Salesforce Add-on Pricing

Extend the power of Salesforce with add-ons for every product, team, company, and industry. Add new features or expand existing capabilities to create a custom Salesforce experience that truly works for you.

Table of contents

Sales

Drive strategic growth, boost productivity, and win more customers
with add-ons that help every level of your sales org.

	Available with
Sales Planning **$70**/user/month* Easily segment your customers, carve your territories, allocate your quota, and more.	✓ Performance ✓ Enterprise ✓ Unlimited
CPQ **$105**/user/month* Get basic configure, price, quote software.	✓ Professional ✓ Enterprise ✓ Unlimited
CPQ+ **$210**/user/month* Configure, price, quote with increased process control and automation.	✓ Professional ✓ Enterprise ✓ Unlimited
Billing Growth Contact your account exec. Order-to-cash solution.	✓ Professional ✓ Enterprise ✓ Unlimited
Billing Plus Contact your account exec. Complete order-to-cash solution with usage rating and revenue recognition capabilities.	✓ Professional ✓ Enterprise ✓ Unlimited
Subscription Management Contact your account exec. Let customers buy on their own, across any channel, with any monetisation model.	✓ Professional ✓ Enterprise ✓ Unlimited

* Total cost billed annually.
** Included in Sales Cloud Unlimited
All prices in AUD.

salesforce

Sales

Salesforce Contracts

$70/user/month*
Contract lifecycle management software.

✓ CPQ+

Revenue Intelligence

$308/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✓ Enterprise
✓ Unlimited

Sales Cloud Einstein

Starting at **$70** user/month*
Increase sales productivity and effectiveness with turnkey intelligence and automation.

✓ Enterprise
✓ Unlimited**

Sales Engagement

$70/user/month*
Purpose-built productivity console for inside sales.

✓ Enterprise
✓ Unlimited**

Einstein Conversation Insights

$70/user/month*
Conversational intelligence for sales or service.

✓ Enterprise
✓ Unlimited**

Enablement

$140/user/month*
Improve rep efficiency with outcome-based enablement, delivered in the flow of work.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
** Included in Sales Cloud Unlimited
All prices in AUD.

salesforce

Sales

Salesforce Maps

Starting at **$105**/user/month*
Optimise sales processes with location-based intelligence.

✔ Professional
✔ Enterprise
✔ Unlimited

Territory Planning

$105/user/month*
Get advanced optimisation that balances territories and takes plans out of spreadsheets.

✔ Professional
✔ Enterprise
✔ Unlimited

Marketing Cloud Account Engagement

Starting at **$1,750**/month* (up to 10,000 contacts)
Grow faster with the marketing automation edition that fits your business.

✔ Professional
✔ Enterprise
✔ Unlimited

Sales Emails and Alerts

$70/user/month*
Empower sales to connect early, often, and effectively using Sales Emails and Alerts with Marketing Cloud Account Engagement.

✔ Professional
✔ Enterprise
✔ Unlimited

Partner Relationship Management (PRM)

$35/member/month* or **$14**/login/month*
Boost channel sales by building personalised experiences for your partners.

✔ Enterprise
✔ Unlimited

External Apps

$42/member/month* or **$21**/login/month*
Boost channel sales by building personalised experiences for your partners with even more customisation.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
** Included in Sales Cloud Unlimited
All prices in AUD.

Sales

Einstein Relationship Insights

$70/user/month for Starter or **$210**/user/month for Growth*
AI-powered research assistant that explores disparate data to discover critical relationships.

✓ Enterprise
✓ Unlimited

Social Intelligence

$35/user/month*
Share social data with stakeholders to shape business strategies.

✓ Professional
✓ Enterprise
✓ Unlimited

Quip Advanced

$140/user/month*
Accelerate growth with real-time sales planning inside of Salesforce.

✓ Professional
✓ Enterprise
✓ Unlimited

Sales + Service

salesforce.com/au/editions-pricing/sales-and-service-cloud/
Get a more complete view of customers by connecting sales and service.

✓ Starter
✓ Professional
✓ Enterprise
✓ Unlimited

* Total cost billed annually.
** Included in Sales Cloud Unlimited
All prices in AUD.

salesforce

Sales

Salesforce Maps

Starting at **$105**/user/month*
Optimise sales processes with location-based intelligence.

