Insightly Sidebar Extension Delivers Enhanced CRM Productivity
Company continues to rapidly develop product innovations to address customers' needs

San Francisco – July 22, 2015 – Insightly, a leading online customer relationship management tool for small and growing businesses, today announced several new features developed to improve productivity and meet the sales CRM needs of its growing user base of small and midsize businesses, and enterprise teams. With its newest Chrome extension, the Insightly Sidebar provides a more streamlined experience for Gmail users.

Demand for Insightly has grown among Small and Medium-Sized Businesses (SMBs) and teams in Fortune 500 companies that are realizing not all of their employees need a complex CRM by default. Insightly's agile product development process allows the company to swiftly address customer needs. As a result, Insightly has rolled out several new features during the first half of 2015 to support the needs of small business sales teams and executives, including:

- **Insightly Sidebar Chrome Extension for Gmail Users** – Delivers a seamless integration with Gmail, allowing users to save and access important emails or customer information in Insightly directly from their Gmail account. With the Insightly Sidebar, all the rich information about contacts, leads, opportunities, projects and other Insightly records can be accessed without the need to switch to a new tab in the browser, saving users time and effort. The extension can be used by Gmail users in the Chrome browser in conjunction with any Insightly plan. Gmail users without a Google Apps for Work account can also use the Insightly sidebar.
- **Business Card Scanner** – Scan, save, tag and set permissions for a single business card or a batch of cards. Once saved, scanned card details are transcribed from image to text and verified by real people for accuracy. Available for both Insightly's iOS and Android native mobile apps.
- **Mass email and sales templates** – Email a group of customers or leads directly from Insightly, eliminating the need to export email addresses and switch to an email application. Users can also create email templates or customize pre-built templates directly in Insightly.
- **Leads management** – Import, tag and assign leads within Insightly. Users can review lead sources, ratings, industries and number of employees, as well as lead status.

In the second half of 2015, Insightly will roll out additional features including custom reporting and integration with Xero accounting software; Insightly released QuickBooks Integration in October 2014. Insightly drove the creation of the recently announced QuickStart Bundle for Office 365, which includes five third-party business apps designed for small businesses and integrated with Office 365.

"We used to have our own custom sidebar pulling data from Insightly, but when we heard that

Insightly was releasing its own sidebar, we were very excited," said David Zeidman, founder and managing director, Zeidman Development. "Our excitement was thoroughly justified. All the essentials about a contact are displayed in an easy-to-access format right in the browser. We're able to see, at a glance, which opportunities or projects are ongoing with a specific contact and are able to respond quickly and appropriately."

"We are a great online CRM for small businesses, and as our customers grow, we grow with them. Insightly has continued to add features and plans that support our users at every stage of their business. We are seeing an explosion in Chrome Browser extensions and are taking advantage of this trend by making it easier than ever for our customers to integrate Insightly into their daily routines," said Anthony Smith, founder and CEO of Insightly. "Additionally, our small business market also includes growing businesses and teams in enterprise organizations that require more traditional sales CRM functionality. Insightly provides these businesses with the functionality they need, while allowing them to realize savings on IT, training and licenses."

For more information about Insightly's new features, visit www.insightly.com.

About Insightly:

With more than 500,000 customers in more than 200 countries, Insightly provides customer relationship management software to businesses of all sizes worldwide. Organizations leverage Insightly's cloud-based application to manage customer interactions, lead, opportunities, proposals and projects over the web and on mobile devices. Insightly continues to grow globally and is available on the web at Insightly.com, for iOS devices in iTunes, and for Android devices on Google Play. Insightly is based in San Francisco. For more information, visit http://www.insightly.com or follow Insightly on Twitter @insightlyapp.

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