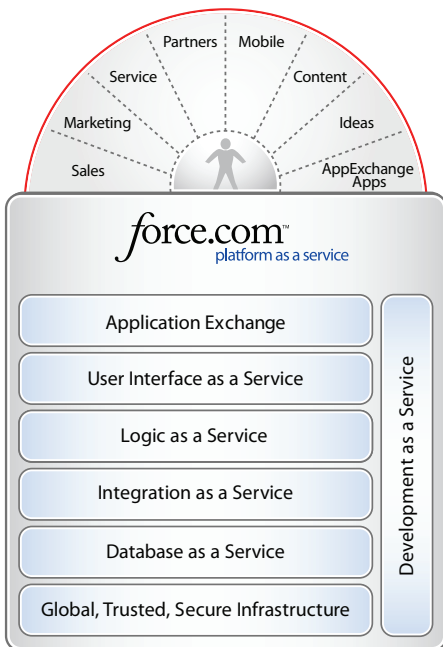


Salesforce.com: Success on Demand



The proven leader in on-demand customer relationship management (CRM) and platform as a service, salesforce.com makes companies more successful. We do so by delivering the most innovative technology and making it as easy as possible to share and manage business information. Our solutions combine award-winning functionality, proven integration, point-and-click customization tools, global capabilities, and the best user experience—and the result is customer success. That's why salesforce.com consistently earns the trust of its customers along with top industry honors.

Continuous Innovation

Since our inception in 1999, salesforce.com has steadily improved and expanded our family of on-demand solutions. *InfoWorld* named Salesforce a Technology of the Year in 2007 for the fourth-straight year; also in 2007, salesforce.com received its sixth consecutive Codie award for "Best CRM Solution."

Successful Customers

Salesforce.com has 38,100 customers (as of October 31, 2007) around the world including AMD, Air Products, Avis Budget Group, Corporate Express, Daiwa Securities, Dow Jones Newswires, E-LOAN, Expedia Corporate Travel, Polycom, Ryder System, Sprint Nextel, SunTrust Banks, SunGard, Time Warner Cable Business Class, Travelex, and Yamaha Corporation of America.

International Reach

Salesforce.com provides full internationalization, on-the-fly translations in 15 languages, and multicurrency support. To serve our growing list of customers outside North America, salesforce.com has full-service offices in more than a dozen countries around the world.

Family of Solutions

Salesforce.com's on-demand solutions generate unprecedented levels of user adoption and customer success—all with "no software." That means benefits such as anytime, anywhere accessibility; automatic, free upgrades; no hidden costs; and quick and easy deployment, customization, and integration.

In addition to powerful, easy-to-use CRM applications, salesforce.com offers a complete on-demand platform that empowers every business to experience the benefits of on-demand throughout its entire organization. The components of the salesforce.com solution work together seamlessly to deliver the core value of on-demand—and take it to new levels of possibility.

- ❑ **Salesforce.** Our award-winning CRM software-as-a-service applications have redefined success for enterprise application deployments including sales force automation, marketing, customer service, partner management, and content management.
- ❑ **Force.com.** The groundbreaking, Force.com platform as a service combines an intuitive user interface, operating system, and customization and integration capabilities for your CRM—plus a framework for development and deployment of new applications for your entire enterprise.
- ❑ **AppExchange.** The AppExchange marketplace features more than 700 preintegrated applications and components—from expense management to purchasing to recruiting—all ready to install right in Salesforce. And all created by the vibrant and growing community of salesforce.com customers, developers, and partners.
- ❑ **Successforce.** With salesforce.com, thousands of customers around the world achieve success with CRM. To take those successes to the next level, we provide a suite of services, programs, and online resources designed for customers at all levels and implementation stages.



Salesforce SFA

Salesforce SFA helps companies drive sales productivity, increase visibility, and expand revenues with an affordable, easy-to-deploy application for effectively managing salespeople and processes.

Salesforce Partners

Salesforce Partners, salesforce.com's on-demand partner relationship management (PRM) solution for managing indirect sales channels, is seamlessly integrated with Salesforce SFA to deliver unparalleled visibility to a company's entire sales pipeline for direct and indirect channels.

Salesforce Call Center and Customer Portal

Whether you are running customer service, product support, field service, telemarketing/telesales, an order desk, or an IT help desk, Salesforce offers a comprehensive, multichannel customer service solution with all the advantages of salesforce.com's on-demand technology.

Salesforce Marketing

Salesforce Marketing enables closed-loop marketing and integration with Google AdWords so busy teams can quickly execute, manage, and analyze the results of multichannel campaigns. Tie revenue back to specific marketing programs, so managers can make adjustments in real time.

Salesforce Ideas

Salesforce Ideas reinvents the way that organizations source ideas from their communities by helping companies build their own community Web sites to collaborate directly with partners, employees, or other groups in an interactive, online forum.

Salesforce Content

In addition to managing customer data, teams can use Salesforce to share unstructured content such as documents, spreadsheets, presentations, videos, and much more.

Salesforce Mobile

For greater productivity on the move, Force.com Mobile delivers all Salesforce CRM, AppExchange applications, and custom applications to a wide variety of mobile devices.



In recent years, thousands of companies have fully embraced the on-demand future, fueled by the revelation that CRM success does not require buying or maintaining expensive software or hardware. Building on this global wave of on-demand innovation and development, salesforce.com's AppExchange marketplace (www.appexchange.com) delivers a vast network of applications and services right to your business, all via the Internet.

