Automotive Industry Day

Monday, October 13, 2014
Industry Success Showcase – Gateway Ballroom – Moscone Center South
11:00AM – 8:00PM

Dreamforce ’14 is bigger and better than ever. With more than 1,400 expert-led sessions, it can be overwhelming. To help, we’ve created an entire industry day dedicated to YOU and YOUR INDUSTRY. Use this guide to get the most out of your Dreamforce experience.
Don’t miss the Automotive Industry zone at the Industry Success Showcase!

Industry Success Showcase
Moscone Center South Grand Ballroom
Lunch will be served every day.
A paid pass is required.

- Learn how Salesforce can help you tackle the biggest challenges facing the Automotive industry.
- Meet industry experts and talk about strategies for your business.
- Hear compelling presentations from industry and thought leaders.
- Walk through demos of key products designed for the Automotive industry.
- Explore the full ecosystem of salesforce.com sponsored partners. This year’s Automotive partner sponsors include:

<table>
<thead>
<tr>
<th>Capgemini</th>
<th>Giraffa</th>
<th>Rootstock Software</th>
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<tr>
<td>NTT</td>
<td>Cameleon Software</td>
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<td>Deloitte</td>
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Download your Automotive Journey at Dreamforce on Agenda Build
AUTOMOTIVE INDUSTRY DAY
MONDAY, OCTOBER 13, 2014
INDUSTRY SUCCESS SHOWCASE
GATEWAY BALLROOM - MOSCONC CENTER SOUTH

We have put together an entire day dedicated to the Automotive Industry. It will feature a keynote session with industry visionaries and thought leaders, breakout sessions, demos and networking. Below are the details on each of the sessions, plus a few more we thought might pique your interest. Be sure to check out the Dreamforce 2014 App for up to date information on time, location and speakers. (Locations and times subject to change.)

A New Automotive Experience
MONDAY 11:00 am – 11:40 am  
Industry Showcase Session Room
Join salesforce.com EVP and chief automotive officer Patrick Pelata and other industry experts to discuss how vehicle shopping and ownership trends are transforming how automotive brands and their dealer partners engage customers to drive sales and long-term loyalty.

SPEAKERS:
Patrick Pelata, EVP and chief automotive officer, salesforce.com
Jill Royce, director of Exact Target Studio Orange, salesforce.com

Deliver the Ultimate Customer Experience
MONDAY 12:00 pm – 12:40 pm  
Industry Showcase Session Room
From lead to loyalty, how one vehicle manufacturer is delighting their customers by empowering a community of connected dealers to serve consumers during each phase of their journey with the brand.

SPEAKERS:
Nelson Andrade – director, IT Renault Brazil
Laurent Laporte, director, call center worldwide processes and CRM, Renault France
Ludovic de Galzin, salesforce.com

Converting the Digital Shopper
MONDAY 1:00 PM – 1:40 PM  
Industry Showcase Session Room
The future is here. Not only are shoppers more demanding and impatient, they are also online, social and mobile. Join us to learn how you can turn these trends into a competitive advantage, creating personalized customer journeys from social engagement to hand raiser, to qualified lead and closed sale.

SPEAKERS:
Jill Royce, director of Exact Target Studio Orange, salesforce.com
Kristen Aicholtz, social strategist, salesforce.com
Becoming a Growth Company: Operational Excellence to Commercial Excellence  
MONDAY 2:00 pm – 2:40 pm  
Industry Showcase Session Room

Automotive suppliers face ever-changing and extreme demands, whether it's supporting OEMs or driving growth in the aftermarket. Join us to learn how a world class manufacturing company is rising to the challenge of these demands and transforming itself into a world-class commercial organization by placing the customer at the center of the equation.

SPEAKERS:
Mike Darr, program director, Market IQ, Interstate Batteries
Carlos Valdes, global sales tech manager, Johnson Controls

Innovating Dealer Sales and Service  
MONDAY 3:00 pm – 3:40 pm  
Industry Showcase Session Room

Dealers are in a constant battle to win the hearts and minds of savvy shoppers and retain their loyalty throughout their lifetime of ownership, and beyond. Join us to learn how cloud computing is fueling dealer sales and service innovation and driving results.

