

“Unlimited Edition gives companies the flexibility to turn salesforce.com’s AppExchange vision into reality. Now it’s easier than ever to run your entire business on demand.”

— Denis Pombriant
Beagle Research Group LLC

Selecting the Right Salesforce Edition

Find the Perfect CRM Solution for Your Unique Business Needs

Whether you want a solution for your first foray into CRM or a comprehensive system that adapts to fit your unique business, salesforce.com has the perfect solution for you. All our solutions benefit from 23 generations of innovative development and a user experience that is second to none.

The right edition for your business depends on the size of your team, which CRM components you need, and the level of customization and integration you require. Best of all, you can choose the edition that best fits your business needs today with the confidence that comes from a seamless upgrade path, allowing your Salesforce solution to easily grow with your business.

Unlimited Edition

Manage and share information across the enterprise

Salesforce Unlimited Edition is salesforce.com’s flagship solution for maximizing CRM success on The Business Web™—and extending it across the enterprise. Now you can go beyond CRM to deliver all your processes and systems on demand, eliminating the cost and burden of custom-built applications. Our most successful customers run their businesses on Unlimited Edition, including Ryder System, Staples, SunTrust Banks, Time Warner Cable Business Class, and The Phoenix Companies.

Unlimited Edition offers unparalleled flexibility to meet the most sophisticated requirements. In addition to exclusive features available only in Unlimited Edition, this package bundles several add-ons at significant cost savings over adding them separately. Unlimited Edition includes all Enterprise Edition features, plus new levels of customization and extension possibilities, no limits on application installations from the AppExchange, the one-of-a-kind Salesforce Sandbox environment, mobile accessibility with Salesforce Mobile, Premier Support with Administration, and more storage.

Enterprise Edition

Advanced CRM for even the most complex enterprises

Salesforce Enterprise Edition provides the extensibility that the world’s largest organizations need, deploying rapidly across multiple departments and divisions, seamlessly integrating with other corporate systems, and encompassing the most complex customer operations. Successful organizations around the world and across industries—including Air Products, Avis Budget Group, Dow Jones Newswires, E-LOAN, Expedia Corporate Travel, Polycom, and Travelex—use Enterprise Edition.

Enterprise Edition customers enjoy advanced CRM features, including: extensive customization and integration capabilities; a platform for IT teams to extend CRM and create new applications; support for multiple divisions and processes; workflow automation; sophisticated security and sharing functionality; the Salesforce PRM option, for complete SFA/PRM integration and visibility across your company’s entire direct and indirect sales pipeline; and much more.

Professional Edition

Full-powered CRM, without complexity


Salesforce Professional Edition offers companies of all sizes a comprehensive CRM suite for managing every aspect of the customer lifecycle. With unlimited scalability plus essential customization, security, and sharing controls, Professional Edition provides power without complexity. Whether you’re a small business with big ambitions or a larger organization with dispersed employees and offices, Professional Edition is an attractive CRM choice and an unbeatable value.

Group Edition

The small business growth machine

With Salesforce Group Edition featuring Google AdWords, it’s never been easier to expand your business. Generate new leads; manage leads, contacts, and customers; view or update sales data; instantly collaborate with co-workers; and get a bird’s-eye view into your sales and marketing efforts.

Salesforce Edition Feature Comparison

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
User Limit	5 Users	None	None	None
Standard Training and Support	Included	Included	Included	Premier Included ¹
Storage per User	1GB Total	1GB or 20MB/User	1GB or 20MB/User	1GB or 120MB /User
				
Sales Force Automation				
Account, Contact, Opportunity, and Activity Management	✓	✓	✓	✓
Document Management	✓	✓	✓	✓
Notes and Attachments	✓	✓	✓	✓
Data Validation	✓	✓	✓	✓
Salesforce Console		✓	✓	✓
Customizable Forecasting		✓	✓	✓
Contract and Renewal Management		✓	✓	✓
Integration with Third-Party Methodologies		✓ ²	✓	✓
Product Catalog		\$	✓	✓
Revenue Schedule Management		\$	✓	✓
Account and Opportunity Team Selling			✓	✓
Client Lifecycle Management ³			✓	✓
Advanced Call Scripting ⁴			✓	✓
Territory Management			✓ ⁵	✓
Mass Quota Updates			✓	✓
Workflow and Approvals			✓	✓
Partner Relationship Management⁶				
Partner Account and Lead Management			\$	\$
Lead Pools			\$	\$
Deal Registration			\$	\$
Opportunity Collaboration			\$	\$
Partner Marketing			\$	\$
Partner Communications			\$	\$
Branded Portals			\$	\$
Custom Help			\$	\$
Workflow for Partners			\$	\$
Marketing Automation				
Google AdWords	✓	✓	✓	✓
Web Site Lead Capture and Tracking	✓	✓	✓	✓
Lead Management, Routing, and Assignment	✓	✓	✓	✓
Document Management	✓	✓	✓	✓
Email Templates and Tracking	✓	✓	✓	✓
Mass Email and Tracking		✓	✓	✓
Campaign Management		\$	✓	✓
List Management		\$	✓	✓
Advanced Call Scripting ⁴			✓	✓
Workflow and Approvals			✓	✓
Customer Service and Support				
Case Management	✓	✓	✓	✓
Data Validation	✓	✓	✓	✓
Document Management	✓	✓	✓	✓

