



G E T N O T I C E D

PRESS RELEASE

Dec. 8, 2009

XT+M integrates Drupal with CRM Salesforce.com for a Smart Heart&Stroke Restart Portal

Toronto, ON, Dec. 8, 2009: [XT+M Inc.](#) announces the launch of the Heart&Stroke Foundation of Ontario's (HSFO) Restart portal. The project objectives were met through the integration of Content Management System Drupal and the Customer Relationship Management system Salesforce.com.

[Restart](#) is a smart portal that attracts and engages HSFO's broad network of instructors and instructor trainers (ITs) with an intuitive, dynamic interface. Once engaged Salesforce.com captures and securely stores user data, providing a platform for rich reporting and ongoing campaign management.

More than 3,000 nonprofit and education organizations globally leverage Salesforce.com's on-demand solution for charitable organizations, and XT+M is no different. Our reputation is quickly growing for our ability to integrate public portals with Salesforce.com, with clients such as HSFO entrusting our expertise.

"From strategy to design and build, XT+M delivered on the Heart and Stroke Resuscitation portal. They made a complex, overwhelming initiative straight forward and simple. They delivered on time; on budget and worked exceptionally well with our whole team. I recommend XT+M as strategic communicators, specializing in defining, designing and deploying online properties," said [Kyla Loughheed](#), Sr. Manager, Business Solutions, HSFO.

[XT+M Inc.](#), is a technology-driven marketing agency, skilled at facilitating clients through a proprietary process that defines their differentiators and their business objectives. On determination of the 'secret sauce,' we fuse traditional, best practice communications with innovative technology mediums including web, search engine marketing, search engine optimization, public relations, advertising and marketing communications.

[XT+M's clients](#) include BioExx, ByUs News, Heart&Stroke Foundation, Health Check, SickKids, Humber College, Ivvara, Literacy San Antonio, Medworxx, Trapeze Group, Vertigo Displays, and WoodGreen Community Services.

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