SPEAKERS:
Michel Assouline, CEO, Kerensen Consulting
Frank Graßner, vice president automotive SI sales, T-Systems
Jarrett Kuljis, president, DealerTeam.com
Akira Naruto, CEO, Giraffa Factory
Megumi Kataoka, manager, Giraffa Factory

Collaborate and Sell Smarter to OEMs  
MONDAY 4:00 pm – 4:40 pm  
Industry Showcase Session Room

For Tier-1 suppliers today, running an efficient and agile business can be a powerful advantage. But with new technologies, new competitors, model diversity, and production globalization, that's harder than ever. Learn how one supplier adopted modern forecasting and collaboration tools to manage the growing complexity of its business.

SPEAKERS:
Mike Weessies, NSK
Manfred Schon, president, Up2Go International, LLC
Improving Sales Performance Through Incentives and Gamified Training
MONDAY 5:00 pm – 5:40 pm

Industry Showcase Session Room

The days of managing performance with a stick are numbered; today’s workforce responds to more modern and savvy techniques. Learn how leading brands are driving sustained sales improvement by employing a gamification approach to training and targeted incentives to amplify their current education programs.

SPEAKERS:
Ray Wezner, Gamivation
Michael Cory, Bang & Olufsen
Bill Pruden, Audi

Automotive Industry Reception
MONDAY 6:00 pm – 8:00 pm

Automotive Industry Experience
Daily Customer and Partner Spotlights
Automotive Booth, Industry Success Showcase

Monday, October 13
Automotive Booth, Industry Success Showcase

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Description</th>
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<tr>
<td>12:20 pm – 12:40 pm</td>
<td>Partner Spotlight</td>
<td>Capgemini</td>
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<td>1:20 pm – 1:40 pm</td>
<td>Partner Spotlight</td>
<td>NTT Data</td>
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<tr>
<td>2:20 pm – 2:40 pm</td>
<td>Partner Spotlight</td>
<td>PROS</td>
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<tr>
<td>3:20 pm – 3:40 pm</td>
<td>Partner Spotlight</td>
<td>Tacton</td>
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<tr>
<td>4:20 pm – 4:40 pm</td>
<td>Partner Spotlight</td>
<td>Zuora</td>
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<tr>
<td>5:20 pm – 5:40 pm</td>
<td>Partner Spotlight</td>
<td>Conversica</td>
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<tr>
<td>6:00 pm – 6:20 pm</td>
<td>Automotive Demo</td>
<td>Automotive Customer Journey</td>
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<tr>
<td>6:20 pm – 6:40 pm</td>
<td>Automotive Demo</td>
<td>Social Handraiser to Lead</td>
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<tr>
<td>6:40 pm – 7:00 pm</td>
<td>Automotive Demo</td>
<td>Dealer CRM</td>
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<tr>
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<tr>
<td>7:00 pm – 7:20 pm</td>
<td>Automotive Demo</td>
<td>Connected Apps/Owner Portal salesforce.com demo</td>
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<td>7:20 pm – 7:40 pm</td>
<td>Automotive Demo</td>
<td>Engagement Center salesforce.com demo</td>
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**Tuesday, October 14**

Automotive Booth, Industry Success Showcase

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:20 am – 10:40 am</td>
<td>Partner Spotlight</td>
<td>Giraffa: Digital Sales Aid A tablet system for car dealers built on Salesforce</td>
</tr>
<tr>
<td>11:20 am – 11:40 am</td>
<td>Automotive Demo</td>
<td>Connected Apps/Owner Portal salesforce.com demo</td>
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<td>12:20 pm – 12:40 pm</td>
<td>Partner Spotlight</td>
<td>T-Systems Automotive One</td>
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<td>Automotive Demo</td>
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<td>Partner Spotlight</td>
<td>Dealer Team</td>
</tr>
<tr>
<td>3:20 pm – 3:40 pm</td>
<td>Partner Spotlight</td>
<td>Gamivation How leading brands improved sales using a new approach combining gamification and incentives with training</td>
</tr>
<tr>
<td>4:20 pm – 4:40 pm</td>
<td><strong>Customer Spotlight</strong></td>
<td>Interstate Batteries Becoming a Growth Company</td>
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**Wednesday, October 15**

