

salesforce



Get ready for Spring '10

Check out the new features



Sales Cloud 2

The World's Most Complete Sales Application

Comprehensive and easy to customize, the Sales Cloud helps companies manage people and processes more effectively. Your reps will get the tools they need to build stronger relationships and close more deals. Managers get real-time visibility into the team's sales performance, plus the power to instantly make changes as the business changes.

Sales Cloud – Analytics

Real-Time Quotes 
Quote Sync
Four-Column Tables in Dashboards 

Sales Cloud – Marketing & Leads

Branded Event Invitations 
Email Preview 
Email Default Setting

Sales Cloud – Mobile for iPhone

Mobile Lite
Filter and Search
Related Record Search

Sales Cloud – Mobile for BlackBerry

Mobile Lite
Link to Records
WiFi Support

Service Cloud 2

Join the Conversation with the Leader in Customer Service

Today, keeping customers satisfied means connecting with them everywhere they turn for service, whether that's the phone, email, or—increasingly—the Internet. The Service Cloud connects you to it all: your call center, your Web self-service community, even social networks such as Facebook and Twitter. All on a single, cloud-computing platform.

Service Cloud – Answers

Answers

Service Cloud – Call Center

Custom Screen Pops
Entitlements and Service Contracts

Service Cloud – Analytics

Four-Column Tables in Dashboards 

Custom Cloud 2

Build and Run your Custom Apps on the Force.com Platform

The Custom Cloud refers to the customized applications you can build using the Force.com platform. With the Custom Cloud, you can extend Salesforce CRM into other areas such as HR and financial services, tailor the application to match your business processes, or create a new application to address your specific needs.

Custom Cloud – Programmable Cloud Logic

Adobe Flash Builder for Force.com
Code Scheduler
Force.com IDE for Eclipse 3.5

Custom Cloud – Unlimited Real-Time Database Customizations

Sophisticated Data Modeling 


Custom Cloud – Real-Time Web Sites

Authenticated Sites

Custom Cloud – Real-Time Workflow & Approvals

Global Email Templates 
Personalized Email Alerts

Custom Cloud – Programmable User Interface

My Domain (pilot)
Rich Text Support 
New Translation Workbench

Note: Any unreleased services or features referenced in this or other public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available.

 = Salesforce.com Community most-requested features



Sales Cloud – Analytics

REAL-TIME QUOTES *(Enterprise, Unlimited, and Developer Editions)*

Fulfill and close your deals with real-time quotes, now generally available

- :: Quickly and easily generate and manage sales quotes within Salesforce CRM

With real-time quotes, your reps can now use Salesforce CRM to create sales quotes to complete the deal lifecycle. Real-time quotes automatically populates quotes with relevant customer data, so reps can generate and send a quote PDF with just a few clicks.

Note: Automatically visible to all users. No setup required.

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QUOTE SYNC *(Enterprise, Unlimited, and Developer Editions)*

Keep your latest quote within easy reach

- :: Keep your latest sales quote in sync with your opportunity
- :: Ensure pipeline reports and forecasts are always up to date

During sales negotiations, reps often create multiple quotes to reflect various product, service, and discount packages for customers. With the new quote sync feature, sales reps can quickly sync the final quote information back to the opportunity with just one click. Best of all, the Force.com API provides one-step integration with your dependent systems—like forecasts and supply chains—keeping your sales view updated in real time.

Note: Automatically visible to all users. No setup required.

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FOUR-COLUMN TABLES IN DASHBOARDS *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Get more insight from your dashboard charts

- :: Get more flexibility in building dashboard tables
- :: Put more detail into a single table

Your executives and reps want to see lots of information about their deals in their dashboards. Table chart types currently have two columns (e.g., deal A is worth \$X). With Spring '10, you can include up to four columns in your charts (e.g., deal A is worth \$X, is owned by rep Y, and is for quantity Z). This setup gives your users more information about what's important to them in a single chart without the burden of building multiple dashboard tables or drilling into the underlying report to get the same level of information.

Note: Please contact Salesforce.com Support to enable this feature.

