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Salesboom Nibbles at Salesforce.com

News

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Salesboom.com Inc, one of Salesforce.com Inc's smaller rivals, is offering Salesforce.com subscribers a data-migration service in the hope of benefiting from recent outages and any customer dissatisfaction.

Called the Migration Magic Button, Salesboom said the service enables seamless data migration from Salesforce.com to Salesboom. "From what we're seeing, CRM customers are tired of having their data held hostage and the anticipated pain of migration is significant," said Troy Muise, CEO and co-founder of Salesboom.

The company is trying to position itself as a stabilizing force as it builds its company profile and customer base. "In this on-demand industry it would be foolish for us to stand idly by while our competition fractures the platform we stand on," said Rami Hamodah, president and co-founder.

There is existing enmity between the two companies. Last month Salesboom accused Salesforce.com of bullying tactics. It released parts of legal documents exchanged between the two companies in which Salesforce.com senior VP and former general counsel David Schellhase accused Salesboom of attempting to "trade off the goodwill created by Salesforce.com."

Similarities between the two companies' names were cited, as well as the use of terms such as the hosted model employing a "zero software promise." However, these are industry-standard terms. At the time Hamodah branded the claim as an "absurd statement" and accused Salesforce.com of "intimidation practices."

Salesboom is based in Halifax, Nova Scotia, is privately funded by its leaders. It has about 3,000 customers across 148 countries. It offers an on-demand CRM service with additional ERP functionality and has just launched version 8.0 which adds HR capabilities. Publicly traded Salesforce.com has in the region of 20,500 customers.

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