

## **Tactile Releases Tact for Android and Tact for Desktop - Empowering Salespeople To Be More Productive Everywhere They Work**

*Company expands its award-winning, mobile-first sales application beyond iOS, signs first enterprise deals, and triples its team*

**REDWOOD CITY, Calif. - May 19, 2015** - Tactile, the company on a mission to make the world a happier place to work, today announced the release of Tact for Android and Tact for Desktop. Tact is the award-winning, mobile-first command center designed specifically for salespeople that combines the tools they use everyday -- phone, email, calendar, and Salesforce -- into one seamless experience. Tactile released its first application for iOS on the Apple App Store in March 2014 and since then has garnered positive reviews from users and been featured by Apple. Now, with the addition of Tact for Android and Tact for Desktop, Tact is more deeply embedded into every part of the sales team's daily workflow, allowing more flexibility to work from any location -- on the road, at a client site or back at the office -- and on the device or screen they choose.

In addition to these new applications, the first quarter of 2015 marked the first revenue-generating quarter for Tactile. Since the paid version of the product was released in February 2015, the company has already begun signing up new customers such as Cork Supply, SmartRecruiters, Auto Financial Group, and Capalino+Company. Tactile has also tripled the size of its employee base, bringing together a diverse group of product designers and engineers in its quest to build enterprise-grade applications that deliver consumer-grade user experiences.

### **Comments on the News:**

"We set out to create a product that salespeople love and our Tact iOS app has become an inseparable part of our customers' daily lives," said Chuck Ganapathi, founder and CEO of Tactile. "Today we are expanding Tact to everywhere salespeople work, including their Android and laptop devices. In keeping with our user-first philosophy, we invested heavily in making the apps feel truly native to each platform so our customers can have the best possible experience no matter what device they use."

"Salesforce is our mission critical sales system. It's crucial we have the information we need on each account, each deal and each activity to properly monitor and optimize our business," said Brett Queener, President and COO of SmartRecruiters. "Tact is the first tool I have ever seen and implemented that allows our remote field sales teams to not only easily and seamlessly provide those key inputs, but also dramatically improves their personal productivity. The icing on the cake is that they love using it as they feel Tact is "their" app they rely on to maximize their sales productivity each and every day."

"Tact makes my life as a sales professional on the go much easier and productive," said Erik Olson, a Producer at Moody Insurance Agency. "Tact follows my daily activities and prompts me to take action and automatically log what I need to into Salesforce, whether I'm on the road or back at home base. I don't have to change the way I work or spend time at the end of the day updating Salesforce, ultimately helping me to spend more time selling."

### **Tact for Android**

The beta version of Tact for Android is now available for download in the Google Play store. The application brings together the tools salespeople use everyday - Exchange, Gmail, Salesforce and phone - into one beautifully simple app. It boasts a new design specific to what users love and expect from the Android platform. As a native application built from the ground up, the interface and in-app experience highlights Android's unique characteristics.

Features include the ability to:

- Sync contacts, accounts, calendars, notes and tasks. Data is synced to the phone, so it's always available with or without wireless coverage.
- Call customers armed with a rich profile and complete relationship history.
- Reduce administrative work with one-tap capture of sales activity to Salesforce, including the ability to log calendar meetings to contacts or accounts. Fields are auto-filled based on context and usage.
- Support Microsoft Exchange, Gmail, Salesforce and users' device Contacts and Calendar applications.

To download the application, click [here](#).

### **Tact for Desktop**

Tact for Desktop is now available in beta for Google Apps users to integrate Tact into their desktop workflow. This Chrome browser extension appears as a sidebar in existing Tact users' Gmail inbox.

Features include the ability to:

- Integrate directly into Gmail via a side-panel in Google Chrome.
- Bring CRM capabilities into the email workflow, including the ability to integrate with Salesforce to pull the relationship history of contacts and leads.
- Choose which activities to save to Salesforce.
- Support custom fields, custom record types and field validations from Salesforce.

To download the application, click [here](#).

### **About Tactile**

Led by former Salesforce.com and Siebel executive Chuck Ganapathi, Tactile is on a mission to make the world a happier place to work, by creating tools that empower individuals and enrich companies. Tactile's flagship Tact product line is designed help salespeople move faster and more fluidly through their daily customer communications, while improving CRM adoption. Powered by the company's patent-pending sync platform, Tact brings together a salesperson's phone, email, calendar, and Salesforce in one seamless mobile experience that works everywhere, both online and offline regardless of wireless coverage. Founded in 2012 and based in Redwood City, Calif., Tactile is a privately held company, backed by Accel Partners and Redpoint Ventures. For more information, visit [tactile.com](http://tactile.com).

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