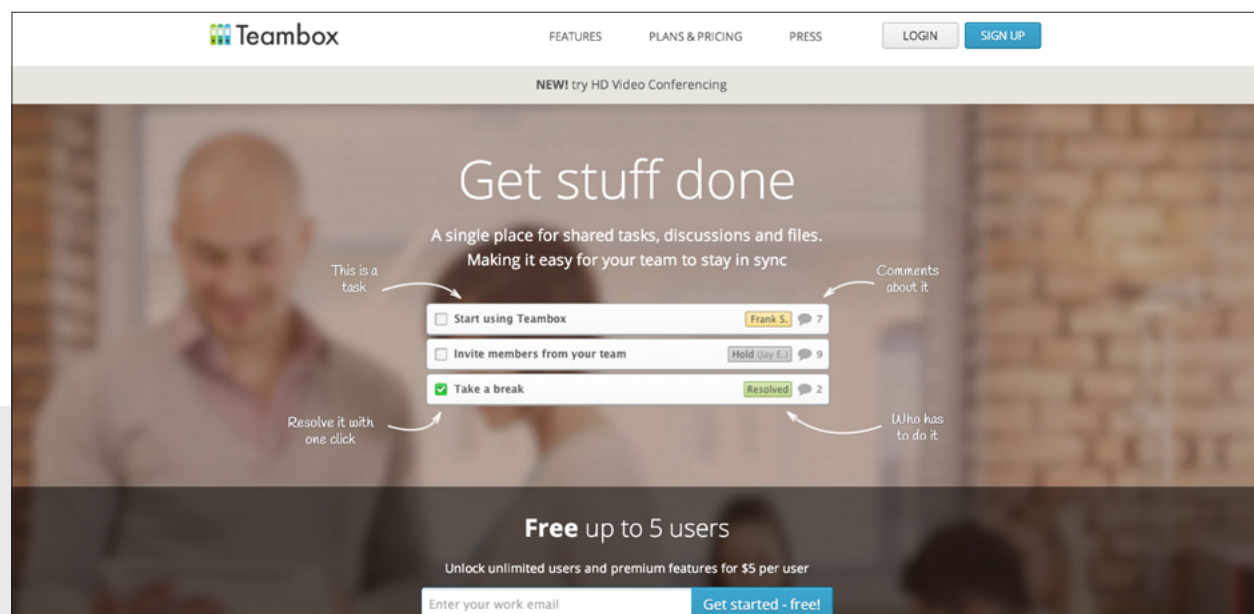
Dan Schoenbaum

### WEBSITE

<http://teambox.com>

### ABOUT

Teambox is the next-generation cloud-based collaboration platform that enables users worldwide to share files, track and assign tasks, track time, and manage conversations in an easy to use and customizable tool. Today, Teambox is used by over 150,000 companies including Southwest Airlines, Ticketmaster, BP, Groupon, and Square.



### WHY THEY WIN

Teambox's simple interface and intuitive tools can get teams up and running fast. Drag and drop functionality, templates, and group chat wrapped in a mobile friendly, affordable package attracts small business owners, start-ups, and aspiring project managers.

### WHY WE LOVE THEM

They [spent zero dollars on marketing](#) yet acquired over 900 marquee clients. That's a big deal! On the usability front, they integrate with Box, Dropbox, Gmail, Google Docs, Outlook and various other Web apps making it a start-up dream for organizations looking to leverage app nation!

### INDUSTRY BUZZ

"Teambox delivers a fresh (and sweet) cloud collaboration platform..." — *TheNextWeb*

# Marketing Management Tools

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Know thy consumer. This timeless and straightforward concept is the cornerstone of every basic marketing campaign. In the realm of start-ups however, this becomes a little more complex. Knowing your consumer means that you know how, where, when, and through which media your user will be most likely to respond. Major brands equipped with big budgets and numerous resources have been trying to crack the code for years—slicing and dicing data to come up with the magic formula to engage their customers.

Today, start-ups have a treasure chest full of tools to do the same thing in less time and with fewer people. We've selected just a few companies that can help you reach new heights to acquire and retain new customers. From engagement tools to content marketing and business intelligence, these innovative companies all provide key elements that will help you build chemistry with your users.





## CROWDGATHER

*The vertical interest advertising network that connects brand marketers with millions of highly focused influencers, trendsetters, and pioneers.*

### FOUNDED

2008

### CEO

Sanjay Sabnani

### WEBSITE

<http://www.crowdgather.com>

### ABOUT

CrowdGather is a public social media company with a focus on growing strong and vibrant forum communities that truly connect people in meaningful conversation. Their advertising network is made of up thousands of online communities for technology professionals, gamers, and lifestyle enthusiasts. Advertisers can connect with these specialized forums to reach key audiences that are interested in their offerings.



### WHY THEY WIN

They are monetizing forums by providing advertisers with a unique way to engage a community that is based on ongoing conversation. CrowdGather is highly interactive and informational for members and enables companies to connect in ways that are relevant and non-invasive.

