



HR Software Vendor is Third On-Demand Software Firm to go Public

By Adrienne Sanders

In the Marc Benioff-must-be-gloating department:

The chatty founder of Salesforce.com has been peddling pay-as-you-go Internet-based business software since before the millennium began. Now the CEO and his 770-person San Francisco company, which went public last year, have plenty of company.

In September, San Francisco-based HR software vendor Taleo became the third on-demand software company to go public (after Salesforce.com and RightNow). Taleo's customers include BMW, Johnson & Johnson and DuPont.

And to serve this growing industry -- IDC predicts that spending for on-demand software will grow to \$5 billion by 2009 -- a Boston public relations firm, PerkettPR, has a program targeting these companies with a subtle "limited time market discount and trial offer for software-as-a-service providers." Clients include Santa Clara-based WebEx, Brainshark, Cornerstone OnDemand, and Salesnet.