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FOR IMMEDIATE RELEASE

Nimble Launches Company-Wide Social Relationship Manager: The Next Evolution in Social Business

Santa Monica, CA – June 20, 2011 – [Nimble](#), the award-winning social CRM platform, today announced the launch of its team version, laying the foundation for its Social Business vision. The new functionality, which includes team collaboration, sales and marketing features, enables entire groups, departments and companies to listen and engage with their social community, to collaborate and work more effectively together, and to jointly grow their business.

Nimble is a revolutionary Social Relationship Manager. It is the first solution that links contacts, calendars and communication to social listening and engagement. Nimble enables all Facebook, Twitter, LinkedIn, Gmail, Outlook contacts, calendars, and social conversations to be unified into one simple web application. Now individuals and companies don't have to manage relationships in six different browser tabs and three desktop apps.

"The old way of doing business is broken," says Jon Ferrara, CEO of Nimble. "Companies today cannot succeed if they behave like a castle, blocking out their customers and erecting walls between employees. The new business model is about customer-driven relationships, and small business owners know this. The collaborative functionality provides small businesses with the tools to participate in transparent, customer-centric dialogues that channel social conversations into the company, allowing all employees to engage in relationships that lead to business growth."

Nimble is establishing itself as a leading Social Relationship Manager by:

- Bringing Social Relationship Management and Collaboration to an entire company
- Extending Nimble's Social Business platform with Sales and Marketing functionality
- Delivering on a Social Business strategy with true competitive business advantages

Nimble Brings Social Relationship Management and Collaboration to an Entire Company

Today Nimble is launching capabilities that will allow groups, departments and entire companies to practice Social Business. It adds collaboration to Nimble's Social Relationship power, which enables every team member to build and nurture trusting relationships. They can easily check any contact and see what is pending, who is going to do it, what has been done, who has done it, and see all of the conversations that have occurred. From there, they can schedule, delegate and comment on activities, enabling a whole company to work more effectively together.

David Meerman Scott, marketing strategist and bestselling author of [Real-Time Marketing & PR](#), recently had this to say: "Nimble is absolutely revolutionary! Nimble is what I've dreamed of for a long time but never thought possible. With Nimble, I can combine my Twitter followers, Facebook friends, and customer database with my calendar and to-do list into one complete Social Relationship Manager to run my business."

Nimble's Vision – Bringing Social Back to Business

Nimble's newly launched team functionality forms the foundation of Nimble's larger Social Business vision: that everyone in the company should be able to listen and engage, communicate and collaborate, and have all those conversations tie back to their contacts, their community and their customers.

In the coming weeks, Nimble will also roll out sales, marketing and customer service capabilities to complete its Social Business offering. The new features will enable companies to automatically capture leads off of their website into Nimble, put those leads on drip marketing tracks, and track their top prospects with the opportunity manager.

The entire Social Business platform will be extensible via an open API and those extensions will be available via the Nimble Marketplace, which will launch later this year.

As Jon Ferrara, Nimble CEO says, "We are creating a Social Business platform for our community to live in, build upon and grow their business. We want to be the 'WordPress' of Social Business by delivering the key needs of our core users without the associated costs and complexities of legacy CRM systems. Tomorrow, our users will be able to extend Nimble to meet their unique needs through the use of our API, and to share and sell those extensions in our marketplace."

Availability

The free, single user version of Nimble is available now at www.nimble.com. Users of Nimble can invite their colleagues to try Nimble's collaborative features for free directly from within the Nimble platform.

About Jon Ferrara

A relationship entrepreneur at heart, Jon founded GoldMine, one of the all time best selling CRM products and helped pioneer the entire Sales Force Automation (SFA) and Customer Relationship Management (CRM) market. After seeing the immense power of Social Media and the lack of any products that effectively combined Relationship Management, Social Listening and Engagement, Collaboration with Sales and Marketing, Jon founded Nimble to create an extensible Social Business platform.

About Nimble

Since its initial launch, Nimble has quickly established itself as a leading Social Relationship Manager. Publications around the world have recognized Nimble as a revolutionary Social Business solution. The platform was awarded PC Magazine "[Editors' Choice](#)" as well as the coveted "[DEMO God](#)" award from a field of hundreds of start-up contenders. It has also been recognized by leading analyst firm, Gartner, as a "[Cool Vendor](#)" for Social Software and Collaboration and placed on "[The CRM Watchlist 2011](#)" by Social CRM expert and best-selling author, Paul Greenberg.

Nimble was founded in 2009 to help small businesses transform their communities into business opportunities. Nimble opens a whole new channel for businesses to engage customers in two-way dialogue, leveraging the power of traditional CRM and social media with its web-based social CRM platform. Located in Santa Monica, Nimble is in the heart of the Southern California tech community. Please join the conversation on Nimble's Facebook page at www.facebook.com/nimble, LinkedIn and on Twitter [@nimble](#).

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