### WHY WE LOVE THEM

They took first generation social media and created a monster platform that leverages the essence of chatter. Then, they compartmentalized those conversations so segments of the population could be targeted by interest. As of late 2012, they have about [20 million monthly unique visitors and over 200 million monthly page views](#) and counting—proving that not only do people LOVE to talk, but that you can monetize that chatter by becoming an integral part of the conversation.

### INDUSTRY BUZZ

"The company has generated record revenue in the previous quarter and expects to continue to do so as 2013 progresses..."  
—*Before It's News*

## FOUNDED

2012

## CEO

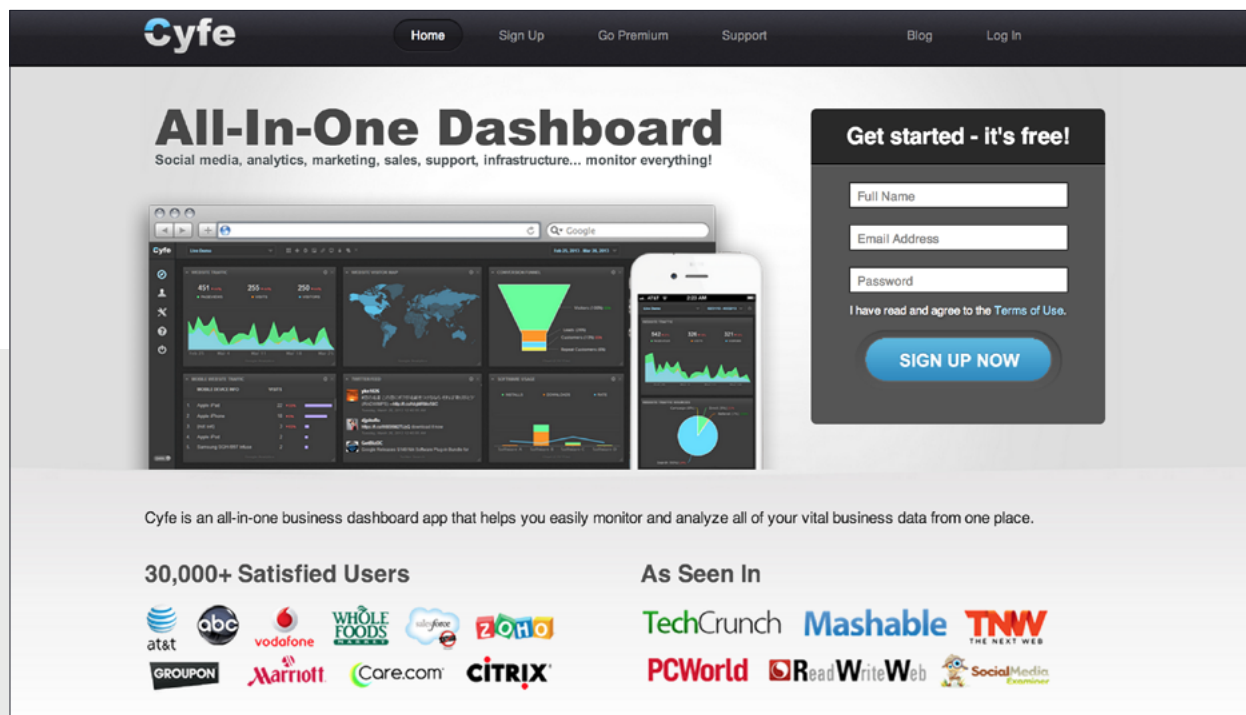
Deven Patel

## WEBSITE

[www.cyfe.com](http://www.cyfe.com)

## ABOUT

Cyfe helps businesses better manage their data and analytics using their online business intelligence dashboard. Cyfe aggregates all of your online services using custom widgets for search, email, social, feeds, and business services so they can monitor and share all of your vital business data from one single location in real-time. With dozens of widgets that include Google Analytics, AdSense, Wordpress, Facebook, Twitter, Freshbooks, and more, gathering valuable business intelligence has never been easier.



The image shows the Cyfe website interface. At the top is a navigation bar with links: Home, Sign Up, Go Premium, Support, Blog, and Log In. The main heading is "All-In-One Dashboard" with the tagline "Social media, analytics, marketing, sales, support, infrastructure... monitor everything!". Below this is a large screenshot of the Cyfe dashboard, which displays various widgets including line charts, bar charts, a world map, and a funnel chart. To the right of the screenshot is a sign-up form titled "Get started - it's free!" with fields for Full Name, Email Address, and Password, followed by a checkbox for "I have read and agree to the Terms of Use." and a "SIGN UP NOW" button. Below the dashboard screenshot, text states: "Cyfe is an all-in-one business dashboard app that helps you easily monitor and analyze all of your vital business data from one place." Further down, it says "30,000+ Satisfied Users" and "As Seen In" followed by logos for TechCrunch, Mashable, TNW, PCWorld, ReadWriteWeb, and SocialMedia Examiner. At the bottom left of this section are logos for at&t, abc, Vodafone, Whole Foods, Zoho, Citrix, and others.