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BRANDED EVENT INVITATIONS *(All Editions)*

Schedule meetings in style

- :: Present a professional image to customers when organizing meetings

In sales, appearances can be everything. Your sales reps want the meeting and event invitations they send customers to be appealing and professional. With Branded Event Invitations, you can customize all event invitations—and invitee response pages—to include your unique company logo. Even better, salesforce.com event invitations now have an updated, slick new design. Together, these two changes will help your meeting invites stand out from the crowd.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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EMAIL PREVIEW *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Send test emails with one click

- :: Test layout design and mail merge functionality before sending emails
- :: Improve the accuracy and efficiency of email template creation

Many companies use Salesforce CRM to improve sales rep productivity by providing up-to-date email templates for nurturing prospects through the sales cycle. Due to changes in product and promotional information, these prospecting emails are usually updated frequently to reflect the latest promotions. With new email preview functionality, marketers and admins can ensure the sales team has timely content to distribute via email and also that these emails function as expected.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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EMAIL DEFAULT SETTING *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Improve sales rep productivity and sales data accuracy with new campaign tools

- :: Automatically log sent emails as activity type emails
- :: Run accurate reports on rep's tasks and activities

Get a quick and accurate view of activity history, plus, give your sales management the ability to run accurate customer-interaction reporting across your sales organization with default email campaigns. Within salesforce.com, users can send emails that are recorded and tracked in the activity history for the account or contact. This activity history contributes to the 360-degree view of the account, showcasing relevant information to an entire organization and creating strong relationships and high customer satisfaction.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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MOBILE LITE: FOR ALL EDITIONS

Get Mobile Lite in every edition

- :: Enjoy basic access to Salesforce CRM from a mobile device for free regardless of license type
- :: Create, edit, and delete records from any object

With the Spring '10 release, every salesforce.com customer can enjoy free basic access to Salesforce CRM from a mobile device regardless of license type.

And that's not all. Now you can create, edit, and delete records from *any* object that is supported by Mobile Lite. Need to update the phone number of your best customer while on the go? Mobile Lite lets you do it. Want to create a new opportunity record? You can do that, too. In fact, Mobile Lite users now have full access to all the supported object types, including accounts, contacts, opportunities, leads, cases, solutions, assets, tasks, events, and everyone's favorite, dashboards. Do more than ever while on the go!

Note: Not automatically visible. Feature is enabled, but requires some setup.

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FILTER AND SEARCH *(Developer, Professional, Enterprise, and Unlimited Editions)*

Find info fast on your iPhone

- :: Use the new filter and search bar to find what you're looking for quickly
- :: Tap a second time to search beyond iPhone if you don't see what you need

Using your iPhone to find the specific piece of data you need is a breeze with the new filter and search bar. No more hunting and hoping to find that opportunity or lead you entered 3 months ago. Every tab and every list view includes a new filter and search bar. Just start typing in the bar and watch the list of records quickly reduce to reveal a match. Select "Search" to look across the device for the record. One more tap extends the search to the remote server to retrieve matching records not on your iPhone.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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RELATED RECORD SEARCH *(Developer, Professional, Enterprise, and Unlimited Editions)*

Find related records with one tap

- :: Find records easily with Mobile Lite
- :: Retrieve related records from your device or the remote server

With Spring '10, iPhone users have a new one-tap way to retrieve all related records that works like the new filter and search bar. This feature is ideally suited for Mobile Lite users who may not have all related contacts or opportunities on their devices. Tapping on "Search server for more..." initiates a remote search, grabs the additional records, and showcases them on your iPhone.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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LINK TO RECORDS *(Developer, Professional, Enterprise, and Unlimited Editions)*

Get to your data faster when you're on the road

- :: Find your data more quickly on your BlackBerry device
- :: Get to relevant records with a single click

Do you regularly receive emails with links to data in Salesforce CRM? Now when you tap on those links from your BlackBerry email, the mobile app will automatically launch and open your record if it's already on the device. If your record's not on the device, mobile's link to records feature will find it on the server and fetch it for you.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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WIFI SUPPORT *(Developer, Professional, Enterprise, and Unlimited Editions)*

Get connected instantly with WiFi access

- :: Download, activate, and use salesforce.com with any WiFi connection
- :: Get faster access to your salesforce.com data

