

Salesforce Content



On-Demand Content Management for Sales and Marketing

- ⚡ Integrated with Salesforce CRM
- ⚡ Ease of use that drives adoption
- ⚡ Community features to enable sales and marketing collaboration
- ⚡ Simple to deploy and rapid time to value

“Salesforce Content helped turn the elusive dream of marketing and sales working hand-in-hand into a reality.”

— Vice President of Global Marketing
Ciena

How much time have you wasted searching for presentations, fact sheets, or other sales documents when you could have been talking to customers? Have you communicated pricing to a prospect, only to realize later that the price sheet you referenced was out-of-date?

With the explosion of documentation intended to help sales, reps are struggling to stay current on the very information that is critical to winning deals. Not anymore. With Salesforce Content, you can point sales teams directly to the highest quality materials while helping marketers make smarter decisions about the content they produce.

Loved by Reps, Leading to More Sales Success

To get the best shot at winning new customers, sales reps can't be fumbling around for information on products, pricing, and competitors. Salesforce Content provides the exact materials they need, right beside the opportunities they are working in Salesforce. Our search engine recommends the most relevant content based on data from accounts, opportunities, and other records in Salesforce, so deal-specific documents are always at your fingertips.

Work Deals and Find Supporting Content— All in Salesforce

Finding relevant content is a “must have” for sales reps, but wouldn't they love it even more if you could show them which sales materials worked best in the past? Salesforce Content highlights the documents that are most popular among your sales teams. So instead of wasting time deciding which presentation to use, you can leverage the tried-and-true materials preferred by your peers.



Highlight the Documents Your Sales Teams Love Most

Now, searching your business content is as easy as searching the Internet. With full-text and popularity-based search options, your employees are sure to find the documents they need. Users can save time with document previews instead of downloading multiple presentations to find the “right” one.

Stay Current on Pricing, Products, and Competitors

To maximize sales success, you need to keep everyone aligned on product positioning, pricing, and competitive differentiation without forcing busy reps to hunt for the latest materials. Salesforce Content keeps your team ahead of the game without the hassle of searching for new information. Changed your pricing, or updated positioning? Salesforce Content delivers the latest versions and relevant new materials, right to your reps' in-boxes.

Maximize the Impact of Your Marketing Content

For marketers, there's nothing more frustrating than spending weeks preparing materials that never see the light of day, simply because sales reps can't find them. Salesforce Content helps marketers shine the spotlight on the most relevant presentations, brochures, and data sheets, so out-of-date or incorrect materials become a thing of the past.

Free Up Marketing Resources by Getting Sales Reps on Board

Sales portals were supposed to end the steady flow of phone calls and emails to marketing departments, but sales teams still can't find the information they need. Salesforce Content makes sales self-service a reality by providing powerful, full-text search and user-friendly options for filtering content. When sales finds what they need without picking up the phone or sending yet another email, both marketers and sales reps are happier and more productive.

Get Sales Feedback, Straight from the Front Lines

Marketers are frequently one step removed from the key to marketplace success: the customer. Salesforce Content makes it easy to obtain front-line information from the field by enabling sales reps to rate content and provide document-specific comments. So marketing publishers get the opportunity to address knowledge gaps and publish updated materials in a matter of hours, not weeks or months (or never).

“The bottom line is that product marketing and sales both love Salesforce Content.”

— Director of Product Marketing
LucidEra

Make Smarter Investments in Content Development

Every marketer is familiar with the adage, “I know that half of my advertising works. I just don’t know which half.” Marketing content suffers from the same dilemma. With no visibility into which materials are used—or how effective they are—marketers must rely on anecdotes and intuition in building collateral and content creation plans. By tracking content downloads, subscriptions, and ratings, Salesforce Content helps marketers make more informed decisions about where to invest limited content-development resources.



Faster Time to Value with On-Demand

In today’s competitive marketplace, no one has time to wait months or years to implement a solution to help the sales team. That’s the beauty of the Salesforce model—because it’s on-demand, Salesforce Content takes a fraction of the implementation time that traditional software requires.

Get Started in a Flash

With no hardware to purchase or software to install, your sales and marketing teams will be up and running on Salesforce Content in no time. Our user-friendly interface ensures content publishers and viewers alike will find the application as intuitive as familiar consumer Web sites. The application also uses the same role hierarchy and user groups that you’ve already created in Salesforce, making it easy to get started.

Eliminate the Learning Curve

Salesforce Content is so simple to use that sales reps will be amazed at how easily they can find what they need without a lot of training. The application uses features like keyword search, email alerts, tagging, and filtering that users have grown accustomed to on the consumer Web. So instead of hunting through endless folders of information, sales reps will be putting your latest content to work in a snap.

Your Content Is in Good Hands

With our experience in delivering highly available, secure, and scalable on-demand applications to tens of thousands of companies around the world, no one knows more about on-demand service delivery than salesforce.com. We’ve democratized enterprise software so that companies with only five Salesforce users, such as Zagat Survey, benefit from the same industry-leading performance and functionality demanded by our customers with thousands of subscribers, like Corporate Express. In fact, salesforce.com’s service delivery has passed the rigorous tests of the CIOs of some of the world’s largest, most security-conscious companies.

But don’t take our word for it: salesforce.com is the only on-demand provider that offers you complete transparency into real-time and historical performance and availability information, available at trust.salesforce.com.

For More Information

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

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