

## About Salestream Software

Salestream Software, developers of PoliteMail, is located in the scenic seacoast region of Portsmouth, New Hampshire. The company's objective is to help sales and marketing people communicate more effectively with customers, prospects, industry partners and co-workers. By extending the capabilities of Microsoft Office, Salestream Software aims to boost productivity while reducing costs. PoliteMail, the company's initial product, adds 1to1 email marketing capabilities with response tracking to the popular Microsoft Outlook application.

## The Salestream Team

### Michael DesRochers, Founder & CEO

Leading Salestream's market strategy and business growth, Michael conceptualized the products, founding the company in 2003. Previously founder & chief of MicroArts Corporation, a technology marketing firm built over a span of 12 years to an industry leadership position with 75 employees and sold to a public company in 2000. Michael holds a B.S. degree in computer science from the University of New Hampshire.



### Ian Meredith, Chief Technology Officer

Technology architect for Salestream, Ian is responsible for the company's research and development, and the supporting network infrastructure. Ian honed his skills as the head of technology & development for MicroArts Corporation. There, he built online applications and web sites for such companies as Tyco, Raytheon and HoustonStreet.com. Ian holds a B.S. in Computer Science from Franklin Pierce.



## The PoliteMail Story

We built PoliteMail because it's the marketing tool we wanted but couldn't find anywhere. We were looking for a simple way to manage email lists, create professional looking newsletters and promotions, and measure campaign results. We were already invested into the Outlook and Exchange platforms, so it didn't make a lot of sense to pay monthly fees and log into a website just to send email to lists. Why couldn't we do it in Outlook, the email product our staff was already comfortable with? Salestream set out to develop tools that work as a natural extension of Outlook, making them easier to implement, learn and use. PoliteMail was envisioned as a 1to1 email tool for both broadcast and individual messages, with a unique response feedback mechanism to inform users of the effectiveness of their communications. The result is PoliteMail 2.0.

