



## McAfee Inc. Chooses RO|Innovation to Develop and Support Their New Customer Reference Database

April 10, 2009, Denver, CO—RO|Innovation, the industry leader in the reference management space, announced today that McAfee has selected RO|Innovation to provide its new reference management database.



McAfee is the world's largest dedicated security technology company. McAfee relentlessly tackles the world's toughest security challenges. McAfee's comprehensive solutions enable businesses and the public sector to achieve security optimization and prove compliance and they help consumers secure their digital lives with solutions that auto-update and are easy to install and use.

McAfee selected the RO|Innovation reference management tool, Reference View, to organize and store valuable reference materials such as case studies and slides in a central location. Reference View allows McAfee to take advantage of simple and advanced customer search options including solution area, product, deployment size, geography, and more.

Additional key features of the system are the ability to find and request one-to-one references and to nominate customers to participate in the McAfee reference program. Reference View also allows McAfee sales and marketing users to send prospects invitations of recorded reference interviews and analyze reference usage and tracking through dashboard reports.

RO|Innovation worked closely with McAfee to facilitate the integration of their online customer community portal, The Place at McAfee, with Reference View. This integration is crucial because it enables customers to self-nominate into the McAfee Reference Program, which will now auto-populate the Reference View database.

Jim Mooney, founder and CEO of RO|Innovation, stated, "I am very pleased and excited McAfee selected RO|Innovation to solve their reference management challenges by offering an integrated reference tool to support their enterprise customer base as well as the McAfee global sales and marketing teams. We are honored the leader in security technology trusts RO|Innovation as a valued partner."

Gaylynn Wells, Vice President of Customer Marketing at McAfee said, "Over the years, my team has worked with a variety of reference database tools so we had a clear vision of desired functionality needed from a hosted reference management solution. RO|Innovation met our criteria and demonstrated the capability to meet our unique needs."

About RO|Innovation: RO|Innovation ([www.ROInnovation.com](http://www.ROInnovation.com)) is a privately held company based in Denver, CO and a recognized leader in the customer reference management industry. From on-demand video applications to reference management databases, RO|Innovation offers a solution that identifies and solves every reference management challenge. The RO|Innovation suite of solutions includes: Reference OnDemand, Reference View, Reference Management Services and Testimonials OnDemand.

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