## WHY THEY WIN

Founder Deven Patel is a self-made entrepreneur who saw a need and filled it. He says that [small businesses spend up to 80% of their time](#) collecting data and creating reports. So, he built a tool especially for SMBs that provides the analytical tools they need to grow their businesses.

## WHY WE LOVE THEM

Its widget-based business intelligence approach makes it super easy for companies to collect and analyze data, plus it works with virtually any service on the web. Forget logging on to different platforms, it's all right there in one dashboard. There are too many widgets to mention, but they include the usual suspects like Gmail, Twitter, etc., but they also pull in accounting tools like Freshbooks, CRMs like Salesforce and ZenDesk, email service providers, GoToWebinar and yes—even SendGrid!

## INDUSTRY BUZZ

"[Cyfe] could do for analytics and reporting what FreshBooks did for invoicing." —*TechCrunch*

For more on how Cyfe and SendGrid work together, read their [Customer Success Story](#).

## EZ TEXTING

*Refreshingly simple, surprisingly affordable SMS marketing.*

### FOUNDED

2006

### CEO

Shane Neman

### WEBSITE

[www.eztexting.com](http://www.eztexting.com)

### ABOUT

Ez Texting is an affordable text message marketing solution for businesses, small, groups, and individuals. Ez Texting provides web-based text messaging services to over 50,000 clients ranging from small organizations to Fortune 500 firms. They have been featured in publications like *Mobile Marketer*, *E-Commerce Times*, *New York Newsday*, *Investors Daily*, the *Boston Herald*, and *The New York Times*.

### WHY THEY WIN

Billed as a DIY SMS marketing service, Ez Texting provides a variety of options to help senders acquire and engage their customers using text message including text-to-join, QR code programs, sign up widgets, polls and voting, and image, video, and voice capabilities. With robust reporting and analytics, Ez Texting makes it easy for clients to create targeted SMS campaigns that create results.

### WHY WE LOVE THEM

They take cues from email in following best practices to get to the SMS inbox. With advanced messaging features, you can schedule deployments, initiate drip campaigns, and personalize your messages. They even have an anti-spam policy and host a developer center to help customers expand their ideas around implementation. Check out why it's GR8!

### INDUSTRY BUZZ

"It was, as the name suggests, easy. We tried another website but never got a text out."  
—D.R. Horton, America's Largest New Home Builder

For more on how Ez Texting and SendGrid work together, read their [Customer Success Story](#).

## NEWSCRED

*A powerful technology platform to easily manage, track, and analyze your content on third-party sites.*

### FOUNDED

2008

### CEO

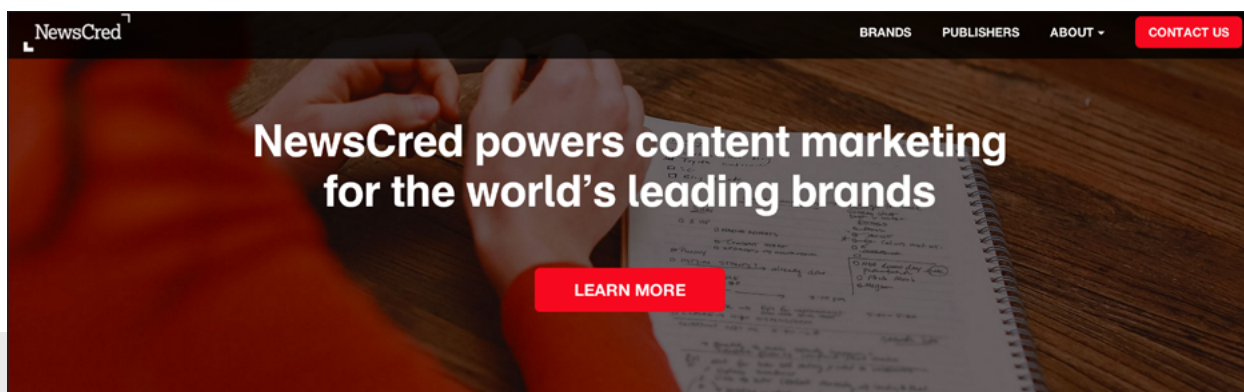
Shafqat Islam

### WEBSITE

[www.newscred.com](http://www.newscred.com)

### ABOUT

NewsCred gives brands access to quality, licensed content to power their content marketing strategies and build engagement among their audiences. They help publishers expand their reach and drive revenue through their platform. NewsCred has over 1,500 fully licensed sources including *Forbes*, *The Associated Press*, CNN, *The Economist*, Getty Images, and *Gawker*. Companies like Pepsi, Orange Telecom, and the *New York Daily News* rely on their services to create customized content experiences that drive traffic and new revenue.



NewsCred powers content marketing for the world's leading brands

LEARN MORE

2500+ Premium, Licensed Sources  
Millions of Full-Text Articles, Images & Video

The New York Times gettyimages REUTERS The Washington Post VARIETY

### WHY THEY WIN

NewsCred understands that brands are challenged to provide socially engaging content on a consistent basis. With ongoing access to quality content, marketers are able to feed the appetites of their customers. Their powerful curation technology allows brands to incorporate relevant content into their newsfeed but also control the flow and type of information delivered to their audiences.