✓ Professional
✓ Enterprise
✓ Unlimited

Territory Planning

$105/user/month*
Get advanced optimisation that balances territories and takes plans out of spreadsheets.

✓ Professional
✓ Enterprise
✓ Unlimited

PRM

CPQ for Partner Experience

$35/member/month* or **$14**/login/month*
Accelerate your channel sales and make it easy for partners to sell your products and services. Requires purchase of CPQ.

✓ Enterprise
✓ Unlimited

Distributed Marketing for Partners

$21/member/month* or **$8.40**/login/month*
Empower partners to build demand and deliver consistent experiences for customers across your channel.

✓ Enterprise
✓ Unlimited

CRM Analytics for Community (Experience Cloud)

$35/member/month* **or $14**/login/month*
Share AI-powered analytics dashboards with partners, providing your channel with the insight needed to drive business.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
** Included in Sales Cloud Unlimited
All prices in AUD.

Sales

Mobile Publisher for Experience Cloud

$7/member or employee/month* or $2.80/login/month*
Transform any digital experience into a branded mobile app – no code needed.

✓ Enterprise
✓ Unlimited

Platform Expansion

Request a Quote
Integrate more data, apps, and storage into every experience.

✓ Enterprise
✓ Unlimited

External Apps

CRM Analytics for Community (Experience Cloud)

$35/member/month* or **$14**/login/month*
Share AI-powered analytics dashboards with partners, providing your channel with the insight needed to drive business.

✓ Enterprise
✓ Unlimited

Distributed Marketing for Partners

$21/member/month* or **$8.40**/login/month*
Empower partners to build demand and deliver consistent experiences for customers across your channel.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
** Included in Sales Cloud Unlimited
All prices in AUD.

salesforce

Salesforce Starter

Expand your reach to help you acquire, engage, and retain prospects and customers throughout their journey.

Marketing Email Sends

$14/1,000/sends/month*
Increase the number of emails you can send per month.

✓ SF Starter

* Total cost billed annually.
All prices in AUD.

Service

Unleash the full potential of your service teams. Get add-ons that help you reach and satisfy more customers – online, on the phone, or in the field.

Contact Centre	Available with
Salesforce Contact Centre **$210**/user/month* Transform your contact centre into an intelligent engagement centre.	✔ Unlimited
Service Cloud Voice Starting at **$70**/user/month* Natively integrate voice calling into your Customer 360 solution.	✔ Enterprise ✔ Unlimited
Self-Service (Customer Community) **$7**/member/month* or **$2.80**/login/month* Deliver a completely connected self-service experience with Customer Community.	✔ Enterprise ✔ Unlimited
Self-Service (Customer Community+) **$8.40**/login or **$21**/member/month* Deliver complex self-service experiences and gain access to performance data with Customer Community+.	✔ Enterprise ✔ Unlimited
Digital Engagement **$105**/user/month* Reach customers across every digital channel.	✔ Enterprise ✔ Unlimited
Salesforce Scheduler **$35**/user/month* or **$21**/asset/month* Manage appointments and schedule assets such as classrooms or equipment. This is not a replacement for field service capabilities.	✔ Enterprise ✔ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

Service

Field Service

	Available with

Salesforce Field Service
Starting at **$70**/user/month*
Deliver trusted field service from anywhere – fast.

✔ Enterprise
✔ Unlimited

Appointment Assistant
$35/user/month*
Build loyalty with appointment updates and flexible scheduling.

✔ Enterprise
✔ Unlimited

Visual Remote Assistant
$70/user/month*
Engage customers and empower employees from the contact centre to the field with real-time visual support.

✔ Enterprise
✔ Unlimited

Service Automation & AI

Orchestrator
$1.40/orchestration run/org*
Fast-track work between people and departments by automating multiuser workflows.

✔ Professional
✔ Enterprise
✔ Unlimited

Service Cloud Einstein
$70/user/month*
Add predictive and generative AI to Service Cloud to drive efficiency, boost productivity, and create better customer experiences across all channels.
Limited number of generative credits included and additional credits can be purchased.

