

FOR IMMEDIATE RELEASE

Customer Reference Management Goes Mobile

Salespeople Have ReferenceStor Wherever They Are via Mobile Devices

DENVER, CO – February 27, 2012 – [Point of Reference](http://www.point-of-reference.com)®, the industry thought leader in [customer reference management](http://www.point-of-reference.com) solutions, today announced the release of its mobile web app, ReferenceStorMobile™. ReferenceStor is a customer reference management system offered as a software-as-a-service designed specifically to support the primary objectives, key processes and workflows of customer reference activities essential to winning sales opportunities.

“Point of Reference is the only vendor currently offering a mobile app that supports Apple’s iOS, Blackberry and Android platforms,” according to David Sroka, CEO of Point of Reference. “With our mobile support, sales reps can find referenceable customers, share customer videos, success stories and any other content helpful to buyers, plus submit customer reference requests and track the progress of those requests.”

Sales reps previously had to delay sharing content or requesting references until they had access from a laptop or desktop. Now, with ReferenceStorMobile, sales reps can further shorten their sales cycles by moving the process forward from anywhere.

The Point of Reference mobile app runs on any WebKit-compliant browser, the standard for mobility. This wide-ranging device support will facilitate and extend the adoption of ReferenceStor for sales representatives.

ReferenceStor is the industry’s leading customer reference management system. ReferenceStorMobile is available today for ReferenceStor clients.

For more information, visit Point of Reference at www.point-of-reference.com.

About Point of Reference®: Since 2003, Point of Reference has been helping companies leverage customer references to fuel business growth and fortify brands. With complete perspective and proven execution, we integrate scalable technology, content and supplemental staffing solutions that organize and optimize authentic customer voices. By combining decades of industry expertise along with a suite of business-to-business customer reference management solutions, Point of Reference helps its clients orchestrate coordinated reference activities, inject relevant customer references and related content at the critical time in a sales opportunity, including a library of 24/7 available customer interviews. For more information, visit www.point-of-reference.com.

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