



Totango Accelerates Revenues for Engine Yard Customers

Mountain View, CA – May 7, 2012 - Totango, a cloud-based [customer engagement](#) platform, announced today that it is participating in Engine Yard's Add-ons program. Engine Yard is the leading Platform-as-a-Service (PaaS) provider. Totango provides Engine Yard's clients a way to better monetize their applications by driving customer engagement and boosting conversion, retention and customer lifetime value.

Once Engine Yard's customers have developed an application, attention rapidly shifts to monetization. Totango can accelerate revenues for new and existing applications by providing real time visibility into customer behavior and automating personalized sales and marketing campaigns based on these behaviors. Totango also provides an application called [Appbox.js](#), which is a free javascript tool to communicate with customers from inside the application.

"We're pleased to welcome Totango into our network of world-class technology providers and look forward to adding their product and experience to our growing partner ecosystem," said Marcy Campbell, SVP Global Alliances and Business Development at Engine Yard. "Together, we provide our customers with the tools and resources necessary to support, manage and innovate with PaaS solutions. Leveraging the deep domain expertise and commercial grade solution offered by Engine Yard and Totango's comprehensive customer engagement and monetization

platform, customers can build and run cloud-based applications quickly, efficiently and cost-effectively.”

“We are excited to join the Engine Yard Add-ons program. Real time customer engagement management as provided by Totango is the next logical step after deploying a new application. It’s a natural extension of any PaaS as it helps developers get real time feedback from users and engage users to monetize the application”, said Dominique Levin, Totango’s Chief Marketing Officer.

In conjunction with joining the Engine Yard program, Totango also announced several new developer tools:

Appbox.js

Convert more users by communicating from inside your application

[Appbox.js, an in-app communications tool](#), was developed by Totango to provide a real-time communication channel with the users of your application. And the best part: it’s free!

Totango API for iPad and iPhone Applications

Understand customer behavior on your iPhone and iPad (iOS) apps

Now you can easily instrument your iPhone and iPad applications with Totango, making it easier than ever to see how users are engaging and interacting with your mobile apps. In addition to iOS, Totango provides integration packages for all common programming languages including, but not limited to PHP, C#, Java, JQuery, Ruby, Javascript and Python.

About Totango

Totango (www.totango.com) provides a cloud-based [customer engagement platform](#) for software companies and other online businesses. By monitoring customer engagement in real time and by triggering behavioral sales and marketing campaigns, Totango increases new sales, expansions and renewals. Totango is used by leading SaaS companies including Zendesk, nCircle, CloudBees, Pipedrive, Conductor, Clarizen and FreeAgent and has managed the engagement with over 1.4 million businesses to date.

Media Contact

Dominique Levin

dominique (at) totango (dot) com

Voice: +1.650.417.3811

Twitter: @totango