### WHY WE LOVE THEM

They eliminate copyright headaches. Since they take care of all the licensing, brands can focus on delivering targeted information to their customers and can even track its performance. NewsCred is technology driven syndication at its best, providing a one-stop shop for companies to legally acquire and use fresh content on a daily basis.

### INDUSTRY BUZZ

"A newswire built with digital in mind." —GigaOM

## SNAPENGAGE LIVE CHAT

*Enterprise live chat.*

### FOUNDED

2008

### CEO

Jerome Breche

### WEBSITE

[www.snapengage.com](http://www.snapengage.com)

### ABOUT

SnapEngage is enterprise live chat that turns website visitors into customers by automatically engaging with them on your behalf. It can be accessed from your preferred chat client like GoogleTalk, Skype, and iChat, or from your smartphone. SnapEngage also integrates with the most popular CRM and HelpDesk systems including BatchBook, Salesforce, ZenDesk, and Pivotal Tracker.

The screenshot shows the SnapEngage website. At the top, there's a navigation bar with links: PRICING, FEATURES, CUSTOMERS, SUPPORT, LOG IN, and a flag icon. The SnapEngage logo is on the left. A central white box contains the text "Your team is going to love it." with a green "love it." Below this is an orange button that says "Try for free" and "No credit card required." with a small image of a man. Below the button are three columns: "Integrate" (with a puzzle piece icon), "Teamwork" (with a group of people icon), and "Customize" (with a paintbrush icon). Each column has a brief description of its features. On the right side of the website, there's a "WE ARE ONLINE" status and a "CHAT" button with a small video feed of a person.

### WHY THEY WIN

While keeping your existing workflow, SnapEngage seamlessly integrates with the solutions that you are already using—there is no new software to learn or install. It includes powerful live chat features including proactive invitations, detailed visitor information, and shortcut messages. You can escalate conversations to secondary agents, prompt users to call you, and integrate on unlimited sites and configure by department.

### WHY WE LOVE THEM

It's available in over 26 languages making it a truly global product that can service your customers worldwide. But SnapEngage can also speak to developers, providing easy integrations with popular applications using their Javascript, REST, and Open APIs.

### INDUSTRY BUZZ

"The best live chat software on the planet." —Web Eminence



# Community Building Tools

If you build it, they will come! That is sometimes true, but will they stay? Customer engagement is the silver lining behind the cloud. It's the key to the pearly gates—your ultimate obsession. Users are the key to turning your start-up into an established, sought after, and publicly traded entity. But first, you need road warriors who will evangelize your brand and lead you to the promised land of milk and money. (Yes, money!)

The community building tools highlighted here have created a welcoming space for users to visit, take up (virtual) residence, and invite others to do the same. With a little creativity—which you already have—you can develop a bevy of users who are insanely loyal to your brand. From established social networks, to tools that help you curate and share user content, these five companies can help raise your profile and have investors knocking at your door.

foursquare

get **satisfaction**

olapic

Pinterest

SOCIALCAST



## FOURSQUARE

Find personalized recommendations and deals based on where you are.

