



## 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's support team 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 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 <sup>1</sup>	24/7	24/7
Priority phone queue		Included	Included
Toll-free access <sup>2</sup>		Included	Included
Assigned representative		Yes (50+ users) <sup>3</sup>	Yes (50+ users) <sup>3</sup>
Health check (annual)		Yes (50+ users)	Yes (50+ users)
Developer Support <sup>4</sup>		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.

<sup>1</sup>Excluding holidays. <sup>2</sup>Available in the United States, Canada, and Europe. <sup>3</sup>Assignment 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. <sup>4</sup>See the Developer Support datasheet for details.

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 20–30 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 salesforce.com's consulting and 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
<b>Setup</b>	
Users	Add/edit/deactivate users
Roles	Manage roles and role hierarchies
Profiles	Manage profiles
Public groups	Manage public groups
<b>Home Page</b>	
Company message	Brief message
Create and update links	Useful links (to external/internal Web sites and canned reports)
<b>Activities</b>	
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
<b>Campaigns</b>	
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
<b>Leads</b>	
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
<b>Accounts</b>	
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
<b>Contacts</b>	
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

Administration Categories/Types	Description of Administrator Duties
<b>Contracts</b>	
Fields	Update standard and custom fields
Page layouts	Update page layouts with field changes
Web integration links	Create Web integration links
<b>Forecasts</b>	
Quotas	Update users' quotas
<b>Opportunities</b>	
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
<b>Cases</b>	
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
<b>Solutions</b>	
Fields	Update standard and custom fields
Visibility	Publish solutions to be viewable
Modification/edit	Modify or edit solution format or structure
<b>Products</b>	
Price books and products	Manage price books
Schedule setup	Manage schedule setup
<b>Users</b>	
Fields	Update standard and custom fields
Web integration links	Create Web integration links
<b>Workflow</b>	
Workflow rules	Create and update workflow rules
Workflow tasks	Create and update workflow tasks
Workflow alerts	Create and update workflow alerts
<b>Reports and Dashboards</b>	
Reports	Assist in creation and modification of reports as necessary
Dashboards	Create and manage dashboards and folders

## Appendix – Administrator Services (continued)

Administration Categories/Types	Description of Administrator Duties
<b>Company Profile</b>	
Company information	Manage company profile
<b>Security Controls</b>	
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
<b>Salesforce Mobile Access</b>	
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
<b>Territory Management</b>	
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
<b>Validation Rules</b>	
Validation rules	Assist in creation and modification of validation rules as necessary
<b>Custom Formula Fields</b>	
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
<b>Partner Relationship Management</b>	
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

Administration Categories/Types	Description of Administrator Duties
<b>Communication Templates</b>	
Letterhead	Create HTML letterhead templates
Email templates	Create email templates (used in workflow)
Mail merge templates	Manage document mail merge templates
<b>Data Management</b>	
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
<b>Force.com Platform</b>	
Custom objects	View all custom objects
WSDL generator	Generate enterprise and partner WSDL files
<b>Salesforce.com Support AppExchange Apps</b>	
Fields	Update standard and custom fields (does not include Force.com Labs apps)



### For More Information

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

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