✔ Enterprise
✔ Unlimited

Employee Service

Workplace Command Centre
$7/user/month*
Manage workplace operations from a single hub.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

Service

	Available with

Employee Productivity — Starter

$0/user/month – with the purchase of one or more Employee Service – Agent licenses.
Give every employee easy access to apps, self-service support, and knowledge.

✓ Enterprise
✓ Unlimited

Employee Productivity — Plus

$14/user/month – with the purchase of one or more Employee Service – Agent licenses.
Streamline service with cross-departmental ticketing, bots, and custom objects.

✓ Enterprise
✓ Unlimited

Employee Service — Agent

$105/user/month*
Route, respond, and report on tickets, access library of workflow templates,
manage inventory.

✓ Enterprise
✓ Unlimited

IT Service Centre — Endpoint Management

$5.60/device/month – A minimum of 1,000 endpoints is required.*
Manage employee assets, monitor live performance data, and manage software.

✓ Enterprise
✓ Unlimited

Sales + Service

Sales + Service

salesforce.com/au/editions-pricing/sales-and-service-cloud/
Get a more complete view of customers by connecting sales and service.

✓ Starter
✓ Professional
✓ Enterprise
✓ Unlimited

Sales Enablement

$35/user/month*
Give your reps the enablement they need – exactly when they need it.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

Service

	Available with
CPQ **$105**/user/month* Get basic configure, price, quote services.	✓ Enterprise ✓ Unlimited ✓ Performance
CPQ+ **$210**/user/month* Configure, price, quote services with increased process control and automation.	✓ Enterprise ✓ Unlimited ✓ Performance
Billing Growth Contact your account exec. Order-to-cash solution.	✓ Enterprise ✓ Unlimited ✓ Performance
Billing Plus Contact your account exec. Complete order-to-cash solution with usage rating and revenue recognition capabilities.	✓ Enterprise ✓ Unlimited ✓ Performance
Subscription Management Contact your account exec. Let customers buy on their own, across any channel, with any monetisation model.	✓ Enterprise ✓ Unlimited ✓ Performance
Quip Advanced **$140**/user/month* Accelerate growth with real-time sales planning inside of Salesforce.	✓ Professional ✓ Enterprise ✓ Unlimited

* Total cost billed annually.
All prices in AUD.

Service

Feedback & Analytics

Salesforce Feedback Management — Growth

$64,400/org/month*
Automate and analyse feedback at every stage of a customer journey.

✓ Enterprise
✓ Unlimited

Salesforce Feedback Management — Starter

$18,900/org/month*
Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

Customer Lifecycle Analytics

$231/user/month*
Using AI-powered insights, dive deeper into survey performance and response data.
Requires Salesforce Surveys response pack or Feedback Management.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack

$420/per 1,000 responses
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

Elastic Services

Elastic Services

$2,800/org/month (shared with sandbox and scratch orgs)*
Deliver scalable experiences fast using Salesforce Functions. Includes 1 million
GB-seconds of invocations/month and 235,000 daily API limit for functions.

✓ Enterprise
✓ Unlimited

Elastic Services — Additional Capacity

$63/org/month (shared with sandbox and scratch orgs)*
Deliver scalable experiences fast using Salesforce Functions. Includes 1 million GB-seconds
of invocations/month and 235,000 daily API limit for functions.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

Service

Self Service

Digital Engagement
$105/user/month*
Reach customers across every digital channel.

✔ Enterprise
✔ Unlimited

Einstein Bots
$70/100 conversations/month*
Provide customers with intelligent, self-service bots. Requires Service UE
or Digital Engagement.

✔ Enterprise
✔ Unlimited

Mobile Publisher for Experience Cloud
$7/member or employee/month* or **$2.80**/login/month*
Transform any Lightning Experience into a branded mobile app – no code needed.

✔ Enterprise
✔ Unlimited

CRM Analytics for Community (Experience Cloud)
$35/member/month* or **$14**/login/month*
Give partners the power of AI-powered analytics in their communities.

✔ Enterprise
✔ Unlimited

Lightning Platform Expansion
Request a Quote
Integrate more data, apps, and storage into every experience.