### FOUNDED

2009

### CEO

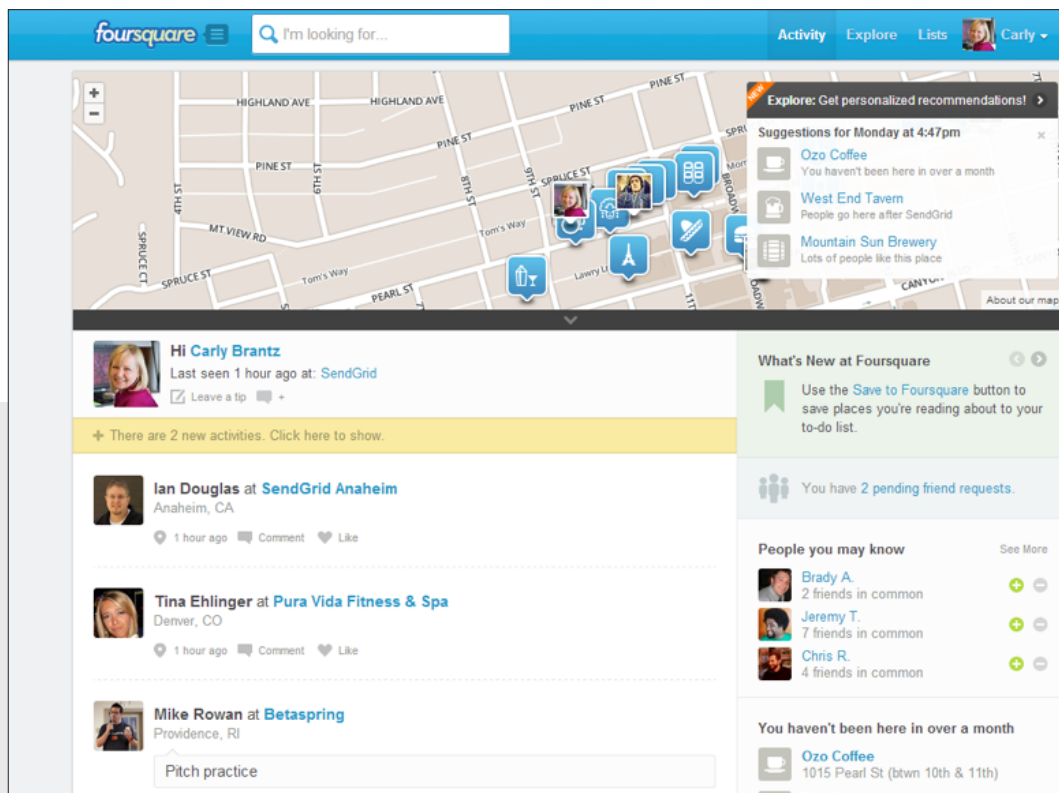
Dennis Crowley

### WEBSITE

<http://foursquare.com>

### ABOUT

Foursquare is a location-based mobile platform that makes cities more interesting to explore. By “checking in” via a smartphone app or SMS, users share their location with friends while collecting points and virtual badges including rewards for checking in the most often at a location. As of January 2013 Foursquare is used by over 30 million people worldwide and has over 3 billion check-ins.



### WHY THEY WIN

Merchants and brands leverage the Foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences with special deals. For example, frequent “check-ins” may earn users free products or discounts while dubbing them the coveted loyalty status of “Mayor.” Brands love it because it provides a unique way to drive engagement through multiple channels. Consumers love it for the rewards and recognition that come with their interactions.

### WHY WE LOVE THEM

Foursquare is a fan favorite at SendGrid. With offices around the globe, it's easy for us to keep track of what's going on with our co-workers by following their check-ins, and it's an especially useful tool when we're traveling and hosting events. Foursquare also adds a fun social element to the workday, with everyone trying to win the title of “Mayor” of our various offices.

### INDUSTRY BUZZ

“Foursquare's been engaged in a big transition as it evolves beyond simple check-ins into a more robust service that allows people to discover the world around them.” —GigaOM

For more on how Foursquare and SendGrid work together, read their [Customer Success Story](#).

## GET SATISFACTION

Create a vibrant customer community.

### FOUNDED

2007

### CEO

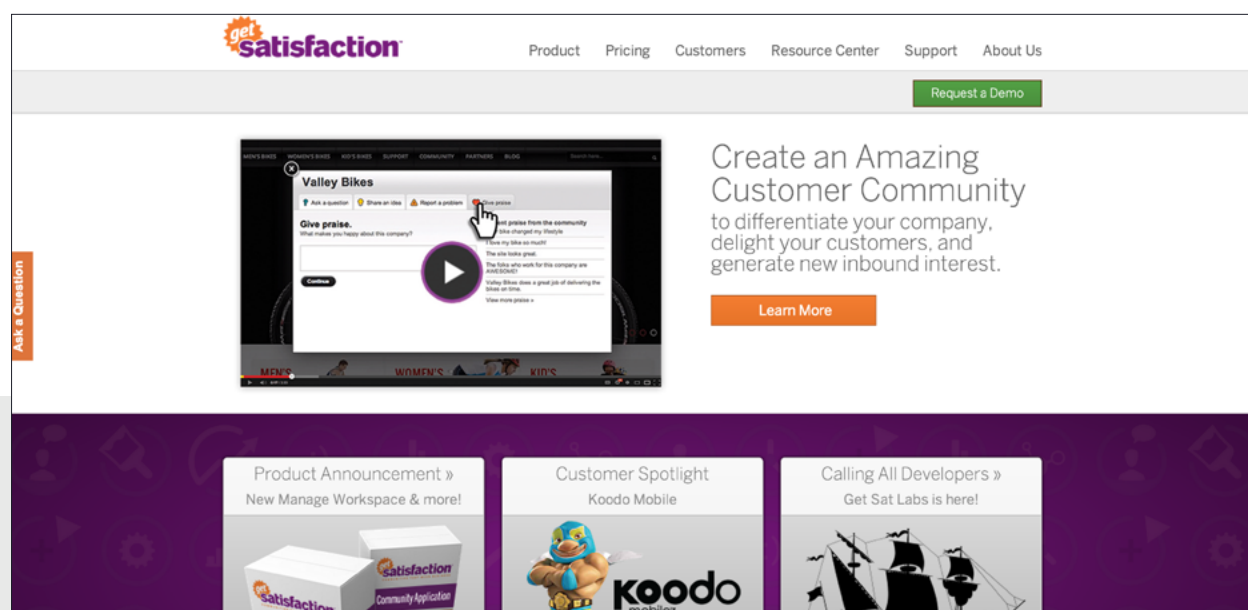
Wendy Lea

### WEBSITE

<https://getsatisfaction.com>

### ABOUT

Get Satisfaction is a customer engagement platform that helps companies build strong customer relationships. With Get Satisfaction, you can quickly set up on your own online communities around marketing, support, e-commerce, or product topics to start engaging with your customers and prospects on your website, Facebook, search, or on their mobile devices.



