



## Selecting the right Salesforce CRM edition

“We upgraded to Enterprise Edition for workflow, integration, and customer support.”

Stacie Grueser  
Sales Operations Manager  
Yodle.com

Whether you're interested in using the Sales Cloud, the Service Cloud, the Custom Cloud, or all three, salesforce.com's solutions work for any type and size of business.

Best of all, when your business grows—and when you're ready to expand the benefits of cloud-based computing beyond sales and marketing—you can simply upgrade to another edition of Salesforce CRM. There's no disruption to your business because we take care of the technical details.

This page provides a quick overview of the main decision points in choosing between editions. The detailed features available with each edition—with new ones introduced three times per year—are listed in the matrix on the following pages. For a sneak peek at new features, be on the lookout for the seasonal Release Preview.

- **Contact Manager** – A great way to get started. With Contact Manager Edition, you can manage your business contacts, customer interactions, and conversations in one place—the cloud. Contact Manager Edition works with any email application, including Microsoft Outlook and Gmail.
- **Group Edition** – Basic CRM for small groups. With Group Edition, you get the basic features to generate and manage leads through the sales cycle. You can also get desktop integration and one app from the AppExchange. Group Edition can only be used for a team of five people or less.
- **Professional Edition** – A complete picture of customer interactions. Choose Professional Edition if you want no user limits and a bunch of additional features—campaign management, email marketing, customizable dashboards, support case tracking, and privacy controls. You can also create more custom objects and use up to five AppExchange apps.
- **Enterprise Edition** – Customize and integrate CRM for specific business needs. Enterprise Edition includes many Salesforce CRM and Force.com platform features including workflow and approvals, so you can automate any business process you have, create complex sales territories, access additional AppExchange applications, and integrate with any system using our API. You also get extensive customization capabilities—a key to user adoption. It's the edition used by most of our larger customers.
- **Unlimited Edition** – The name says it all. Unlimited Edition provides unlimited power to run CRM and your entire business. If you need more storage, a large number of custom objects, mobile access, and an unlimited number of custom tabs and custom apps, Unlimited Edition is for you. Plus, this edition includes 24/7 Premier Support.

### Choose the edition that's right for your business



Contact Manager

**\$5 / user / month**  
Manage your business contacts and customers



Group

**\$25 / user / month**  
Get started with basic sales and marketing



Professional

**\$65 / user / month**  
See a complete picture of customer interactions



Enterprise

**\$125 / user / month**  
Customize and integrate CRM for your unique needs

**Our most popular edition!**



Unlimited

**\$250 / user / month**  
Get unlimited power to run CRM and your entire business

## Salesforce CRM Edition Feature Comparison

Feature	Contact Manager	Group	Professional	Enterprise	Unlimited
<b>Sales Cloud</b>					
Accounts & contacts	√	√	√	√	√
Activity tracking & history	√	√	√	√	√
Document attachments	√	√	√	√	√
Google Apps integration	√	√	√	√	√
Microsoft Outlook integration	√	√	√	√	√
Microsoft Word & Excel integration	√	√	√	√	√
Role permissions	√	√	√	√	√
Tasks	√	√	√	√	√
Reports	√	√	√	√	√
Opportunity tracking		√	√	√	√
Customizable sales process		√	√	√	√
Dashboards		√	√	√	√
Competitor tracking		√	√	√	√
Lead capture		√	√	√	√
Landing pages		√	√	√	√
Lead scoring, routing, & assignment		√	√	√	√
Google AdWords		√	√	√	√
Integrated third-party apps		√	√	√	√
Mass email			√	√	√
Email templates & tracking			√	√	√
Mobile Lite			√	√	√
Customizable dashboards			√	√	√
Customizable forecasting			√	√	√
Analytic snapshots			√	√	√
Ideas community			√	√	√
Contract management			√	√	√
Third-party sales methodologies			√	√	√
Real-time partner collaboration			√	√	√
Campaigns			\$	√	√
Product tracking			\$	√	√
Offline access			\$	√	√
Mobile Premium – full customization			\$	\$	√
Integrated content library			\$	\$	\$
Content genius				√	√
Approvals				√	√
Workflow automation				√	√
Process visualizer				√	√
Sales teams				√	√
Opportunity genius				√	√
Territory management				√	√
Call scripting				√	√
Partner channel management				\$	\$
Partner portal & community				\$	\$

√ = Included in base user license    \$ = Additional fee applies

Feature	Contact Manager	Group	Professional	Enterprise	Unlimited
<b>Service Cloud</b>					
Email client integration	√	√	√	√	√
Tasks	√	√	√	√	√
Case management		√	√	√	√
Cross-company collaboration		√	√	√	√
Email & templates		√	√	√	√
Case queues		√	√	√	√
Case history tracking		√	√	√	√
Agent console			√	√	√
Customizable console layouts			√	√	√
Case auto-assignment			√	√	√
Case escalation rules			√	√	√
Case email auto-response			√	√	√
Solutions			√	√	√
Auto-suggested solutions			√	√	√
Multilingual solutions			√	√	√
Public solutions			√	√	√
Twitter conversation search			√	√	√
Twitter case capture			√	√	√
Twitter knowledge solutions			√	√	√
Customizable service dashboards			√	√	√
Crowd-sourced answers			√	√	√
Web & email case capture			√	√	√
Customizable dashboards			√	√	√
Analytics snapshots			√	√	√
Global business hours			√	√	√
Mobile case management			√	√	√
Ideas community			√	√	√
Asset management			√	√	√
Agent chat integration*			√	√	√
CTI				√	√
Case team collaboration				√	√
Workflow & approvals				√	√
Integration via Web services API				√	√
Facebook integration toolkit				√	√
Service entitlements				√	√
Knowledge usage analytics				√	√
Field service management*				\$	\$
Multidimensional knowledge base				\$	\$
Rich knowledge article templates				\$	\$
Knowledge collaboration				\$	\$
Public knowledge Web site				\$	\$
Customer portal				\$	\$
Partner service portal				\$	\$

√ = Included in base user license    \$ = Additional fee applies

\*Available as a downloadable application via the AppExchange

Feature	Contact Manager	Group	Professional	Enterprise	Unlimited
<b>Force.com Cloud Platform</b>					
Unlimited real-time customization	√	√	√	√	√
Programmable user interface	√	√	√	√	√
Real-time analytics	√	√	√	√	√
800+ integrated applications		√	√	√	√
Granular security & sharing			√	√	√
Real-time mobile deployment			\$	\$	√
Integrated content library			\$	\$	\$
Programmable cloud logic				√	√
Real-time workflow & approvals				√	√
Real-time Web sites				500K pg views/month	1M pg views/month
<b>Force.com Cloud Infrastructure</b>					
Multitenant kernel	√	√	√	√	√
Proven reliability	√	√	√	√	√
ISO 27001 certified security	√	√	√	√	√
Real-time query optimizer	√	√	√	√	√
Real-time integration	√	√	√	√	√
Real-time upgrades	√	√	√	√	√
Three global data centers & disaster recovery	√	√	√	√	√
Real-time scalability	√	√	√	√	√
Salesforce to Salesforce	√	√	√	√	√
Real-time sandbox environments				\$	√
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Group Edition supports less functionality than the 30-day trial. Customers purchasing Group Edition from the trial will have all non-Group Edition functionality and data permanently deleted. Customers may export their trial data at no charge at any time during the trial.



**For More Information**

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

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