High-speed mobile connectivity is available in more and more places. Why not take advantage of it? With new WiFi support, mobile salesforce.com users are no longer confined to a cellular data connection. You can download, activate, and use salesforce.com's mobile application with nothing more than a WiFi connection.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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ANSWERS *(Enterprise and Unlimited Editions)*

Get crowd-source knowledge from your customer community

- :: Harness the expertise of your community on your Web site
- :: Decrease the number of incoming service calls

What if your agents and customers could easily tap into the wisdom of millions of experts? With the new answers feature, you can harness the expertise of your community right on your Web site. Customers ask questions, experts answer, the community votes, and then the best knowledge bubbles to the top. That means faster answers, more satisfied customers, and fewer incoming calls.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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Service Cloud – Call Center

CUSTOM SCREEN POPS *(Enterprise and Unlimited Editions)*

Get real-time customer info with every phone call

- :: Custom design your CTI screen with a couple of clicks
- :: Display customer information where it's most effective

Agents need easy access to customer information when on service calls, and they can get it instantly with new custom screen pops. With each phone call, agents have instant access to customer information displayed just the way they want it. Custom screen pops let you combine your telephony integration with custom Force.com pages. Automatically pop up any information with any look and feel, designed to give your agents what they need and keep them as productive as possible. Plus, you can display the information where it works best: a new tab, a new window, or right on the page your agent is already working on.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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ENTITLEMENTS AND SERVICE CONTRACTS *(Enterprise and Unlimited Editions)*

Keep your customers for life by quickly viewing entitlement and service info in one place

- :: Maintain service level agreements (SLAs)
- :: Organize customers by their support levels

Give your agents powerful tools for tracking service entitlements and contracts. Arrange entitlements so your agents can see who's eligible for different support levels. Use contracts to track your service level agreements such as first response and resolution times. Visual tools help easily define your processes and provide all the analytics you need to track your performance and deliver better service.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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Service Cloud – Analytics

FOUR-COLUMN TABLES IN DASHBOARDS (*Group, Professional, Enterprise, Unlimited, and Developer Editions*)

Get more insight from your dashboard charts

- :: Get more flexibility in building dashboard tables
- :: Put more detail into a single table

Your executives and agents want to see lots of information about their cases in their dashboards. Table chart types currently have two columns (e.g., account A has logged X # of cases). With Spring '10, you can include up to four columns in your charts (e.g., account A has logged X# of cases, is owned by agent Y, and is for quantity Z). This setup gives your users more information about what's important to them in a single chart without the burden of building multiple dashboard tables or drilling into the underlying report to get the same level of information.

Note: Please contact Salesforce.com Support to enable this feature.

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Custom Cloud – Programmable Cloud Logic

ADOBE FLASH BUILDER FOR FORCE.COM (*Free, Enterprise, Unlimited, and Developer Editions*)

Build rich CRM apps using Adobe Flash easier than ever before

- :: Develop rich Internet apps and deploy them to the browser (Flash) or desktop (AIR)
- :: Save time with pre-built Force.com UI components and out-of-the-box data management and synchronization
- :: Leverage the powerful code editor and design view in a single, Eclipse-based IDE

Adobe Flash Builder for Force.com makes it easy to build rich CRM extensions, custom apps, and occasionally connected apps. All these apps are available for users to access within a browser or on their desktops when they're offline. Adobe Flash Builder for Force.com is a completely integrated development experience within the Eclipse IDE that provides out-of-the-box data management and synchronization, pre-built Force.com UI components for rapid development, and many more features that let you build rich Internet applications in record time.

Note: Automatically visible to all users. No setup required.

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CODE SCHEDULER *(Free, Enterprise, Unlimited, and Developer Editions)*

Let Force.com schedule the work for you

- :: Create complex Force.com code execution schedules
- :: Monitor and edit schedules either programmatically or through the UI

With Force.com's new code scheduler, you can configure when your Force.com code processes run so you don't have to run them manually. Similar to the cron time-based job scheduler, the code scheduler lets you start data-cleansing processes at times that are most convenient.

Note: Automatically visible to all users. No setup required.