Automotive Booth, Industry Success Showcase

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<td>Automotive Demo</td>
<td>Engagement Center salesforce.com demo</td>
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<tr>
<td>11:00 am – 11:20 am</td>
<td>Partner Spotlight</td>
<td>Kerensen Car Dealers</td>
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<tr>
<td>12:00 pm – 12:20 pm</td>
<td>Partner Spotlight</td>
<td>Acromobile How to leverage mobile engagement in automotive to improve conversion rates and loyalty.</td>
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<tr>
<td>1:00 pm – 1:20 pm</td>
<td>Partner Spotlight</td>
<td>Capgemini Connected Products</td>
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<td>2:00 pm - 2:20 pm</td>
<td>Partner Spotlight</td>
<td>NTT Data Salesforce.com as Sales Machine for Automotive OEMs</td>
</tr>
<tr>
<td>3:00 pm – 3:20 pm</td>
<td>Partner Spotlight</td>
<td>PROS Salesforce and PROS deliver an Integrated end-to-end sales process for the Automotive Industry</td>
</tr>
<tr>
<td>4:00 pm – 4:20 pm</td>
<td><strong>Customer Spotlight</strong></td>
<td>Johnson Controls Becoming a Growth Company</td>
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Thursday, October 16
Automotive Booth, Industry Success Showcase

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<tr>
<th>Time</th>
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<tbody>
<tr>
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<td>Automotive Demo</td>
<td>salesforce.com demo</td>
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<td>A tablet system for car dealers built on Salesforce</td>
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<td>11:20 am –</td>
<td>Partner Spotlight</td>
<td>Zuora</td>
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<td>Zuora and why relationship business management matters for the auto industry</td>
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<td>12:20 pm –</td>
<td>Partner Spotlight</td>
<td>Sylpheo</td>
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<td>12:40 pm</td>
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<td>Check vehicle condition—in real time, remotely, and offline—with an Heroku iPad app.</td>
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Additional Sessions of Interest

With more than 1,400 sessions from which to choose, we thought we would draw your attention to this curated list of additional sessions that feature either automotive industry speakers or topics of common interest.

**AppExchange for Manufacturing: Managing Risk in Today’s Global Supply Chains**

**MONDAY 9:00 am – 9:40 am**

Theater 8

Some people may think that supply chain resiliency programs are something only very large enterprises invest in. They’re the ones with thousands of suppliers, many years of established supply chain practices and complex operations stretching to every corner of the globe. By default, they must be the ones exposed to greater risk, the common thinking sometimes goes. But, that’s not the case. Most companies with growing supply chains aren’t immune to supply chain disruptions or their impact. They face many of the same concerns bigger companies do. It’s the nature of business today—complexity and risk are inherent challenges all companies need to manage, internally or with third-party support. Customers are demanding greater transparency into supply chains since any disruption to the flow of goods can severely impact financial performance and the brand of the company. This session will discuss how you can quickly build a more resilient supply chain.

**SPEAKERS:**
Jon Bovit, Resilinc
Sandor Boyson, R.H. Smith School of Business
Rachel Yabut, Palo Alto Networks
AppExchange for Service: Wow With Customer Service Apps
MONDAY 1:00 pm – 1:40 pm  California East

Make customer service your competitive advantage with hundreds of apps from AppExchange. Join us to hear how companies use solutions from AppExchange to increase productivity and effectiveness for field service and call center agents, as well as get actionable insights from customer surveys. You’ll walk away with real-world knowledge and a list of top service apps (both free and paid) that you can easily deploy with just a few clicks.

SPEAKERS:
Mike Carter, QLogic Corporation
Guillermo Pedroni, Telogis, Inc.

