

TRANSACTION FACT SHEET

Strategic Rationale

Business Execution. Accelerated.

With this strategic acquisition, SuccessFactors is the first to combine analytics and workforce planning solutions with Business Execution Software. Inform accelerates the adoption of the SuccessFactors' BizX platform and strengthens our customers' ability to solve their biggest problem – bridging the gap between strategy and results.

- Inform accelerates SuccessFactors' business execution software suite and advances our pioneering BizX leadership by immediately enabling us to deliver world-class software and expertise for predictive analytics, workforce planning, strategic reporting, key performance metrics and peer benchmarking to every customer.
- The combined solution extends value and builds on the investment customers have already made in SuccessFactors by enabling them to assess their readiness to execute strategy, plan effectively to achieve business objectives, forecast the impact of business decisions and mitigate risk, choose the best course of action and execute accordingly.
- Together, SuccessFactors and Inform can leverage third party data and information from across an organization to deliver a single source of actionable, high-value insights to meet the needs of CEOs, CFOs and heads of Human Resources at companies of all sizes.
- The Inform acquisition grows value for our investors by accelerating adoption within the \$36 billion business execution market. The acquisition differentiates our technology through the addition of business analytics and workforce planning; broadens our content and strengthens our IP through the addition of key performance metrics and peer benchmarking; and expands our geographic coverage through Inform's customer relationships in Asia Pacific and EMEA.
- SuccessFactors will go to market with an integrated suite from day one under an OEM agreement with Inform, enabling SuccessFactors to maximize cross-selling and up-selling opportunities and develop future versions of the integrated software quickly.

About SuccessFactors

SuccessFactors is the global leader in Business Execution Software. The SuccessFactors Business Execution Suite improves business alignment and people performance to drive breakthrough results for companies of all sizes. More than 5 million users and 2,800 companies leverage SuccessFactors every day. To learn more, visit: <http://www.successfactors.com/>.

About Inform

Inform Business Impact is the global leader in analytics and workforce planning. Over the 28 years since its founding in 1982, Inform's brilliant and highly experienced leadership team has crafted a rich set of analytics and workforce planning applications anchored by unique intellectual capital. Inform now serves more than 130 customers with their applications and strategic consulting, including 24 of the Fortune 500, such as Comcast, BHP Billiton, Starbucks, Nokia, and many others.

Transaction Summary

| | |
|------------------------------|---|
| Consideration | Purchase price of \$25.5 million in cash and approximately \$15 million in SuccessFactors common stock, with additional contingent consideration payable based on the fulfillment of continuing employment and the achievement of specified growth targets. |
| Combined Company: | SuccessFactors, Nasdaq: SFSF |
| Financial Impact: | Expected to be neutral to net income |
| Principal Conditions: | Customary closing conditions and regulatory approvals |
| Expected Close: | Q3 2010 |

Key Facts of the Combined Company:

| | |
|----------------------|--|
| Headquarters: | San Mateo, CA |
| Products: | The transaction strengthens SuccessFactors' Business Execution software suite of business alignment and people performance modules by adding Inform's software and expertise for predictive analytics, workforce planning, strategic reporting, key performance metrics and peer benchmarking. |