



HighPoint Solutions Announces Partnership with Marketing Software Expert, Marketo

December 2, 2013 – EAST NORRITON, PA. HighPoint Solutions, LLC, a premier, global provider of specialized IT services dedicated to the Life Sciences and Healthcare industries, announced today a new strategic partnership with Marketo(NASDAQ: MKTO), the leading cloud-based marketing software platform for building and sustaining engaging customer relationships. Marketo understands the marketing and sales world is rapidly changing, including the increasing number of marketing channels to manage from search marketing to e-commerce, social media, and mobile. Marketo validates it is more important than ever for companies to effectively use these channels to establish strong long-lasting relationships with their customers, achieve acquisition success, and promote sustained customer lifetime value.

Sam Schmitt, Vice President of Commercial Excellence at HighPoint Solutions, said, “Our Life Sciences clients are requesting solutions to improve multi-channel marketing capabilities for their complex customer environment including payers, health care professionals, and patients.” Schmitt continued, “Marketo’s best in class marketing automation software, combined with HighPoint’s industry expertise, enables us to bring Life Sciences manufacturers customized marketing automation solutions that can create competitive advantage for our joint customers. We are truly excited about the value our partnership will bring to each other and most importantly our joint customers.”

“By combining HighPoint’s deep expertise in Life Sciences and Healthcare with the power of Marketo’s marketing platform, we can deliver even more value for our mutual clients.” Said Mark Sheridan, Vice President of Business Development at Marketo. “As the Healthcare and Life Sciences industries are evolving, the ability to engage consumers, patients and providers across multiple channels and measuring the ROI is becoming even more critical.”

HighPoint focuses on the needs of their clients by continually improving their consultants with the knowledge and resources of current trends, strategies, and technologies available to deliver a comprehensive strategic package.

About HighPoint Solutions

HighPoint Solutions is a premier, global provider of specialized IT with vertically-focused business consulting, system integration, professional service, and managed hosting solutions for life sciences and healthcare companies. Since 2000, our 500+ consultants have provided business consulting and technology solutions that continue to deliver business value and competitive advantage to more than 140 clients globally.

For more information about HighPoint Solutions and their upcoming events, please visit <http://highpointsolutions.com/>

About Marketo: Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 150 LaunchPoint™ ecosystem partners and over 30,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

Headquartered in San Mateo, CA with offices in Europe and Australia, Marketo serves as a strategic marketing partner to more than 2,500 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com.

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