Model of Excellence Profile – Reachable

Company Name:	Reachable Inc.	ICG#	11428
Address:	855 El Camino Real, Suite 260, Palo Alto, CA 94301		
Product Name:	**Reachable**		
URL:	www.reachable.com	President Name:	Al Campa, CEO

Business and Product Overview

Business Information Framework Classification	*Applications Models:*
	  Buy/Sell -- Networking
		Business Model:
		  Subscription – Site/Enterprise

	Content Models:
	  Primary Research – Harvested
	  User-Generated – Closed Data Pools
		Distribution Model
		  Third Party: Channel Sales
		  Direct Sales -- Captive

Company Overview	Reachable is the developer of a social enterprise solution that enables organizations to leverage their collective relationships to reach more people and close more business faster. Reachable helps sales reps close more deals, recruiters find more talent, and professionals establish new business relationships. Reachable is backed by Rho Ventures, Signal Peak Ventures, and Parkview Ventures, and is based in Palo Alto, CA and Salt Lake City, UT.
Product/Service Description	Despite a superficial resemblance to LinkedIn, Reachable is a distinctive offering with its own specialized functionality and value proposition. It consolidates an employee's contacts from various sources, including social networking contacts from Facebook and LinkedIn, and email contacts from Microsoft Outlook, Gmail, and Yahoo! Mail. It also lets users leverage the contacts of their fellow employees, through its ShareGroup feature, and their customer connections stored in popular CRM systems, like Salesforce.com. It takes all of these connections and combines them with its public database of 65 million professionals and 100 billion connections to discover the best connection paths to people users need to know.
	This enables what Reachable calls "social proximity selling," where sales people can use identified "connection paths" to reach specific prospects. Indeed, Reachable allows companies to think very differently about the selling process itself. One example is that leads can be allocated based on the strength of the relationship with the lead, rather than an arbitrary system such as geographic territory.
	Reachable has also pushed hard to develop tight integration with leading CRM software, understanding that a seamless connection is imperative to accelerating rather than impeding workflow. And within the CRM environment, Reachable adds additional value through a proprietary algorithm that automatically ranks leads and opportunities based on the strength of the user's relationship to them.

Year Founded:	2007	BizDev Contact:	Amit Khanna
Employees:	25	Main Telephone:	402-598-8978
Profile Date:	8/23/12	Primary Market Served:	51 – Information
Ownership:	Private	Funding Source:	Venture capital-backed
MofE Class:	2012		