### WHY THEY WIN

Customer feedback is the heart of any organizational strategy, but gathering that feedback can cause some serious headaches. Get Satisfaction leverages the power of social media to turn those conversations into data that can measure sentiment and drive business decisions. Plus, it gives you an easy way to identify your raving fans and gives you the tools you need to improve the overall customer experience.

### WHY WE LOVE THEM

Get Satisfaction has a [Company-Customer Pact](#) that we really admire. Based on open and honest communication, they encourage their users to embrace five principles to ensure both parties work together and take equal responsibility for the outcome. What a great way to level the playing field to ensure everyone gets the response they deserve.

### INDUSTRY BUZZ

"A service that ...provides an excellent platform for communicating with your market and managing problems is Get Satisfaction." —*Network World*

**OLAPIC***Get customer photos on your site.***FOUNDED**

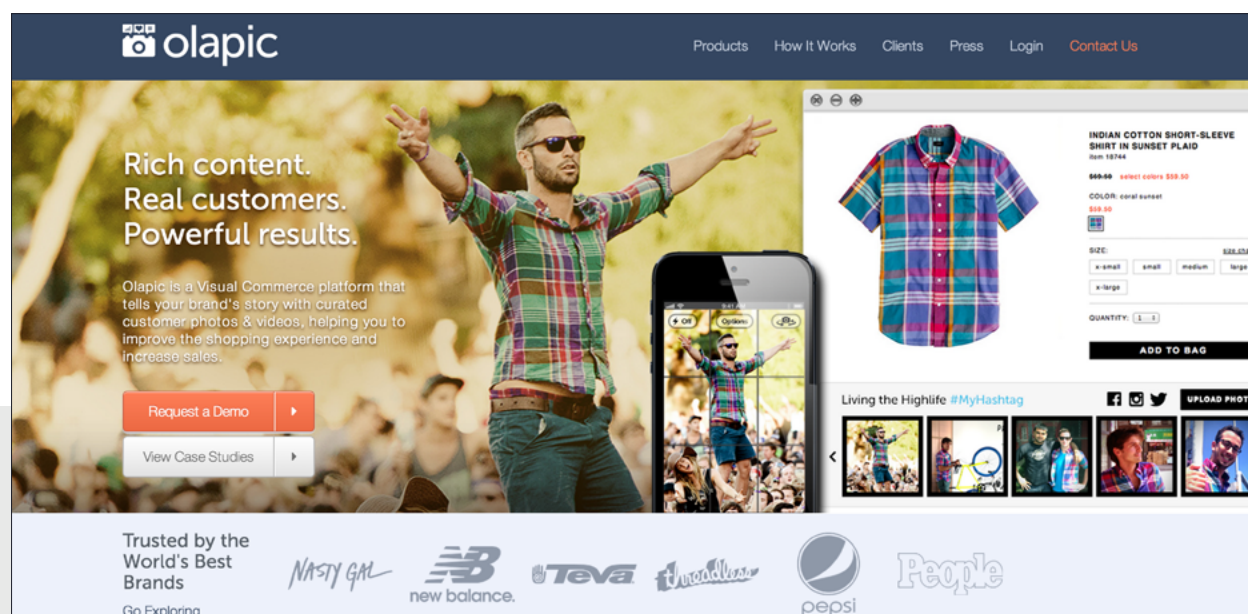
2010

**CEO**

Pau Sabria

**WEBSITE**[www.olapic.com](http://www.olapic.com)**ABOUT**

Olapic is the premier social photo crowdsourcing service providing e-commerce sites, brands, and publishers with tools to engage their audience and support a strong community built on photo sharing. Olapic helps companies grow by leveraging the power of data from multiple photo sharing sites like Facebook, Twitter, and Instagram. Started in 2010, Olapic now serves clients like the *New York Daily News*, the *New York Giants*, and *Mashable*.

**WHY THEY WIN**

Olapic allows companies to crowdsource pictures and videos from their own audience and publish them for public consumption. Brands can also measure user generated content by monitoring activity across various social media platforms. This creates a sphere of influence score which then allows photographers to gain exposure when his/her work is published and shared online.

**WHY WE LOVE THEM**

What a great way to curate user generated content by unleashing your inner photographer. Now, consumers can share their creations with their favorite outlets. Great for sports teams, media and entertainment firms, retailers and publishers, Olapic creates a perfect storm for leading companies to collect content from the greatest people on earth—the fans!

**INDUSTRY BUZZ**

"Genius Idea: Pooling images in a database of social content." —Mashable

For more on how Olapic and SendGrid work together, read their [Customer Success Story](#).

## PINTEREST

Visually plan and share life events using online pinboards.

