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**Hyperic Chooses LoopFuse To Strengthen Customer Outreach and Boost Sales**

*Enables high-growth internet business to harness the power of the web to improve customer satisfaction and to drive revenue*

**SAN FRANCISCO, Calif., Nov. XX, 2008** – LoopFuse, Inc, the world leader in marketing automation today announced that Hyperic Inc., the leading web application monitoring provider, has successfully implemented LoopFuse ® OneView and as a result streamlined and grown its sales process. LoopFuse's OneView product has enabled Hyperic to prioritize and convert high volumes of leads to enterprise level sales for its open source web systems monitoring product, Hyperic HQ. This is key in maintaining the large volumes needed to keep a web-driven business profitable.

"To build a successful, profitable internet business today, using marketing automation is not an option, it's a requirement," said Stacey Schneider, Senior Director Marketing, Hyperic. "LoopFuse has done an outstanding job of building a flexible, complete marketing automation system that is both easy to deploy for marketers, and easy to use for sales. It's a must have for anyone in this business today, and has become a powerful tool for us."

LoopFuse OpenView enabled Hyperic to prioritize sales leads, meaning as a result, the team can focus on the highest scoring enquiries first, and prioritize accordingly. Previously fluctuations in volume made it difficult to accomplish a policy of three contacts in the first 30 days. LoopFuse monitors lead status through Salesforce.com, automating key stages of the sales outreach process, and allowing Hyperic's sales team to be more strategic, targeting the most valuable leads and improve their overall response rates.

"Companies like Hyperic depend on web to drive their business. Essentially the web opens their storefront to anyone regardless of geography, and creates a flood of interested parties," said Roy Russo, LoopFuse CEO. "Sales can quickly become overwhelmed by the volume. LoopFuse helps both marketing and sales professionals focus attention on the right leads at the right time, and optimize pipeline and revenue results."

As an open source business, Hyperic allows users to download their product for free and expects the most demanding users to purchase additional software capabilities and service directly from Hyperic. In fact, Hyperic reports that more than 65% of paying customers use the free HQ open source product before electing to purchase. Because LoopFuse tracks all viewing history and ties that history to a registration as soon as it has been offered, the sales representatives are able to very quickly gain significant insight of the relative experience and interests of prospects by simply reviewing the users activity history which has been synchronized real-time with Hyperic's CRM system, Salesforce.com.

Hyperic continues to expand their use of LoopFuse, and plans to add new campaigns based on historical usage patterns to run marketing campaigns on inactive leads.

LoopFuse is widely used by many fast-growing businesses to quickly automate the process of analyzing large volumes of marketing information collected on web sites. Hyperic,

MuleSource, SpringSource and Zimbra all use LoopFuse OneView to manage thousands of web site inquiries and visits each day from hundreds of thousands of users of their open source and commercial products. Production versions of LoopFuse OneView qualify well over 10,000 sales leads and are used to generate more than \$5 million in new deals each month.

### **About Hyperic Inc.**

Hyperic ([www.hyperic.com](http://www.hyperic.com)) provides open source monitoring and management software for all types of web applications, whether hosted in the cloud or on premise. Its unique ability to automatically discover, monitor and manage software services, regardless of type or location, enables companies to easily create a unified view of the performance and health of their applications. With fast deployment, enterprise security, and extensibility, organizations will save time and money scaling their business. Designed to support both virtualized and non-virtualized infrastructure at scale, Hyperic powers the management and monitoring offerings of technology leaders that Contegix, Rackspace's Mosso, JBoss/Red Hat, MySQL/Sun Microsystems, SpringSource, Iona, and more. Founded in 2004 and headquartered in San Francisco, California, Hyperic is a private company funded by Accel Partners and Benchmark Capital.

### **About LoopFuse**

Headquartered in Atlanta, Georgia, privately-held LoopFuse is the company behind the leading marketing automation solution, LoopFuse OneView. LoopFuse provides the only full-featured marketing automation suite built for the new breed of analytical marketer, which combines easy implementation with affordable pricing. LoopFuse's world class team of professionals is experienced in all aspects of B2B and B2C marketing, with seasoned executives from Red Hat, JBoss, and Oracle. Please visit, <http://www.loopfuse.com>.

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