

Salesforce Enterprise Edition

Advanced CRM for Enterprise Needs

- ❑ Integrated, robust sales, support, and marketing features unify business processes
- ❑ Software as a service requires no software
- ❑ Significant ROI—quickly
- ❑ Rapid deployment across multiple departments and locations
- ❑ Simple Force.com Web Services API expedites integration with existing applications from Oracle, SAP, and others
- ❑ Accommodates complex processes, workflow, product-line forecasting, revenue allocation, and more
- ❑ Popular additions to Enterprise Edition include mobile capabilities and a license option for Salesforce Partners, which provides an integrated, full-pipeline view of internal and external sales channels

“Enterprise Edition innovatively challenges the conventional wisdom that enterprise applications are complex, expensive, and hard to implement.”

— Denis Pombriant
Beagle Research Group

Complex Business Processes Made Simple

Business success is fueled by long-lasting customer relationships. That's why salesforce.com pioneered the first integrated, on-demand CRM solution that allows companies to focus on attracting, growing, and retaining customers instead of managing software technology. Built on a ground-breaking software-as-a-service platform, Salesforce Enterprise Edition supports a multitude of systems, transforming complex business processes into one simple solution.

With CRM voted by *InfoWorld* as “Technology of the Year for CRM” three years in a row, salesforce.com has tens of thousands of customers worldwide using Salesforce to grow revenue, reduce expenses, and increase customer satisfaction. Successful organizations around the world and across industries—including Avis Budget Group; Electronic Arts; E-LOAN; Egencia, an Expedia Inc. Company; Polycom; and Travelocity—use Enterprise Edition.

Web Simplicity Meets Robust Functionality

Enterprise Edition combines the best of both worlds: the immediate deployment and low cost of Web services and the robust functionality of traditional enterprise systems.

Designed for larger, more-complex businesses, Enterprise Edition allows you to easily simplify your most complex customer operations through a single online solution that can be rapidly deployed across multiple departments and locations.

Advanced Capabilities—No Software Needed

Enterprise Edition offers advanced sales force automation, customer service and support, and marketing automation features that integrate with even the most complex organizations. With support for multiple divisions and processes, workflow automation, product-line forecasting, revenue allocation, and more, Enterprise Edition flexibly supports all the complexities of large companies—without costly technology investments.

With Enterprise Edition, you get an effective, complete CRM solution at a fraction of the cost of conventional software. This translates into quick ROI. In fact, most salesforce.com customers achieve significant ROI within 2 months. And they typically report ROI metrics of 300 percent or more in the first year alone.

Accessible from anywhere in the world via a standard Web browser, Salesforce applications require little training and can be implemented in days rather than the months or years required by conventional CRM software. And because they are so easy to learn and use, adoption rates regularly top 90 percent, increasing productivity and profitability.

Harness the Power of the AppExchange

Salesforce.com's AppExchange, the world's first marketplace for software-as-a-service applications, features hundreds of prebuilt, preintegrated applications and add-on components—from expense management to data quality to recruiting—for extending Salesforce with custom solutions that build on Enterprise Edition's powerful CRM foundation. The AppExchange marketplace allows companies to browse and test drive these apps, install them into their Salesforce accounts with a click, customize them for their unique business needs, and run them on the Force.com platform alongside their existing applications.

Key Benefits

Enterprise Edition features include:

- ❑ **Sales Force Automation.** Salesforce makes your pipeline transparent, enabling instant and accurate revenue forecasting to maximize revenues and cut operational costs, and accommodates collaborative efforts that transform prospects into profitable customers.
- ❑ **Partner Relationship Management.** Salesforce Partners, available as a license option in Enterprise Edition, integrates with Salesforce SFA for full visibility and consolidated management across all internal sales and external partner sales channels. Expand your business success by helping partners succeed: Fully customizable portals allow partners to collaborate on deals and easily locate information.

- ❖ **Customer Service and Support.** Systematic case tracking and management allows you to automatically capture, route, and escalate cases based on business rules, leading to improved customer satisfaction.
- ❖ **Marketing Automation.** Salesforce empowers you to manage multichannel campaigns—including search marketing with Google AdWords integration—and provide up-to-date messaging to sales. Automated lead hand-off and real-time analytics and reporting give marketers the tools to evaluate results and adjust campaigns to maximize their effectiveness.
- ❖ **Reporting and Analytics.** Standard or customized reports provide valuable insight into the health of your customer relationships and ultimately into your business. With Salesforce's intuitive interface, anyone in your organization can create new reports on the fly.
- ❖ **Secure, Scalable Online Infrastructure.** Real-time, 24/7 access from anywhere in the world via a standard Web browser, with economies of scale to support hundreds of thousands of users and security that exceeds the most stringent security, performance, and reliability standards.
- ❖ **Force.com Connect.** Integrate Enterprise Edition with your existing applications—including everything from Google maps to mission-critical SAP and Oracle ERP systems. The Force.com Web Services API provides a simpler way to rapidly integrate with both on-premises solutions and external Web services.
- ❖ **Offline and Mobile Support.** Offline and wireless (for an extra fee) capabilities via BlackBerry devices, PDAs, and disconnected laptops boost productivity for mobile workers. Staff can make updates from the road with ease so your entire company always has the most current information.
- ❖ **Advanced Tools for Large-Scale Deployment.** Easily manage even the largest, most complex rollout. An administrator console provides administrators and IT staff with tools for deploying and maintaining thousands of users, while giving more granular control over individual users' permissions.
- ❖ **Easy Customization.** With the Force.com platform, you can customize Salesforce by creating custom apps, modifying existing apps, and more. IT teams can use tools to easily extend Salesforce or to build and deliver new applications. With Enterprise Edition, you can have a total of 200 custom objects (up from 50 in Professional Edition) and 25 custom tabs (up from 10 in Professional Edition).
- ❖ **Expanding Possibilities.** The AppExchange (www.appexchange.com) gives you access to hundreds of useful applications that extend the value of your CRM investment.

Getting Started with Enterprise-Strength CRM

Enterprise Edition gives companies of every size the power and flexibility of a custom-built enterprise CRM solution with the immediacy and value of software as a service. To take the next step toward CRM success, point your Web browser to www.salesforce.com to visit our Demo Center, read about customers succeeding with Enterprise Edition, or request information from a salesforce.com representative.

For More Information

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

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