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"Let's Plan" by Let's Strategize Now Available on Salesforce.com's AppExchange, the World's Most Popular Marketplace for Business Apps

Customers can now deploy Let's Plan to manage trade promotion management along with other critical consumer packaged goods and retail selling processes

Summit, NJ– January 13, 2011 – Let's Strategize today announced the availability of Let's Plan on salesforce.com's AppExchange 2. Let's Plan is designed to service the Consumer Packaged Goods (CPG) and retail vertical markets. Let's Plan is an easy to use Trade Promotion Management (TPM) application that allows users to create trade promotion events, manage incremental demand and track new item launches. This application allows customers to effectively manage and centralize data throughout the sales organization. Built using the Force.com platform, Let's Plan is immediately available for test drive and deployment on the AppExchange at http://www.salesforce.com/appexchange/.

Let's Plan provides a simplified user interface and business process for creating promotional events, tracking new item launches, capturing display and equipment contracts and retail auditing. Additional features include:
- Elimination of spreadsheets and client server based solutions
- Real-time visibility of promotional data, ROI, product demand and spending
- Industry specific account information
- Account specific product distribution lists
- Account level annual bridge sales target worksheet

"It's time to move away from the reliance on Excel and client server based systems and move into the next generation of trade promotion management with a cloud based solution," said Michael Chyzowych, Founder and CEO, Let's Strategize.

"Let's Plan provides a reliable trade promotion management application for our customers in the CPG and retail vertical markets," said Kendall Collins, chief marketing officer, salesforce.com. "Customers can use the AppExchange to quickly and easily find all kinds of cloud apps to help run their businesses."

About the Force.com Platform and AppExchange
Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM <http://www.salesforce.com/> (http://www.salesforce.com/) applications, more than 1,000 ISV partner applications like those from CA Technologies, FinancialForce.com and Fujitsu, and 185,000 custom applications used by salesforce.com's 87,200 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel. Force.com also enables developers to make any enterprise app social by leveraging the social collaboration components including profiles, status updates, and real-time feeds available with Chatter.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange 2 marketplace http://www.salesforce.com/appexchange/, now featuring the ChatterExchange.

About Let's Strategize
Let's Strategize offers a wide range of specialized services from business assessment to change management. With our extensive industry experience and knowledge we work collaboratively with our clients throughout the project lifecycle to identify the right solution for each client's unique business situation.

Services:
Let's Strategize does not believe in a one-size-fits-all approach. We understand that every industry has different processes, technology, and data management challenges. Our team has experience across a variety of industries so we have encountered the unique challenges and have the skills to address them.

Collaborative Consulting
Business performance is driven by the strength of strategies and how execution is enabled through processes, communication, and technology solutions. Businesses that address the issues between planning and technology solutions are positioned to gain a competitive advantage.

Let's Strategize provides many years of experience, best practices and a unique approach to client collaboration to assist clients with translating business strategies into actionable plans.

- Improve and streamline how work gets done
- Capture, utilize and recycle business intelligence
- Design the right user-friendly enterprise game plan and solutions for the right reasons
- Maximize associate effectiveness
- Facilitate effective human change management
- Measure success

Tools & Solutions
When implemented and utilized properly the right solution can instantly provide a competitive and sustainable advantage.

- We have extensive experience in complex large-scale commercial enterprise applications. We apply our real-world breadth of business, technical and functional "know-how" to deliver solutions that make sense for both the users and the business process.
- Build custom cloud applications
- Design and development expertise in salesforce.com, Force.com platform, mobile and offline applications, business intelligence, and content management