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
Case Queues and Auto-Assignment		✓	✓	✓
Advanced Case Escalation and Notification		✓	✓	✓
History Tracking		✓	✓	✓
Knowledge Base and Suggested Solutions		✓	✓	✓
Multilingual Solutions		✓	✓	✓
Agent Console		✓	✓	✓
Service Dashboards		✓	✓	✓
Call Center ⁷		✓	✓	✓
Web and Email Case Capture		✓	✓	✓
Asset Management		\$	✓	✓
Service Entitlements ⁸			✓	✓
Customer Portal			\$	\$

Real-Time and Historical Analytics

Standard and Custom Reports	✓	✓	✓	✓
Custom Report Formulas	✓	✓	✓	✓
Custom Conditional Highlighting	✓	✓	✓	✓
Customizable Dashboards		✓	✓	✓
Analytic Mash-Ups		✓	✓	✓
Read-Only Report Access			✓	✓

Desktop and Mobile CRM

Integration with Outlook and Office	✓	✓	✓	✓
Integration with Lotus Notes	✓	✓	✓	✓
Offline Access		\$	✓	✓
Desktop Solution Administration			✓	✓
Mobile Access		\$	\$	✓



Data Model Customization

Custom Fields per Object	100 ⁹	100	500	500
Total Custom Objects	50	50	200	2,000
Custom Object History Tracking	✓	✓	✓	✓
Custom Formulas	✓	✓	✓	✓
Image Fields	✓	✓	✓	✓
Data Validation	✓	✓	✓	✓
Custom Object Sharing Controls			✓	✓

User Interface Customization

Total Custom Tabs	5	10	25	Unlimited
Drag-and-Drop Custom Layouts	✓	✓	✓	✓
Embedded Mash-Ups	✓	✓	✓	✓
Custom Buttons	✓	✓	✓	✓
Global Translation Workbench		✓	✓	✓
Rename Tabs and Labels		✓	✓	✓
Multiple Custom Page Layouts			✓	✓
Record-Dependent Page Layouts			✓	✓
AJAX Toolkit			✓	✓
Standard Button Overrides			✓	✓

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
Enterprise Administration				
Account-Based Sharing Controls		✓	✓	✓
Record-Level Security		✓	✓	✓
Field-Level Security			✓	✓
Multidepartmental Administration			✓	✓
Profile-Based Departmental Security			✓	✓
Delegated Administration			✓	✓
Opportunity, Lead, and Case-Sharing Controls			✓	✓
Business Process Controls				
Lead and Case Routing		✓	✓	✓
Multistep Approval Processes			✓	✓
Workflow Automation Rules and Tasks			✓	✓
Multiple Business Processes			✓	✓
Apex Code				✓
Application Environment				
AppExchange Application Installation	✓	✓	✓	✓
Maximum Custom and AppExchange Apps	1	5	10	Unlimited
Salesforce Platform Edition			\$	\$
On-Demand Database				
Apex Service Delivery	✓	✓	✓	✓
Import/Export Utilities	✓	✓	✓	✓
Import De-Duplication	✓	✓	✓	✓
Weekly Export Service		\$	✓	✓
Real-Time Database Mirroring			✓	✓
Data Loader			✓	✓
Salesforce Sandbox			\$	✓
Integration Platform				
Integration with Outlook and Office	✓	✓	✓	✓
Integration with Lotus Notes	✓	✓	✓	✓
Apex Web Services API 8.0			✓	✓
Single Sign-On—LDAP Integration			✓	✓
Apex Connect for SAP R/3 ¹⁰			\$	\$
Apex Connect for Oracle 11i ¹⁰			\$	\$

✓ = Included in base user license \$ = Additional fee applies

Group Edition supports less functionality than the 30-day trial. Customers purchasing Group Edition from the trial will have all non-Group Edition functionality and data permanently deleted. Customers may export their trial data at no charge at any time during the trial.

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| 1 Premier Support and Administration is included with Unlimited Edition. | 6 PRM features are not available individually; the features listed, and many others, are included with the purchase of Salesforce PRM. |
| 2 Professional Edition supports integration with certified AppExchange partners. | 7 Salesforce Call Center is currently available on a pilot basis. |
| 3 Client lifecycle management is currently available on a limited basis. | 8 Service entitlements is currently available in English only. |
| 4 Advanced call scripting is currently available in English only. | 9 Group Edition does not support custom activity fields. |
| 5 Salesforce Sandbox (available in Enterprise Edition for a fee) is required for territory management. | 10 License fees apply to Enterprise Edition and Unlimited Edition. Apex Connect must be installed on the premises, local to the SAP R/3 or Oracle 11i system. |

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