

Salesforce.com Basic and Premier Support



The first step on the path to success with customer relationship management (CRM) is selecting cloud-based CRM applications from salesforce.com. Next, you'll want to maximize the value of your investment by ensuring your organization gets all the benefits your CRM solution can deliver.

Salesforce.com customers tell us that support and administration expertise is critical for promoting user adoption and maintaining a successful CRM application. Companies must consider their varied and evolving needs across sales, marketing, and customer service—as well as AppExchange applications that could benefit the organization.

Salesforce.com Support is dedicated to helping customers succeed on all fronts and get the most value out of their CRM solution.

Select the support level that's right for you

To meet the diverse business needs of all companies, we created several multichannel support offerings. These services give you expert-level technical support, proactive “health checks,” advanced Web tools, and best practices to meet your individual business needs.

Premier Support with Administration

Although salesforce.com applications are incredibly easy to use and customize, having an expert manage and administer your solution can take your CRM success to new heights and provide insurance against your biggest fear: a failed CRM project. With our Premier Support with Administration services, you can better allocate your resources by leaving CRM application administration duties to our experts. You'll rest easier knowing that an experienced professional is managing and monitoring your application at all times in addition to providing advanced support services.

Compare support offerings

| | Basic Support | Premier Support | Premier Support with Administration |
|---|-------------------|------------------------------|-------------------------------------|
| Case limit | Unlimited | Unlimited | Unlimited |
| Response time | 2 business days | 2 business hours | 2 business hours |
| Online customer portal | Included | Included | Included |
| Live phone support | 12/5 ¹ | 24/7 | 24/7 |
| Priority phone queue | | Included | Included |
| Toll-free access ² | | Included | Included |
| Assigned representative | | Yes (50+ users) ³ | Yes (50+ users) ³ |
| Health check (annual) | | Yes (50+ users) | Yes (50+ users) |
| Developer Support ⁴ | | Yes | Yes |
| Force.com app extensions ⁵ | Yes | Yes | Yes |
| Administrative services (Sample list below. See Appendix for complete list.) | | | Included |
| • Ongoing application maintenance | | | |
| • Post-deployment application reconfiguration | | | |
| • New functionality design post-deployment | | | |
| • Application reconfiguration | | | |

Standard API support is included in both Basic and Premier Support. For information about Custom Integration Support and Developer Support, please contact your account executive.

¹Excluding holidays. ²Available in the United States, Canada, and Europe. ³Assignment of a Premier+Administration designated analyst will be made with purchase of 50 or more full CRM Premier+Administration licenses or a total Premier annual support revenue of \$20,000 or more. Assignment of a Premier-only designated analyst will be made with 50 or more full CRM Premier-only licenses or a total Premier annual support revenue of \$12,000 or more. ⁴See the Developer Support datasheet for details. ⁵Available à la carte.

Premier Support with Administration is our most comprehensive support package. It cost-effectively combines all the services included in Premier Support with ongoing application administration services from a Salesforce CRM expert. Your CRM administrator understands your company's CRM goals, your business issues, CRM best practices, and available salesforce.com resources. That know-how ensures you use Salesforce CRM to its greatest potential for your business.

In addition to all the benefits of Premier Support, you'll receive dozens of administration services (see the Appendix for a complete list), including:

- Ongoing application maintenance
- Post-deployment application customization
- Advanced application optimization

Premier Support with Administration is included with Salesforce CRM Unlimited Edition.

Premier Support

CRM veterans know that having an experienced professional handle support for your CRM solution can mean the difference between success and frustration—for your users and your business. Salesforce.com designed Premier Support to provide maximum value, a collaborative partnership, and personalized services.

Our Premier Support customer service representatives (CSRs) are the most knowledgeable Salesforce CRM experts in the industry and are ready to tackle your toughest challenges. Premier Support easily pays for itself through higher user adoption, more CRM success, and increased business productivity. In fact, Premier Support customers have 20 to 30 percent higher log-in rates and 50 percent higher adoption of CRM features, on average.

In addition to all the benefits of Basic Support, Premier Support includes:

- A 2-business-hour response time
- 24/7 live phone support
- An assigned CSR or team of CSRs
- Health checks to determine if your company is using Salesforce CRM to its full advantage
- A toll-free, priority-queued phone line (available in the United States, Canada, and Europe)

These critical elements ensure your users have a positive experience with Salesforce CRM, which is why many of our most successful customers select Premier Support.

Basic Support

In a departure from the practices of legacy CRM software vendors, salesforce.com includes a baseline level of customer support as part of your subscription. Basic Support includes 12/5 live phone support (excluding holidays), a 2-business-day response time, the ability to submit an unlimited number of cases, and 24/7 access to our online support portal, which features advanced searching capabilities.

Your Salesforce.com Community of experts

Because each customer has different needs, our support experts work closely with their colleagues on the Salesforce.com Consulting and Salesforce.com Training & Certification teams. Together, they provide access to additional resources to help you effectively manage your business through Salesforce CRM.

To find out which Salesforce.com Support level is best for your organization or to learn about our Custom Integration Support and Developer Support offerings, please contact your salesforce.com account executive.

