

The Salesforce logo, consisting of the word "salesforce" in a lowercase, sans-serif font, is positioned inside a white cloud-like shape in the top right corner of the page.

Salesforce.com Consulting Partner Program

As more companies adopt cloud-based enterprise solutions, cloud computing has grown to represent a multi-billion-dollar market opportunity. And its biggest growth is still ahead. Not only does this trend translate into real revenue opportunity for the channel, but it also gives consulting partners the chance to help shape the future of information technology.

But how can consulting firms take advantage of this growing opportunity? And what is the next step you should take to build your cloud-computing business?

Become a Salesforce.com Consulting Partner

Salesforce.com works with leading professional services firms of all sizes that offer a range of consulting expertise, including strategic business consulting, software implementation and integration, training, and custom application development services. As a Salesforce.com Consulting Partner, you'll join world's most experienced community of innovators in the cloud who are working with the latest cloud-computing technologies to help companies transform the way they run their businesses.

By enrolling in the program, you'll have the opportunity to:

- **Partner with the leader** – With 63,000+ customers, salesforce.com is the proven leader in enterprise cloud computing and cloud-based customer relationship management. Our partners have the unique advantage of delivering customer solutions that are built on the most complete CRM technology in the industry. And with the Force.com platform, our consulting partners can build custom applications that support any area of a customer's business, such as HR, accounting, compliance management, and more.
- **Collaborate for success** – Salesforce.com offers the support you need to be successful throughout your partnership. As a salesforce.com partner, you'll have access to the online salesforce.com partner portal. The portal houses a rich set of partnership management tools, technical guidance, and go-to-market resources to help you become a cloud-computing expert and drive business success.
- **Develop unrivaled expertise** – In addition to providing partners with role-based training and technical support, salesforce.com offers a range of professional development resources. Resources such as our online sales and consultant resource centers are the same tools and reference materials our employees use in the field. Salesforce.com also offers the world's first cloud-computing certification program to arm our partners with the skills they need to deliver flawless customer deployments.
- **Resell Force.com technologies** – With the Force.com VAR Program, you'll be able to sell Force.com user licenses directly to your customers as part of an overall customer solution. Participating partners can take advantage of aggressive license discounting, which provides a strong economic foundation to build a profitable, recurring revenue stream and grow their cloud-computing businesses.

“As a Salesforce.com Consulting Partner, we have access to a complete set of enablement resources and marketing opportunities to accelerate our sales and build a profitable business.”

Josh Holtzman
President
American Data Company

Commit to your success

The Salesforce.com Consulting Partner Program offers three partnership levels based on varied levels of partner commitment and salesforce.com business maturation: Registered, Select, and Premier. All new partners begin at the Registered Partner level and have 6 months to meet the minimum program requirements. Partners also have the opportunity to advance to a higher program tier on a semi-annual basis, provided they meet the specific qualifications for the desired partner level.

Salesforce.com views our partners as an extension of our company, and this program is designed to help you deliver outstanding customer success as well as build a profitable salesforce.com business. There are no program fees to participate. You simply need to meet the minimum qualification requirements listed on the chart on the following page.

Join the program today

Don't miss the opportunity to work with the leading cloud technologies and deliver real business innovation for your customers. To join, go to www.salesforce.com/partners and submit the online enrollment form.

Requirements	North America			APAC & EMEA			Latin America		
	Registered	Select	Premier	Registered	Select	Premier	Registered	Select	Premier
Average customer satisfaction score (last 12 months)	80%	80%	80%	80%	80%	80%	80%	80%	80%
Project health rating (last 12 months)	80%	85%	90%	80%	85%	90%	80%	85%	90%
Minimum number of certifications ¹	1 consultant or developer	5 total (min 2 consultants)	20 total (min 5 consultants, 5 developers)	1 consultant or developer	5 total (min 2 consultants)	20 total (min 5 consultants, 5 developers)	1 consultant or developer	5 total (min 2 consultants)	20 total (min 5 consultants, 5 developers)
Minimum number of projects registered (last 12 months)	N/A	20	50	N/A	20	50	N/A	20	50
Revenue commitment ²	\$25,000	\$250,000	\$2 million	\$10,000 ²	\$100,000 ²	\$300,000 ²			
<i>Brazil & Mexico</i>							US\$200,000	US\$350,000	US\$500,000
<i>Rest of Latin America</i>							US\$75,000	US\$150,000	US\$250,000
Business plan	N/A	N/A	Yes	N/A	N/A	Yes	N/A	N/A	Yes

¹ In February 1, 2010, we'll be updating all developer certification requirements to a minimum number of advanced developer certifications. Partners will have 6 months to come into compliance with the new requirement, and we encourage partners to plan for the change and prepare their staff members accordingly.

² North America: sourced revenue only; Rest of World: joint, sourced, or resell. Revenue commitments listed are for Fiscal Year 2010; updated requirements to be confirmed for Fiscal Year 2011, which begins February 1, 2010. Note: The financial commitments required of partners vary by region. For more information, please refer to the Salesforce.com Consulting Partner Program Guide posted to the salesforce.com partner portal.

Get real value from your partnership

Salesforce.com provides our partners with the infrastructure, enablement, and marketing and sales support they need to build successful and profitable businesses in the cloud. By joining the Salesforce.com Consulting Partner Program, you'll have immediate access to a wide range of benefits based on your partner level.

Benefits	Registered	Select	Premier
General Benefits			
Salesforce.com partner portal	√	√	√
Lead registration & referral fees	√	√	√
Salesforce.com partner newsletter	√	√	√
Named partner account manager			√
Technical Benefits			
Unlimited Force.com developer & testing environments	√	√	√
Force.com tutorials & content	√	√	√
Developer toolkits & code libraries	√	√	√
Technical discussion boards	√	√	√
Community technical support	√	√	√
Pre-release environments	√	√	√
Product road map briefings		√	√
Named technical account manager			√
Marketing & Sales Benefits			
Embedded & AppExchange distribution options	√	√	√
Participation in the Force.com VAR Program	√	√	√
Leads from the AppExchange	√	√	√
Salesforce.com Partner Program logo	√	√	√
Salesforce.com event sponsorships	√	√	√
Marketing & sales best practices & tools	√	√	√
Featured listings on the AppExchange		√	√
Joint PR activities with salesforce.com		√	√
Joint marketing activities with salesforce.com			√



For More Information

To join the Salesforce.com Consulting Partner Program, go to www.salesforce.com/partners

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