Add Connected Car Spice to Salesforce with Carvoyant
MONDAY 3:00 pm – 3:45 pm  Internet of Things Lab#1

Cars are getting connected. Join us to learn to tap that data for insight, efficiency, and growth, today. Covering the "What? Why? How? and How much?" of adding connected car data to your Salesforce implementation, this crash course includes code samples from our reference integration. Carvoyant is a vendor neutral connected car development platform you can ship with today.

SPEAKERS:
Bret Tobey, Carvoyant

Gaining Traction with Mobility: Bridgestone Drives ROI with Salesforce1
TUESDAY 10:00 am – 10:40 am  InterContinental Ballroom C

Bridgestone is the world’s largest tire and rubber company. Join us to hear how their Salesforce1 Mobile App rollout to over 300 commercial sales reps and managers has allowed them to increase their sales efficiency, drive ROI, and increase customer satisfaction.

SPEAKERS:
Jason Roanhouse, Bridgestone Americas, Inc.
Jason Hunder, salesforce.com

Communities for Financial Services: Uniting Agencies, Brokers, and Customers
TUESDAY 10:00 am– 10:40 am  Golden Gate 6, 7, 8

Financial services companies lead the way with some of the most innovative communities and business models. Learn how Pure Insurance drove member engagement and how The Warranty Group saved millions while increasing customer support and engagement.

SPEAKER:
Paul Risk, The Warranty Group
Stuart Tainsky, PURE Insurance
Lisa Henderson, salesforce.com
How to Capture Channel Revenue Using Partner Communities
TUESDAY 10:30 am – 11:10 am
Yerba Buena – Salons 4, 5, 6

Selling requires open communication with your partners and customers. Salesforce Communities fosters collaboration with partners to drive channel revenue and delight your customers. Come learn how AT&T and Zero Motorcycles are using Salesforce Communities to grow relationships and expand its channel with Partner Communities.

SPEAKER:
Jason Matson, Zero Motorcycles, Inc.
Sara Straley, AT&T
Angela Ticknor, salesforce.com
Kevin Dwyer, salesforce.com

Zero Motorcycles will also be featured in demos in the Campground in Moscone North, and at the Sales Hub at the Marriott Hotel!

Sales Cloud Keynote, featuring Richard Walker, CEO of Zero Motorcycle
WEDNESDAY 10:30 am – 11:20 am
TBA

Internet of Connected Products (IoCP): Hype or Reality Panel
WEDNESDAY 10:30 am – 11:10 am
Grand Ballroom AB

Join us for an interactive panel discussion on the Internet of Connected Products (IoCP) with industry thought leaders and visionaries.

SPEAKERS:
Peter Coffee, salesforce.com
Dipen Dhruv, salesforce.com
Alicia Asin Perez, Libelium
William Briggs, Deloitte
Bill Zujewski, Axeda

Gaining Traction with Mobility: Bridgestone Drives ROI with Salesforce1
WEDNESDAY 10:30 am – 11:10 am
Grand Ballroom AB

Bridgestone is the world’s largest tire and rubber company. Join us to hear how their Salesforce1 Mobile App rollout to over 300 commercial sales reps and managers has allowed them to increase their sales efficiency, drive ROI, and increase customer satisfaction.

SPEAKERS:
Jason Roanhouse, Bridgestone Americas, Inc.
Jay Hunter, salesforce.com
AppExchange for Service: Wow With Customer Service Apps
WEDNESDAY 2:30 pm – 3:20 pm
Tower Salon A

Make customer service your competitive advantage with hundreds of apps from AppExchange. Join us to hear how companies use solutions from AppExchange to increase productivity and effectiveness for field service and call center agents, as well as get actionable insights from customer surveys. You'll walk away with real-world knowledge and a list of top service apps (both free and paid) that you can easily deploy with just a few clicks.

SPEAKERS:
Mike Carter, QLogic Corporation
Guillermo Pedroni, Telogis, Inc.

How to Capture Channel Revenue Using Partner Communities
WEDNESDAY 4:00 pm – 4:40 pm
Yerba Buena – Salons 10, 11, 12

Selling requires open communication with your partners and customers. Salesforce Communities fosters collaboration with partners to drive channel revenue and delight your customers. Come learn how AT&T is using Salesforce Communities to grow relationships and expand its channel with Partner Communities.