✔ Enterprise
✔ Unlimited

Salesforce Maps for Experience
$35/member/month and **$14**/login/month*
Extend location intelligence to customers, partners, and employees.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

Marketing

Enhance every part of your marketing, including email, mobile, social, digital advertising, and data management.

Data Cloud for Marketing

	Available with

Segmentations and Activations
$1,400/100,000 credits*
Purchase credits to create segments and send to activation targets.

✓ Data Cloud Starter for Marketing

Data Services
$1,400/100,000 credits*
Expand or replenish data services credits in addition to that provided with the starter pack.

✓ Data Cloud Starter for Marketing

Ad Audiences
$3,306/audience*
Activate segments to advertising platforms.

✓ Data Cloud Starter for Marketing

Data Storage
$2,520/TB*
Additional storage from that provided with the starter pack.

✓ Data Cloud Starter for Marketing

Marketing Cloud Engagement

Distributed Marketing
$70/user/month*
Enables Sales Cloud and Service Cloud users with Distributed Marketing.

✓ Pro
✓ Corporate
✓ Enterprise

Einstein Engagement
Starting at **$1,750**/month*
Find the optimal number of messages to send, predict how customers will engage with your messages, and create stronger, intelligence-driven subject lines that drive clicks. Even get notifications about any drops or gains in KPIs.

✓ Pro

* Total cost billed annually.
All prices in AUD.

Marketing

	Available with

Intelligence Reports Advanced for Engagement

Request a Quote

Analyse, visualise, and report on email, mobile, and journey data – all within Marketing Cloud Engagement.

✓ Pro
✓ Corporate
✓ Enterprise

Journey Builder

Starting at **$1,750**/month*

Deliver cross-channel personalised experiences at every step of the customer lifecycle with campaign management. Included in Corporate and Enterprise editions.

✓ Pro

Mobile Connect

Request a Quote

Drive customer engagement with SMS messaging.

✓ Pro

Encryption at Rest

Request a Quote

For customers who wish to have their own database and unique encryption key.

✓ Pro
✓ Corporate
✓ Enterprise

Field Level Encryption

Request a Quote

Encrypt data at rest to facilitate compliance with corporate privacy policies, regulatory requirements, and contractual obligations for handling private data. The system converts encrypted fields to plain text at the time of send.

✓ Pro
✓ Corporate
✓ Enterprise

Sender Authentication Package

Request a Quote

Sender Authentication Package is an account branding tool that gives you the ability to customise links and images to match branding for the authenticated domain you're sending email from.

✓ Pro
✓ Corporate
✓ Enterprise

* Total cost billed annually.
All prices in AUD.

salesforce

Marketing

	Available with

Google Analytics 360 Integration for Marketing Cloud
Starting at **$1,750**/month*
Measure performance and engage across channels based on web or app activity.
Requires a Google Analytics 360 account license and Journey Builder.

✓ Pro
✓ Corporate
✓ Enterprise

Marketing Cloud Advertising
Starting at **$2,800**/month*
Leverage CRM data to power personalised advertising at scale.

✓ Pro
✓ Corporate
✓ Enterprise

Marketing Cloud Account Engagement

Engagement History Dashboards
$420/user/year*
View engagement data on the account, lead, contact, or opportunity records.

✓ Growth
✓ Plus
✓ Advanced
✓ Premium

Sales Emails and Alerts
$70/user/month*
Empower sales to connect early, often, and effectively using Sales Emails and Alerts with Marketing Cloud Account Engagement.

✓ Growth
✓ Plus
✓ Advanced
✓ Premium

B2B Marketing Analytics Plus
$4,200/month*
Use intelligent insights to determine what efforts improve campaign performance and marketing ROI.

✓ Plus
✓ Advanced
✓ Premium

Premier Success
Request a quote.
Success Plans help customers drive adoption, get support and boost productivity to maximise ROI from Salesforce.

✓ Growth
✓ Plus
✓ Advanced
✓ Premium

* Total cost billed annually.
All prices in AUD.

salesforce

Marketing

	Available with

Bring your own encryption key at rest

$42,000/month*
Safeguard your data and enable your team to protect your customers' data at any moment.