### FOUNDED

2010

### CEO

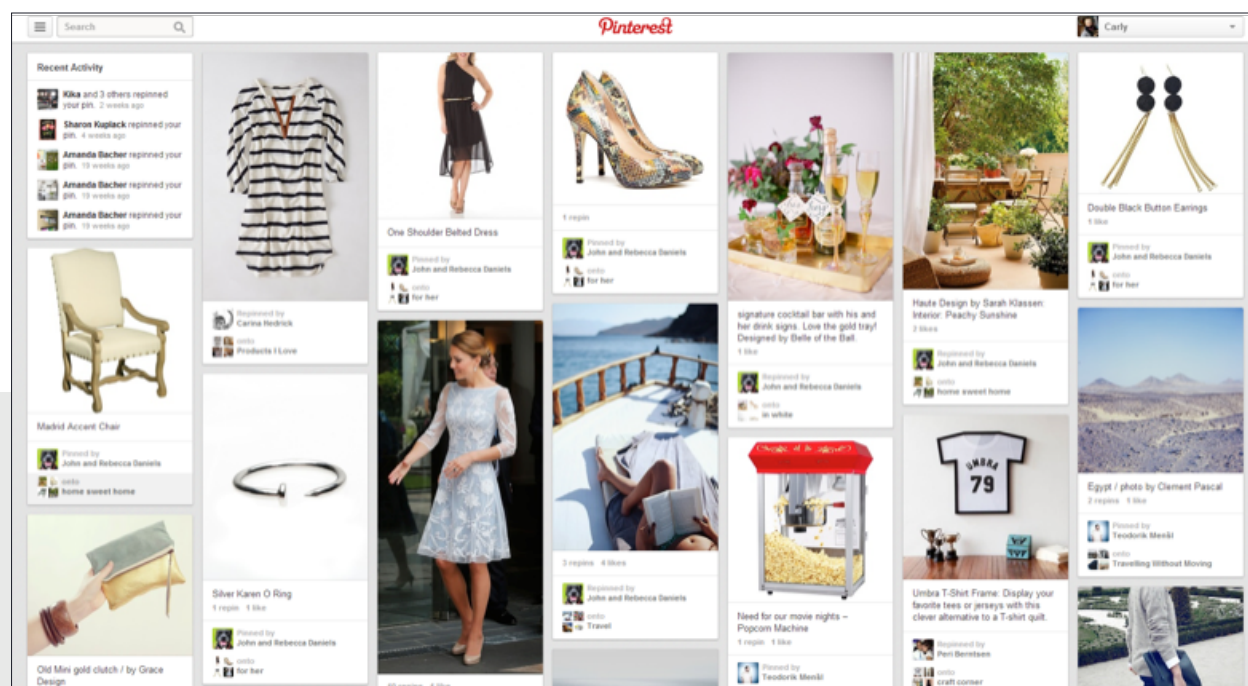
Ben Silbermann

### WEBSITE

<http://pinterest.com>

### ABOUT

Pinterest is a virtual pinboard that lets you organize and share all the beautiful things you find on the web. Members use pinboards to plan weddings, decorate their homes, create scrapbooks, and organize their favorite recipes. With millions of new pins added every week, Pinterest is a unique visual medium that's connecting people all over the world based on their shared tastes and interests.



### WHY THEY WIN

The beauty of the simply displayed pictures is the equivalent of flipping through a magazine that you have designed and decided to share with your world. It provides a unique perspective into the user and serves as a source of inspiration for viewers of shared content. Because it lacks conversational overtones, it enables a more passive, yet flexible dialogue between fellow pinners.

### WHY WE LOVE THEM

A picture is worth a thousand words, right? For Pinterest, words are cheap. It's all about the visual and visuals are what users want. Pinterest reportedly [reached 40 million worldwide users](#) in November 2012, but what we really love is their recent effort to remove spammers and fake accounts from their system. It shows their commitment to building a network that is built on the strength of its active members, not simply its numbers.

### INDUSTRY BUZZ

"The time has come for all small businesses to take a look at the new kid on the social media block, Pinterest." —*Forbes*

For more on how Pinterest and SendGrid work together, read their [Customer Success Story](#).