SPEAKER:
Robin Anderson, Zero Motorcycles, Inc.
Sara Straley, AT&T
Kevin Dwyer, salesforce.com

Communities for Financial Services: Uniting Agencies, Brokers, and Customers
THURSDAY 10:00 am– 10:40 am
Plaza B

Financial services companies lead the way with some of the most innovative communities and business models. Join us to learn how some of the industry's leaders deliver new levels of customer engagement with an unwavering focus on ROI and data security. You'll learn to think differently about how to touch customers in new and existing markets.

SPEAKER:
Paul Risk, The Warranty Group
Stuart Tainsky, PURE Insurance
Lisa Henderson, salesforce.com
Once again, Dreamforce presents an opportunity for us to share with you the art of the possible using the latest innovations from our products teams and partners. Please join us at one of the several customer success zones to meet with our experts and learn from presentations by our customers and partners.

**Customer Company Experience Featuring Tesla Motors**  
*Moscone West*

Learn how Tesla is connecting better with prospects and customers throughout the shopping and buying experience with the Salesforce Customer Success Platform.

**Zero Motorcycle Sales Experience**  
*Campground, Moscone North*

Learn how Zero uses the Salesforce Customer Success Platform to sell more effectively through distributors and better connect with dealers worldwide.

*Customers can also see Zero Motorcycles at the Sales Hub in the Marriott Hotel!*
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<th>Monday, October 13</th>
<th>Tuesday, October 14</th>
<th>Wednesday, October 15</th>
<th>Thursday, October 16</th>
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<tbody>
<tr>
<td>8:30am – 6:00pm</td>
<td>Breakout Sessions</td>
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<td>10:00am – 11:30am</td>
<td>Partner Keynote</td>
<td>9:00am – 5:00pm Cloud Expos Open</td>
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<td>12:00pm – 8:00pm</td>
<td>Cloud Expos Open</td>
<td>9:00am – 10:30am Hillary Rodham Clinton &amp; Q&amp;A with Klaus Schwab</td>
<td>8:30am – 6:00pm Breakout Sessions</td>
<td>8:30am – 2:00pm Breakout Sessions</td>
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<td>12:30pm – 1:30pm</td>
<td>Fireside Chat with Marc Benioff &amp; Tony Prophet</td>
<td>9:00am – 10:30am Hillary Rodham Clinton &amp; Q&amp;A with Klaus Schwab</td>
<td>9:00am – 9:50am Marketing Cloud Keynote</td>
<td>10:00am – 1:00pm “Reimagine. Everything.” Neil Young Al Gore Arianna Huffington Eckhart Tolle</td>
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<td>2:00pm – 3:00pm</td>
<td>“PayPal Mafia” Panel</td>
<td>10:30am – 11:20am Sales Cloud Keynote</td>
<td>11:00am – 12:00pm Hadi Partovi</td>
<td>2:00pm – 3:00pm Marc Benioff &amp; Parker Harris Q&amp;A</td>
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<td>3:30pm – 4:30pm</td>
<td>George Colony</td>
<td>1:30pm – 3:30pm Keynote with Marc Benioff &amp; Special Guests</td>
<td>12:30pm – 1:20pm Service Cloud Keynote</td>
<td>3:30pm – 5:00pm Hackathon Awards</td>
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<td>5:30pm – 6:30pm</td>
<td>Tony Robbins</td>
<td>4:30pm – 5:30pm Steve Jurvetson</td>
<td>2:00pm – 2:50pm Platform Keynote</td>
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<tr>
<td>6:00pm – 8:00pm</td>
<td>Cloud Expos Welcome Reception</td>
<td>6:30pm – 10:00pm Dreamforce Gala &amp; UCSF Benefit with Bruno Mars &amp; Cake</td>
<td>3:00pm – 4:00pm Marc Andreessen</td>
<td>3:30pm – 4:00pm Community Keynote</td>
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<td>5:00pm – 6:00pm Special Guest Speaker</td>
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<td>7:00pm – 1:00am App Bash &amp; Partner Parties</td>
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