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FORCE.COM IDE FOR ECLIPSE 3.5 *(Free, Enterprise, Unlimited, and Developer Editions)*

Get the latest and greatest Force.com IDE

- :: Edit and deploy Spring '10 metadata types
- :: Leverage code assist for Spring '10 Force.com code language syntax
- :: Take advantage of Eclipse 3.5 compatibility

The Spring '10 enhancements to the Force.com IDE bring support for new platform features introduced in Spring '10 and Winter '10, including new metadata definitions in the metadata API and enhancements to the Java-like Force.com code, Apex. With the introduction of Spring '10, you can use the Force.com IDE with Eclipse 3.5, the latest release of the Eclipse platform.

Note: Automatically visible to all users. No setup required.

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Custom Cloud – Unlimited Real-Time Database Customizations

SOPHISTICATED DATA MODELING *(Free, Professional, Enterprise, Unlimited, and Developer Editions)*

Easily create multilevel master-detail relationships

- :: Build complex data models
- :: Roll up your data from the deepest child level all the way to the parent
- :: Pull data from all the levels of your complex data model into your reports

Do you want to create complex data models by having chained master-detail relationships? Do you want to create reports that pull data from all the levels of your complex data model? With Spring '10, you'll be able to create up to three levels of master-detail relationships for more detailed reporting that supports more complex data models.

Note: Not automatically visible. Feature is enabled, but requires some setup.

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Custom Cloud – Real-Time Web Sites

AUTHENTICATED SITES *(Free, Enterprise, Unlimited, and Developer Editions)*

Scale your public Web site for up to millions of authenticated users

- :: Authenticate public visitors
- :: Eliminate code for registration and login

Authenticated sites introduces a new user type—Authenticated Web Site User—to support large volumes of authenticated users for your Web site. Also, Force.com sites integrates seamlessly with customer and partner portal users.

Note: Automatically visible to all users. No setup required.

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Custom Cloud – Real-Time Workflow & Approvals

GLOBAL EMAIL TEMPLATES *(Free, Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Send emails in any language

- :: Update and localize targeted emails easily
- :: Simplify the translation process

Spring '10 introduces a new “language” merge field for email templates in Force.com pages. This new field empowers administrators to set up a single email template that may be used for messages sent in many different languages.

Note: Automatically visible to all users. No set up required.

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PERSONALIZED EMAIL ALERTS *(Free, Professional, Enterprise, Unlimited, and Developer Editions)*

Send your workflow email alerts from a person you designate

- :: Add a personal touch to email alerts
- :: Make it easier for replies to get to the right person

With Spring '10, you can override the “from” address on email alerts with the default workflow user. This feature makes your email alerts seem more personal and also makes it easier for users to reply directly back to the right person.

Note: Automatically visible to all users. No setup required.

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Custom Cloud – Programmable User Interface

MY DOMAIN *(Pilot)*

Personalize your salesforce.com URL

- :: Get a personalized, easy-to-remember salesforce.com URL
- :: Provide additional security to your organization

With Spring '10, you can create a unique salesforce.com domain so your users can access salesforce.com using a URL that's unique and memorable for you organization. This new feature also improves your organization's security against cross-site scripting, a common type of security risk. Plus, it isolates your organization for salesforce.com's internal architecture and lets us seamlessly manage the service on your behalf.

Note: This feature is in pilot only. Please contact Salesforce.com Support to have this feature enabled.

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RICH TEXT SUPPORT *(Free, Group, Professional, Enterprise, Unlimited, and Developer Editions)* *Make your data more meaningful*

- :: Format your data richly
- :: Link to data easily on the Internet with hyperlinks
- :: Display multimedia content such as images

Do you want to make your data look great and be functional by adding bold, underline, hyperlinks, and images? With Spring '10, you can now easily create richly formatted fields by using rich text support.

Note: The feature is in beta with the Spring '10 release. Automatically visible to all users. No setup required.

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NEW TRANSLATION WORKBENCH *(Free, Professional, Enterprise, Unlimited, and Developer Editions)* *Translate faster and more easily with new tools*

- :: Improve productivity
- :: Easily locate what needs to be translated
- :: Translate into more languages

Check out the new look and feel of the translation workbench. You'll find documents that need translation more quickly with intuitive filters and search-by-name capabilities. Improve your productivity with new inline editing functionality, and choose from more translation languages.

Note: Automatically visible to all users. No setup required.

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