



For Immediate Release:

## Nimble Wins Highly Respected SIIA Software CODiE Award for Best Relationship Management Solution

*Simply Insightful Contact Management Pioneer Selected for Prestigious Recognition by Software Industry Peers*

SANTA MONICA, Calif. (May 13, 2013) – Nimble, the pioneering leader in intelligent contact management and creators of the simply insightful relationship management platform today announced that Nimble won the SIIA 2013 CODiE Award for Best Relationship Management Solution.

The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced Nimble's win as one of 27 CODiE Award winners in software categories. An SIIA CODiE Award win for software companies is an especially prestigious honor as each award winner was first reviewed by a field of software industry executives, whose evaluations determined 100 finalists. SIIA members then reviewed these finalists and voted to select 27 CODiE Awards Winners.

"We're honored to have been selected by our software industry peers as the definitive solution for Relationship Management and we attribute our win to the greater Nimble community who enable our success," said Jon Ferrara, Nimble CEO. "Your relationships make or break your business success. And they are becoming harder to manage in our noisy world. Nimble empowers you to intelligently engage, in a quick, clever and efficient manner."

Nimble is an intelligent contact manager that provides a better way to find, build and nurture professional business relationships—automatically— by combining contacts, communications and activities in one intelligent contact dashboard. Signals from Gmail, Outlook, LinkedIn, Twitter, Facebook, Google Plus and many more are pulled into Nimble to deliver actionable insights and organization to relationship building.

"The CODiE Awards were extremely competitive this year, and companies with innovative products and services certainly captured the judges' attention," said Michael Fauscette, group vice president, software business solutions at International Data Corporation (IDC), and judge for the event. "Nimble

is a product designed specifically to embed a person's social footprint right into a contact record -- what Nimble calls 'social contact management.' Clearly, this forward-thinking approach has a role to play in today's social selling model."

"SIIA's 2013 Software CODiE Award winners show that innovation and growth is alive in many areas of the software industry," said SIIA Vice President for the Software Division Rhianna Collier. "Among the 27 winners, you'll find the many of the most exciting software products and services on the market today."

For more information about Nimble, visit the following:

- Blog post: <http://www.nimble.com/blog/nimble-wins-2013-codie-award/>
- Screen shots: [www.nimble.com/company/screenshots/](http://www.nimble.com/company/screenshots/)
- Press room: <http://www.nimble.com/pressroom/>

For more information about the CODiE Awards, visit <http://www.siiainc.org/codies>

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education, and intellectual property protection to more than 700 leading software and information companies. The SIIA Software Division provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. For further information, visit [www.siiainc.org/software](http://www.siiainc.org/software)

### **About the SIIA CODiE™ Awards**

The SIIA CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose – to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.

### **About Nimble**

Nimble is the simply insightful relationship management platform created to help professionals build better relationships in a noisy, multi-channel world. Nimble provides a smart and easy way to track, engage and nurture contacts—providing context to conversations.

Known for being a leading pioneer in relationship management innovation, Nimble has won PC Magazine's "Editors' Choice," Gartner's "Cool Vendor" for Social Software and Collaboration, been

named a Red Herring Top 100 Global Finalist, and named to Paul Greenberg's "CRM Watch List" published by ZDNet for three consecutive years. In addition, Nimble was recently recognized in Entrepreneur's annual "100 Brilliant Companies" and AlwaysOn's "OnDemand Top 25 Private Companies To Watch" list.

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Located in Santa Monica, Nimble is in the heart of the Southern California tech community. For more information, please email [rachel@nimble.com](mailto:rachel@nimble.com) or visit <http://www.nimble.com>. Nimble can also be found on [Twitter](#), [LinkedIn](#), [Facebook](#) and [YouTube](#).

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