## SOCIALCAST

*The social network built for the enterprise.*

### FOUNDED

2008

### CEO

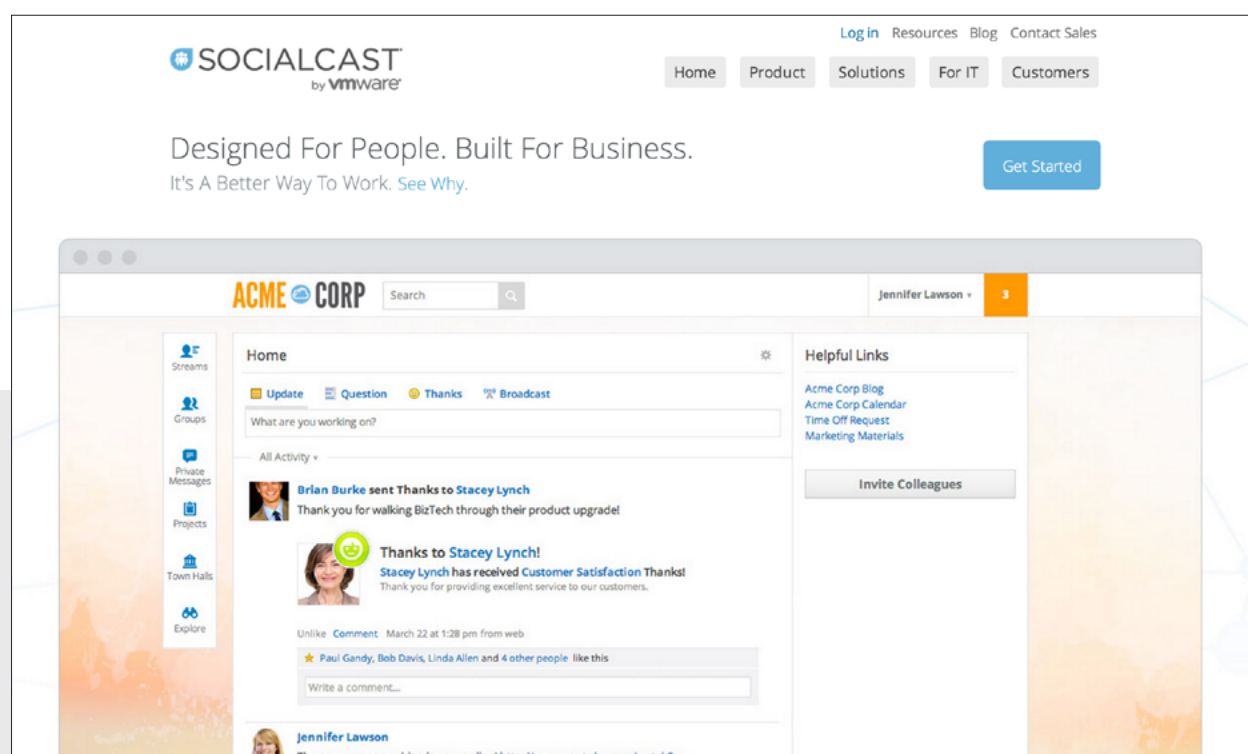
Tim Young

### WEBSITE

[www.socialcast.com](http://www.socialcast.com)

### ABOUT

Socialcast is the enterprise social networking platform by VMware that connects people to the knowledge, ideas, and resources they need to work smarter. Through its online workspace, team members can instantly collaborate in a secure environment so they can exchange ideas, edit documents, and share updates without the need for meetings, conference calls, or e-mail attachments.



### WHY THEY WIN

Made with IT in mind, Socialcast manages some of the largest deployments of enterprise social networks in the world. By breaking down the barriers of communication and collaboration in the workplace, Socialcast makes it easier for employees to share information so that businesses can innovate and make smarter decisions. Executives can connect their distributed workforce, HR teams can spark internal engagement, and IT professionals can promote usability in a secure environment that can be easily integrated into their existing systems.

### WHY WE LOVE THEM

Socialcast is usually considered a B2C tool for engagement, but it also brings networking to B2B environments enabling organizations to curate knowledge and leverage the power of social media to bring workforces together like never before. Despite its acquisition by VMware, it offers a full featured free version for up to 50 users making Socialcast a viable SMB solution with enterprise backing. With a private social network for your company, employees are never left out of the loop.

### INDUSTRY BUZZ

"If you are not on Socialcast then you're not on the right platform to connect with your colleagues." —Jim Goodnight, CEO of SAS





## Summary

At SendGrid, we love our clients. They do amazing things to move the world forward. As they continue to innovate, we pledge to follow them along the way, celebrating their successes and pointing out their quiet victories.

Some are small, yet mighty organizations whose burgeoning ideas have captured the attention of major brands and organizations. Others are champions for the small business visionary who are in need of the right tools and services to grow their business to the next level. But, what they all have in common is the idea that their web applications should help simplify your life and power your results.

We are all creatures of the cloud and are excited to share the blue sky with these like-minded organizations. Kudos to the start-ups included in this sampling for successfully blending good old-fashioned business smarts with the innovation of today's start-up model.

## About SendGrid

### **SENDGRID IS EMAIL DELIVERY. SIMPLIFIED.**

SendGrid's cloud-based email infrastructure relieves businesses of the cost and complexity of maintaining custom email systems. SendGrid replaces your email infrastructure so you don't have to build, scale, and maintain these systems in-house. We provide reliable delivery, scalability, and real-time analytics along with flexible APIs that make custom integration a breeze.

Our infrastructure is ready to scale and meet demand at any moment, thereby eliminating your email headaches so that you can focus on your core product while meeting the email demands of your business. We currently send billions of emails per month for over 100,000 web application companies and developers including Foursquare, Pinterest, Airbnb, Twilio, Spotify, and Pandora. So, whether you're sending hundreds or billions of emails, save time, resources, and money by focusing your engineering resources on your business and leave the technical work to SendGrid.

For more information about SendGrid, visit [www.sendgrid.com](http://www.sendgrid.com).