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Meeting Automation Platform Jifflenow Announces Jifflenow Event Meetings and Related Add-on Products

Jifflenow, the world's leading Meeting Automation Platform (MAP) provider, today announced major enhancements to its flagship product offering, **Jifflenow Event Meetings,** with a number of add-on products that eliminate manual, error-prone event meeting management currently hindering enterprises across all industries worldwide. The announcement follows the release of a report by Aragon Research identifying MAP software as a fast-emerging category of enterprise technology and Jifflenow's leading position within it. By the end of 2021, Aragon Research predicts 50 percent of large enterprises will have a MAP initiative underway or fully implemented.

Jifflenow Event Meetings is a secure, cloud-based enterprise-class MAP that enables global enterprises to automate the scheduling, management and analysis of all strategic B2B meetings. The platform enables event professionals to deliver better business results by increasing the number of meetings with prospects, customers, partners, investors and more to boost event ROI and improve resource utilization. Jifflenow seamlessly integrates with Salesforce, Marketo, event registration and badge scanning software to streamline the entire event process.

"Enterprises are looking beyond lead generation at events and have been asking for solutions to influence revenue opportunities by increasing the number and quality of strategic B2B meetings," said Hari Shetty, Jifflenow founder and CEO. "We have observed implementing MAP software like Jifflenow Event Meetings increases the volume of B2B meetings between 40 to 200 percent for enterprise customers."

Jifflenow has launched the following add-ons to improve event workflows and reporting:

Jifflenow Staff Scheduler organizes the management of hundreds of staff resources at events through the ability to create agendas, manage workgroups and schedule staff to activities and locations.

Jifflenow Mobile App, available in the Apple App Store and Google Play, brings Jifflenow's key features to iOS and Android devices to schedule and manage meetings on-the-go or on the show floor.

Jifflenow Meeting Insights provides an analytics dashboard for in-depth reporting on influenced revenue by event, room utilization, leaderboards, trending topics, total hours in meetings and more.

"Jifflenow took my team from spreadsheets and calendar conflicts to an automated, quick and easy process of scheduling and managing sales meetings," said Michele Feria, senior global marketing manager at Silicon Labs. "Jifflenow has saved my Sales and Marketing teams many hours of time and stress. Jifflenow Event Meetings is easy to use, requires little training and the on-demand reporting feature allows us to track ROI."

Jifflenow is the world's #1 Meeting Automation Platform (MAP) that helps enterprises accelerate business growth by automating the scheduling, management, and analysis of strategic meetings at events, briefing centers, roadshows, executive sessions and training forums. This advanced SaaS platform offers enterprise-class analytics, security, GDPR compliance and integration with leading sales and marketing software. Jifflenow is the most trusted MAP with hundreds of enterprise customers, including more than 50 Fortune 1000 companies.

The company is backed by Accel Partners, Sequoia Capital and Saama Capital and is based in San Jose, California.