✓ Premium

Marketing Cloud Personalisation

Unique Visitors

100,000/**$12,600**
Scale customer personlisation with the edition that is sized to your brand's needs.

✓ Growth
✓ Premium

Named Profiles

100,000 starting at **$8,400** for Growth
Scale customer personlisation with the edition that is sized to your brand's needs.

✓ Growth
✓ Premium

Marketing Cloud Intelligence

Granular Data Centre

Request a Quote
Surface deeper insights into marketing performance with granular data.

✓ Starter
✓ Growth
✓ Plus

Sandbox

Request a Quote
Ensure data governance best practice with a dedicated testing environment.

✓ Starter
✓ Growth
✓ Plus

Media Impact Optimisation

Request a Quote
Bundle of Media Planning Centre and Media Transparency Centre at a discounted price.

✓ Starter
✓ Growth
✓ Plus

* Total cost billed annually.
All prices in AUD.

Marking

	Available with

Media Planning Centre

Request a Quote
Optimise your media budget allocations with advanced planning analytics, and use AI to forecast performance and make data-driven decisions based on past campaigns.

✔ Starter
✔ Growth
✔ Plus

Media Transparency Centre

Request a Quote
Reconcile your planned and delivered spend automatically for in-flight pacing, discrepancy analysis, billing, and reporting.

✔ Starter
✔ Growth
✔ Plus

Executive Workspace

Request a Quote
Create an executive view of your marketing data from across all your Intelligence workspaces.

✔ Starter
✔ Growth
✔ Plus

Developer API Access

$1,400/user/month*
Innovate and extend your Intelligence platform with developer-friendly APIs.

✔ Starter
✔ Growth
✔ Plus

Loyalty Management

Loyalty Management

Starting at **$28,000** org/month*
Easily build, deploy, track, and manage your customer loyalty program across teams, organisations, and partners.

✔ Pro
✔ Corporate
✔ Enterprise

CRM Analytics for Loyalty Management

$231/user/month*
Get AI insights with a complete analytics platform for loyalty management.

✔ Pro
✔ Corporate
✔ Enterprise

* Total cost billed annually.
All prices in AUD.

salesforce

Commerce

Grow your commerce solution with powerful add-ons that further unify the customer experience across all channels.

B2C

	Available with

Salesforce Payments for B2C
Request a Quote
Launch B2C commerce sites with a secure, out-of-the-box payment solution that scales, simplifies integration, and targets fraud.

✔ Starter
✔ Growth
✔ Plus

B2B

Additional Storefronts
Request a Quote
Add an individual storefront to deploy a separate ecommerce site.

✔ Starter
✔ Growth
✔ Plus

Additional Product SKUs
Request a Quote
Increase the number of products you can sell through your B2B commerce storefront.

✔ Starter
✔ Growth
✔ Plus

Unmanaged Orders
Request a Quote
Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.

✔ Starter
✔ Growth

Salesforce Payments for B2B and D2C Commerce
Request a Quote
Launch storefronts with a secure, out-of-the-box payment solution that scales, simplifies integration, and targets fraud.

✔ Starter
✔ Growth

OMS

Additional Omnichannel Inventory Locations
Request a Quote
Increase the number of locations you can fulfill from.

✔ Starter
✔ Growth
✔ Plus

* Total cost billed annually.
All prices in AUD.

Commerce

	Available with
Additional Storefronts **Request a Quote** Add an individual storefront to deploy a separate ecommerce site.	✔ Starter
Unmanaged Orders **Request a Quote** Add additional order information that does not need servicing like multichannel, storefront, imported, or historical orders.	✔ Starter

* Total cost billed annually.
All prices in AUD.

Platform

Add power and tools to your custom platform. Empower partners, boost security, support dev, and get deeper visibility into your apps.

