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Nimble Brings Immediate Intelligence to Relationships with New 'Smart Summary' of Contacts

Nimble Adds Critical Background to Ensure Instant Context for Any Contact and Automatic Profiling on the Fly for More Effective Customer Engagement

SANTA MONICA, Calif. (March 12, 2013) – Today, Nimble announced that it has added a new "Smart Summary" feature in its leading [relationship management platform](#) and associated apps. The Smart Summary is a precise, detailed background summary -- dossier-style information about any contact that makes it easier to establish and build natural working relationships.

The Smart Summary shows bio, career background, company information, connections in common, educational background, geographic location, Klout influence score, investments, and more in a concise sidebar summary. The new feature provides immediate and relevant context and helps create a more detailed picture of any contact.

With digital footprints growing in size and networks expanding exponentially, it's becoming more difficult to keep contacts straight. Nimble updates the Smart Summary information daily, so the picture of any person is current and accurate. Users can quickly remind themselves who a contact is, why they are important, and find points of commonality and interest.

Like Having an Assistant Always at Your Side

"Smart Summary is another uniquely Nimble feature! When I go to a contact's record, suddenly I have a wealth of public information at my fingertips -- automatically," said Viveka von Rosen, @LinkedInExpert and Nimble user. "Smart Summary just fleshes out a picture of your contact beyond anything I've seen in other CRM products. It's a wonderful addition to Nimble's feature set."

Share Smart Summaries as Business Introductions

Alongside the [Smart Summary](#) is an option to share the profile directly via email. This feature provides an easy way to introduce someone with ample context on that individual. It also provides sufficient background with which to begin a meaningful conversation -- enabling Nimble users to become fabulous connectors. Nimble records profile sharing in the 'Pending & History' Tab.

"By iterating as fast as we have, we're changing the way people go about their daily routines," said Nimble CEO Jon Ferrara. "We understand how important having context around individual profiles is to business success. The ability to access Smart Summaries of contacts is a game changer. By giving our customers the insights they need, everywhere they work, Nimble is becoming the trusted go-to platform for business relationship success."

More Information

Smart Summary Media Kit:

https://docs.google.com/a/nimble.com/document/d/1aSuXgGXhj2Rkl9_OaV--DlvosVMPn3EP9dJsLSMar1U/pub

Backgrounder: <http://www.nimble.com/smart-summary>

Blog: <http://www.nimble.com/blog/smart-summary/>

Video: <https://vimeo.com/nimblevideos/smart-summary>

About Nimble

Nimble is a pioneer in social relationship management software, which opens whole new channels for companies to engage customers in a two-way dialogue. Nimble combines the power of traditional CRM, classic contact management, and social media into a powerful web-based social selling solution. For more information, visit www.nimble.com. Nimble can be found on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

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