

Lithium Technologies, Inc.

At-a-Glance

Lithium Is Social Success

Lithium connects you with your most passionate, engaged social customers to deliver real business success. We power conversations for over seven million social customers every day, turning valuable knowledge into better, faster customer support, greater brand reach and awareness, and more revenue.



Lithium engages your online and mobile social customers with fun, exciting community experiences, uncovers their passions, and motivates them to participate. They have fun, you get brand buzz. They get better, faster customer service, you reduce your support costs. They make more confident purchases, you watch sales grow.

We do this all in one place: the Lithium Social Customer Suite.

Our Technology, Services, and Solutions

The Lithium Social Customer Suite is a set of on-demand community applications, social media monitoring tools, and intelligence reporting. It helps you to listen, engage, and act upon the countless social conversations happening across the web every day. The Lithium Social Customer Suite turns social customers into support networks, social experiences into commerce engines, and buyers into brand advocates.

Lithium

Lithium Is:

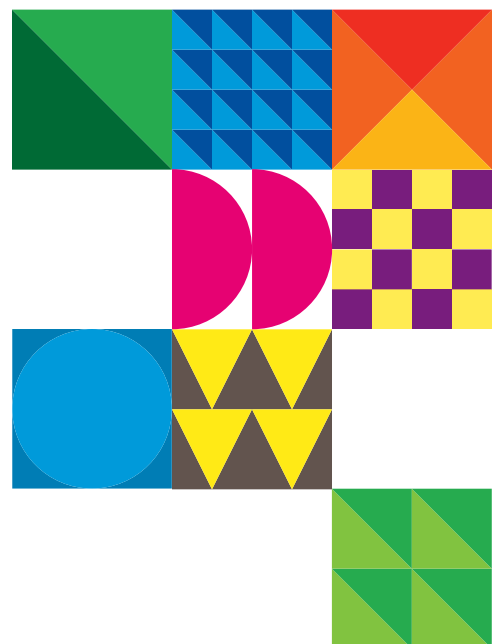
#1 in Current Offering, Strategy, and Clients in The Forrester Wave™: Community Platforms, Q4 2010**

We went with Lithium to ensure success and mitigate risk. We couldn't afford for this project to fail, so we went with the customer-success leader in the space. It was about more than technology. It was about our confidence in the people at Lithium.

David Van Toor,
General Manager
Sage CRM Solutions
of North America

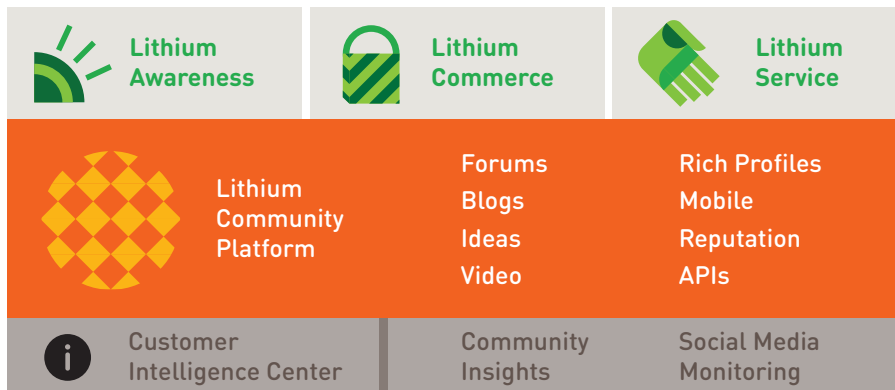


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The Social Customer Suite is...

Community Platform

The Lithium Community Platform creates unique and exiting social experiences to get your customers involved from wherever they are across the social web. You'll see who's engaged, who's influential, and have the tools to reward them for their contributions. You can give them positive feedback, build and promote their reputations, and let them know they're a valued part of your process.

Social Media Monitoring

Lithium Social Media Monitoring separates the signal from the noise, tells you what your social customers care about, and gives you insight into their opinions. It reveals where they congregate and tells you who's the most passionate. Lithium Social Media Monitoring finds innovative ideas for product fixes, new features, and service enhancements, and lets you share them across the entire organization so everyone benefits from social customers' insights.

Customer Intelligence Center

The Lithium Customer Intelligence Center turns customer conversations and behavioral data across your customer network into business advantage. It delivers precise details about social customer behavior and hones in on the needs and insights of your strongest advocates so you can keep them excited and engaged.

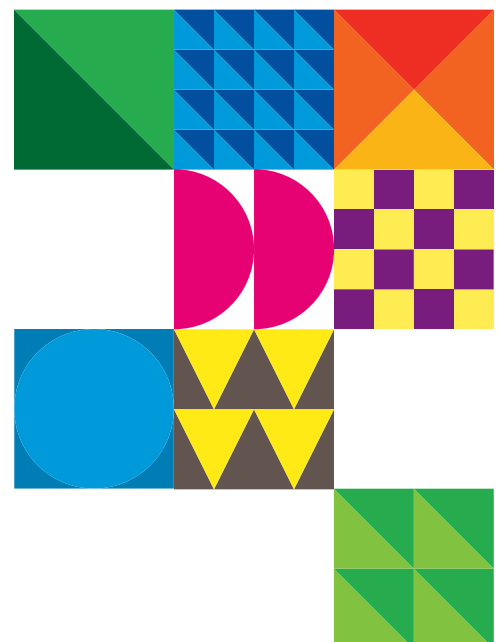
Coupled with our customer success best practices, the Lithium Social Customer Suite offers a set of specific solutions designed to help you to generate market awareness, improve customer service, and increase revenue.