The AppExchange online marketplace of more than 700 applications developed by salesforce.com's community of partners, developers, and customers offers everything from finance and HR applications to industry-specific and CRM-related solutions to productivity tools and components. Now every company can run its entire business on demand.

The AppExchange generates success for the entire salesforce.com community.

- ❑ **Customers** get immediate access to a wide variety of applications and components they can easily browse, test-drive, install, customize, and run alongside the award-winning Salesforce family of applications.
- ❑ **Developers** from around the world can join the fast-growing on-demand development community, creating new solutions on the Force.com platform and bringing them to market.
- ❑ **Partners (ISVs)** can leverage the AppExchange as a simple and effective way to deliver innovative new solutions to the world's largest audience of on-demand subscribers.

“With Salesforce, AMD has a global CRM platform that delivers a solid return on our investment without compromising any functionality. Executive dashboards provide instant access to the data necessary to assess and guide our global business.”

— AMD



Force.com Builder

Salesforce.com's revolutionary point-and-click Force.com Builder provides tools for customizing on-demand applications or building entirely new ones in minutes without programming. Best of all, customizations made with the Force.com Builder are maintained through upgrades, eliminating the maintenance burden endemic to traditional on-premises software.

Force.com Web Services API

With the Force.com Web Services API, companies can easily integrate CRM with their other enterprise applications by using open, Web services standards. Representing more than 50 percent of salesforce.com's total transactions, the Force.com API is one of the most widely used enterprise Web services.

Force.com Database

The Force.com Database is a robust data store for managing information and data relationships across all your on-demand applications. Define your data model with an intuitive, point-and-click interface. Access data programmatically with a SQL-like interface. And the on-demand model means you never have to worry about database tuning, backup, or recovery.

The Apex On-Demand Programming Language

Apex is a powerful tool for building the next generation of business applications. With Apex, individual developers and third-party vendors can use the same tools that salesforce.com's development team uses to build our CRM products. Because these new apps will run natively on the Force.com platform, developers are free from the issues associated with client-side apps.



Successforce Consulting

Successforce Consulting is backed by extensive experience with on-demand CRM and business applications that has helped make thousands of customers successful. Successforce experts provide the strategic guidance and hands-on expertise you need to maximize your success.

Successforce Education

Successforce Education provide the knowledge you need to be successful with Salesforce. Comprehensive training programs make learning easy, convenient, and relevant to your business challenges and the individual roles of your users.

Successforce Support

Our customers have indicated that support and administration expertise is critical for promoting user adoption and maintaining a successful solution. Our Premier Support offerings minimize unproductive time, maximize business benefits, and accelerate success.

Successforce.com

All salesforce.com customers have 24/7 access to a wealth of knowledge, tips and tricks, and best practices at www.successforce.com. This popular online resource is packed with information for all roles, implementation stages, CRM topics, and levels of experience.

Successforce Community

Hundreds of thousands of subscribers strong, the salesforce.com user community is one of the world's largest and most enthusiastic on-demand families. Successforce harnesses that excitement and helps customers connect with one another so everyone can share success stories.

“ By covering everything from HR to finance to order management to business applications specific to our industry, the AppExchange will allow us to quickly and easily extend our success with on-demand to our entire organization.”

— Cox Business Services



InfoWorld
Technology of the Year
Best CRM Application
2004, 2005, 2006 & 2007



Codie Awards
Best CRM Solution
2002, 2003, 2004,
2005, 2006 & 2007



Aberdeen Group
"What Works"
CRM Top Ten
2002, 2003 & 2004

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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Customers

"The AppExchange has given us a single place to find a variety of applications to meet our business needs, from recruiting to marketing. The apps we've found are easy to deploy, require little or no training, and offer immediate benefits to users."

— Miyachi Unitek Corporation

"Since deploying Salesforce, we've been within two percent of our sales forecasts. Salesforce's instant and constant visibility into sales has made us extremely agile and efficient."

— Polycom

"Salesforce was the only on-demand CRM to offer the service expertise, enterprise functionality, and integration and customization capabilities required to handle the complexities of our multithousand user implementation."

— SunTrust Banks

"With Salesforce, we can maximize customer service and revenue opportunities across regions. The lead time in delivering accurate reports and forecasts has been reduced from weeks to minutes, which helps us run a global business better."

— Travelex

"We needed CRM that could integrate with Oracle and other applications to create a single user portal. Salesforce was the only CRM that could be immediately deployed with full integration capabilities to match our future requirements."

— Yamaha Corporation of America

Media & Analysts

"The one major exception to business as usual in the enterprise software arena for 2006 was SaaS (software as a service), which under the de facto leadership of salesforce.com demonstrated that a hosted service can offer the kinds of capabilities once reserved for the giants of the enterprise software industry."

— InfoWorld, January 2007

"[The Force.com platform] is the future. It makes it cheaper and easier for all kinds of companies to build apps, whether you're talking about enterprises or small businesses."

—Beagle Research, in *PC Magazine*,
January 2006

"The undisputed champ of hosted CRM combines strong features and unparalleled extensibility."

— InfoWorld, January 2006

"[Salesforce.com] outpaces all midmarket contenders in company direction and scores for customer satisfaction."

— *CRM Magazine*, October 2005

"Salesforce.com provides the strongest SFA functionality overall. An impressive set of customization and integration tools enable firms to create a solution that fits their business needs."

— Forrester, April 2005

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