

New APIs Let Developers Cash In on Jigsaw

Serving Jigsaw Business Contacts Opens Up New Revenue Streams for Application Providers

September 17, 2009 – San Mateo, Calif. – Jigsaw, the industry leader in Data as a Service (DaaS) solutions, has released a suite of APIs and a toolkit that allow developers to deliver company profiles and detailed, up-to-date contact data from inside their web, desktop or mobile applications. Jigsaw also launched a new developer program so companies integrating Jigsaw can give free Jigsaw data to customers, let their customers use their own Jigsaw accounts to acquire contact data, or resell Jigsaw data and add a new revenue stream to their business.

Integrating applications with Jigsaw is simple. It can typically be accomplished in less than a day. The APIs are RESTful and calls to the Jigsaw database can respond in XML or JSON. They do not require SOAP or WSDL. To request an API token and get program details go to: <http://developer.jigsaw.com>.

"Jigsaw's HTTP interface enabled Basho to implement an integration in a matter of days, while other SOAP-based b2b APIs took weeks or even months," said Andy Gross, Basho vice president of engineering. "By embracing HTTP and standard data formats like JSON, Jigsaw's API enables much deeper and richer integrations at a fraction of the cost. Our client code was less than a fifth of the size of similar SOAP-based services."

Seventeen companies have joined the new Jigsaw Developer Program and have gone or are going live with Jigsaw embedded including: ActiveConversion, Anagram, Basho, ChatStat, eGrabber, Enthusem, Globalpitch, IntellectSpace, Jobvite, Lead Liaison, Marketo, Netfactor, ProvenProspects, SharedVue, Sharkbait, SugarCRM and Visistat.

"Sugar Professional now ships with Jigsaw integrated right into the application so our customers can easily acquire and use Jigsaw company data at no charge," said Clint Oram, SugarCRM co-founder and vice president of products. "Further, several dozen Sugar customers have gotten their own Jigsaw API tokens in order to customize and expand on their use of Jigsaw inside of SugarCRM."

Here are more examples of applications that have integrated Jigsaw:

- ChatStat is live chat software that companies use to connect directly with their customers and prospects. By embedding Jigsaw, ChatStat now serves up name, title, company, and contact details for site visitors at the beginning of every chat. Reps can know who they are interacting with, and can save a complete CRM record of the chat, including the Jigsaw data, when the chat concludes.
- VisiStat provides real-time web analytics. Using Jigsaw they created LeadCaster, a suite of real-time tools that include the ability to identify companies that visit your website and get their business address, phone numbers, email addresses and more.
- iPhone developer Ray Scott created ixcitable, whose interface to the Jigsaw API took less than a day to develop. ixcitable will soon be available through the App Store and lets Jigsaw members

look up any one of the 16 million business people in Jigsaw and download their contact information onto their iPhone.

- 16 million of the up-to-date Jigsaw contacts are also available through Marketo Sales Insight, a 100% native Force.com social sales application that helps sales understand, prioritize and interact with the hottest leads and opportunities. Marketo Sales Insight customers can click on the embedded Jigsaw icon to gain instant access to hard-to-find direct dial phone numbers and email addresses for anonymous website visitors.
- Anagram, a popular contact capture application, has added Jigsaw to its list of supported services. With a single keystroke, Anagram instantly captures contact data from emails, the web, or any document and creates a new entry in Jigsaw with no additional login required.
- VisitorTrack from netFactor is a website visitor tracking application that captures and converts anonymous business visitors to a website into a detailed view. By integrating with Jigsaw, VisitorTrack customers are able to get company name, target executives, address, email address, phone number, website URL, keywords, page view detail and more.

“We had two goals for developers in our program: to make it easy for them to implement and to provide them a real opportunity to make money,” said Ethan Prater, Vice President of Technology Alliances at Jigsaw. “Jigsaw designed its program to drive a meaningful business result for developers, so they can deliver clear, recognizable value to their customers.”

Jigsaw is supporting developers with three different program levels. Bronze is free and includes forum access and web support, Silver includes 10 incidents and next-day phone support, and Gold provides unlimited, same-day web and phone support.

About Jigsaw

Jigsaw (www.jigsaw.com) is a leading provider of business information and data services that uniquely leverages user-generated content contributed by its global business-to-business community of 900,000 members. Jigsaw gives individuals and companies access to contact information for 16 million business people and profiles of 3 million companies. In addition to delivering low-cost and easy access to high-value business information for sales, marketing, recruiting and customer service, Jigsaw provides companies with cloud-based data acquisition and management services. Founded in 2004, Jigsaw is located in San Mateo, Calif. and funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

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