Lithium

Lithium Is:

An Influential Leader as noted by *CRM Magazine*

A Recognized Innovator by the Technology Services Industry Association (TSIA)



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Lithium Social Customer Solutions

With Lithium Solutions you get smart, social technology run by smart people. Together, we work with your social customers to drive real business outcomes like improved customer service and greater reach and awareness.



Lithium Awareness

Lithium Awareness helps you find your social customers' passion points and gives them an experience they'll love and want to share with friends. By encouraging repeat visits and taking advantage of the scope of Facebook and Twitter, Lithium Awareness gives you both reach and engagement—a powerful driver of brand loyalty and evangelism.



Lithium Commerce

Lithium Commerce drives revenue through social channels by connecting customers to peer advice during the purchase process. On product pages, checkout pages, on Facebook and smart phones, Lithium Commerce connects your social customers to trustworthy, respected peer experts at the right place and at the right time. Lithium Commerce increases customer confidence, shopping cart size, and repeat purchases.



Lithium Service

Lithium Service puts your community where your customers are—on your site, on Facebook, on their smart phones—so they can help each other with service issues. But we don't stop there. Your customers get fun, social experiences as you grow your knowledge base. They get to help each other, you get a better, faster customer service engine.

The Path to Social Success

The path to social success unfolds as you walk upon it. Lithium puts businesses on their path to social success and keeps them going.

We see social technologies as a means, not an end. For more than a decade, we've helped top brands to connect with their social customers in order to drive real, business outcomes. Our communities, listening technology, analytics, and solutions give you better, happier customers, and drive awareness and demand across the social web.

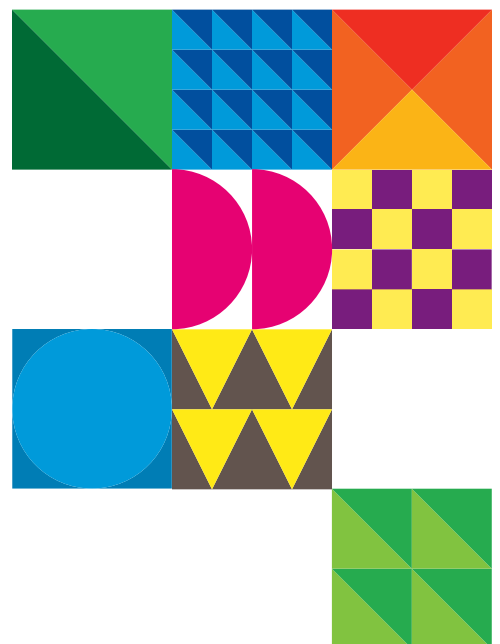
Lithium

Lithium Is:

Named a Leader in Gartner's Magic Quadrant for Social CRM and Externally Facing Social Software*

Factoring in call deflection and sales influence, our online community engagements provide around a \$5M benefit to the organization.

Gina Debogovich,
Community Manager
Best Buy



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Industry Alliances and Channels



Lithium believes strongly in the value of partnering and has established partnerships with leading organizations to drive strategic value for our customers.

Management Team

- Lyle Fong, CEO & Co-Founder
- Katy Keim, Chief Marketing Officer
- Joe Cothrel, Chief Community Officer
- Doug Jones, SVP, Corporate and Business Development
- Carlton Baab, Chief Financial Officer
- Charles Hough, Chief Operating Officer
- Vicki Bernholz, Chief People Officer
- Bruno Teuber, VP & GM EMEA

About Lithium

Your customers are everywhere. Lithium helps you find your social customers, understand their influence, and build lasting relationships. For market leaders such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal, Lithium is the leading provider of social customer solutions that deliver real business results.

To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit lithium.com.

Lithium

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*Gartner, Inc. Magic Quadrant for Social CRM, Adam Sarner et al, June 29, 2010 and Magic Quadrant for Social CRM and Externally Facing Social Software, Jeffrey Mann et al, July 5, 2010. The Magic Quadrants are copyrighted 2010 by Gartner, Inc. and are reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**The Forrester Wave™: Community Platforms, Q4 2010, Forrester Research, Inc., November 1, 2010.

Lithium

Founded:

2001

Headquartered:

Emeryville, CA (US)

Global Offices:

Lithium International, Inc.
London, England (UK)
Zurich, Switzerland (CH)

Employees:

100+

Investors:

Emergence Capital,
Shasta Ventures,
Benchmark Capital
DAG Ventures
Tenaya Capital