Appendix – Administrator Services

| Administration Categories/Types | Description of Administrator Duties |
|---------------------------------|--|
| Setup | |
| Users | Add/edit/deactivate users |
| Roles | Manage roles and role hierarchies |
| Profiles | Manage profiles |
| Public groups | Manage public groups |
| Home Page | |
| Company message | Brief message |
| Create and update links | Useful links (to external/internal Web sites and canned reports) |
| Activities | |
| Task fields | Update standard and custom fields |
| Task page layouts | Update page layouts with field changes |
| Task record types | Create and update record types |
| Event fields | Update standard and custom fields |
| Event page layouts | Update standard and custom fields |
| Event record types | Create and update record types |
| Campaigns | |
| Fields | Update standard and custom fields |
| Page layouts | Update page layouts with field changes |
| Web integration links | Create Web integration links |
| Record types | Create and update record types |
| Leads | |
| Fields | Update standard and custom fields |
| Page layouts | Update page layouts with field changes |
| Queues | Create lead queues and assign to users |
| Assignment rules | Create and update assignment rules |
| Settings | Manage lead settings |
| Web integration links | Create Web integration links |
| Lead processes | Manage lead processes |
| Record types | Create and update record types |
| Auto-response rules | Set up Web-to-lead auto-response rules |
| Accounts | |
| Fields | Update standard and custom fields |
| Partner roles | Manage partner roles |
| Page layouts | Update page layouts with field changes |
| Web integration links | Create Web integration links |
| Record types | Create and update record types |
| Account teams | Manage account teams |

| Administration Categories/Types | Description of Administrator Duties |
|---------------------------------|---|
| Contacts | |
| Fields | Update standard and custom fields |
| Page layouts | Update page layouts with field changes |
| Web integration links | Create Web integration links |
| Record types | Create and update record types |
| Contracts | |
| Fields | Update standard and custom fields |
| Page layouts | Update page layouts with field changes |
| Web integration links | Create Web integration links |
| Forecasts | |
| Quotas | Update users' quotas |
| Opportunities | |
| Fields | Update standard and custom fields |
| Contact roles | Manage contact roles |
| Page layouts | Update page layouts with field changes |
| Web integration links | Create Web integration links |
| Record types | Create and update record types |
| Cases | |
| Fields | Update standard and custom fields |
| Page layouts | Update page layouts with field changes |
| Queues | Create case queues and assign to users |
| Business hours | Manage business hours |
| Assignment rules | Create and update assignment rules |
| Escalation rules | Create and update escalation rules |
| Web integration links | Create Web integration links |
| Support processes | Manage support processes |
| Record types | Create and update record types |
| Support settings | Manage support settings |
| Auto-response rules | Set up Web-to-lead auto-response rules |
| Solutions | |
| Fields | Update standard and custom fields |
| Visibility | Publish solutions to be viewable |
| Modification/edit | Modify or edit solution format or structure |
| Products | |
| Price books and products | Manage price books |
| Schedule setup | Manage schedule setup |
| Users | |
| Fields | Update standard and custom fields |
| Web integration links | Create Web integration links |

Appendix – Administrator Services (continued)

| Administration Categories/Types | Description of Administrator Duties |
|---------------------------------|---|
| Workflow | |
| Workflow rules | Create and update workflow rules |
| Workflow tasks | Create and update workflow tasks |
| Workflow alerts | Create and update workflow alerts |
| Reports and Dashboards | |
| Reports | Assist in creation and modification of reports as necessary |
| Dashboards | Create and manage dashboards and folders |
| Company Profile | |
| Company information | Manage company profile |
| Security Controls | |
| Sharing rules | Manage sharing rules |
| Field accessibility | Manage field accessibility |
| Password policies | Manage password policies |
| Session settings | Manage session settings |
| Setup audit trail | View user audit trail |
| Salesforce Mobile Access | |
| Users | Create new users, update users, and assign to existing profiles |
| Profiles | Create and update basic profiles (does not include advanced profiles) |
| Devices | Add and update devices |
| Application | Upgrade application |
| Reports | Run reports |
| Territory Management | |
| Territory hierarchy | Create and update territory hierarchies |
| Fields | Update standard and custom fields |
| Users | Update user territory alignments |
| Territory rules | Create and update territory rules |
| Validation Rules | |
| Validation rules | Assist in creation and modification of validation rules as necessary |

| Administration Categories/Types | Description of Administrator Duties |
|--|---|
| Custom Formula Fields | |
| Custom formula fields | Assist in creation and modification of custom formula fields as necessary |
| Custom summary formula fields | Assist in creation and modification of custom summary formula fields as necessary |
| Partner Relationship Management | |
| Users | Create and update users |
| Email templates | Create email templates (used in workflow) |
| Partner profiles | Create and update partner profiles |
| Sharing rules | Manage sharing rules |
| Roles | Manage roles and role hierarchies |
| Workflow rules | Create and update workflow rules |
| Communication Templates | |
| Letterhead | Create HTML letterhead templates |
| Email templates | Create email templates (used in workflow) |
| Mail merge templates | Manage document mail merge templates |
| Data Management | |
| Import accounts/contacts | Import accounts and contacts (includes preformatted data imported via the import wizard; excludes the use of Data Junction) |
| Import leads | Import leads (includes preformatted data imported via the import wizard; excludes the use of Data Junction) |
| Storage usage | View storage usage |
| Mass transfer records | Mass transfer records between users |
| Force.com Platform | |
| Custom objects | View all custom objects |
| WSDL generator | Generate enterprise and partner WSDL files |
| Salesforce.com-Supported AppExchange Apps | |
| Fields | Update standard and custom fields (does not include Force.com Labs apps) |

Corporate Headquarters
The Landmark @ One Market
Suite 300
San Francisco, CA, 94105
United States

1-800-NO-SOFTWARE
www.salesforce.com

Latin America
+1-415-536-4606

Japan
+81-3-5785-8201

Asia/Pacific
+65-6302-5700

Europe, Middle East & Africa
+4121-6953700



Copyright ©2009, salesforce.com, inc. All rights reserved. Salesforce.com and the “no software” logo are registered trademarks of salesforce.com, inc., and salesforce.com owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.

DS_Premier-Support_082809