

## In brief: Salesforce buys Sendia for its mobile tech

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Salesforce.com acquired Sendia Corporation for \$15 million in a cash deal to boost its mobile services.

Salesforce said Tuesday the acquisition would allow more than 60 of its on-demand customer relationship management applications to be extended to BlackBerrys or other wireless devices without any extra costs to its customers.

The AppExchange Mobile service requires no additional coding or platforms and allows central administration of the applications.

"Our customers are eager for ways to extend their on-demand applications to the mobile workforce, and developers need a painless way to address this major opportunity," said Marc Benioff, chairman of salesforce.com. "With AppExchange Mobile, there is no extra coding needed to develop an application on AppExchange and mobile-enable it."

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