Environments

	Available with
Developer Sandbox **Platform Expansion** An individual development environment with a copy of all your metadata	✔ Professional ✔ Enterprise ✔ Unlimited
Developer Pro Sandbox **5%** of net spend A collaborative development environment with a copy of all your metadata	✔ Professional ✔ Enterprise ✔ Unlimited
Partial Copy Sandbox **20%** of net spend A testing environment with a partial sample of your customer data and all your metadata	✔ Enterprise ✔ Unlimited
Full Copy Sandbox **30%** of net spend A complete replica of your production org, including all customer data and metadata	✔ Enterprise ✔ Unlimited
Scratch Org **$35**/org/month* Source-driven, CLI accessible, disposable environments	✔ Enterprise ✔ Unlimited
Apex Debugger **$2,160**/org/month* Find and fix bugs in your Apex code.	✔ Enterprise ✔ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

Platform

	Available with

Salesforce Data Mask
10% of net spend*
Mask confidential or protected information, such as personally identifiable information (PII), when deploying sandbox environments.

✔ Enterprise
✔ Unlimited

Security

Privacy Centre
15% of net spend*
Suite of data management tools to automate privacy law compliance, data retention and archive, and data subject rights.

✔ Enterprise
✔ Performance
✔ Unlimited
✔ Developer

Security Centre
10% of net spend*
Easily manage your security, compliance, and governance metrics across all your Salesforce environment in a single view.

✔ Enterprise
✔ Unlimited

Shield
30% of net spend*
Protect, monitor, and retain critical Salesforce data with Platform Encryption, Event Monitoring, and Field Audit Trail bundled together.

✔ Enterprise
✔ Unlimited

Platform Encryption
20% of net spend*
Encrypt sensitive data at rest while preserving business functionality.

✔ Enterprise
✔ Unlimited

Event Monitoring
10% of net spend*
Add visibility and automation to your Salesforce data.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

Platform

	Available with

Field Audit Trail
10% of net spend*
Strengthen data integrity for compliance and to gain insight.

✓ Enterprise
✓ Unlimited

Cache-only Keys for Platform Encryption
$5,600/org/month*
Maintain encryption keys entirely outside of Salesforce and fetch them on demand from a key service that you control.

✓ Enterprise
✓ Unlimited

Salesforce Data Mask
10% of net spend*
Mask confidential or protected information, such as personally identifiable information (PII), when deploying sandbox environments.

✓ Enterprise
✓ Unlimited

Additional Platform Capacity

Additional API Calls
$35/month* for 10,000 daily calls
Increase the number of API calls per day so you can integrate all your external systems, and enhance your apps, data, and processes.

✓ Professional
✓ Enterprise
✓ Unlimited

Additional Flow Entitlements
$1,400/org/month*
Transform your Salesforce experience with more Flow capacity. Includes 10,000 Flows with screens, 10 million Flows without screens, and 50,000 paused flows.

✓ Professional
✓ Enterprise
✓ Unlimited

Additional Scheduled Analytics Bundle
$550/org/month*
Automatically run reports and deliver insights right to your inbox. Includes one additional scheduled dashboard, report, and snapshot every hour.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in AUD.

Platform

	Available with

Additional Dynamic Dashboards
$275/org/month*
Includes five additional Dynamic Dashboards.

✔ Enterprise
✔ Unlimited

Big Objects
$1,400/month* for 50 million records
Hyperscale big data storage for a complete view of your customers; store, manage, and act on up to billions of records natively.

✔ Enterprise
✔ Unlimited

Additional Custom Objects
$105/user/month*
Build additional apps on custom objects to realise greater business efficiency. Gives each licensed user access to up to 2,000 custom objects.

✔ Enterprise
✔ Unlimited

Platform Events
$700/month* for 100,000 daily events
Build a modern, event-driven integration architecture for speed and scale.

✔ Enterprise
✔ Unlimited

Platform Expansion for Experience Cloud
Request a quote
Customise your existing communities with custom objects, APIs calls, and storage, and realise the power of the platform.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth
$64,400/org/month*
Automate and analyse feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

Platform

	Available with

Salesforce Feedback Management — Starter

$18,900/org/month*
Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack

$420/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

Customer Lifecycle Analytics

$231/user/month*
Using AI-powered insights, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✓ Enterprise
✓ Unlimited

Integration Services

Change Data Capture

$7,000/org/month*
Keep external systems in sync with your Salesforce data.

✓ Professional
✓ Enterprise
✓ Unlimited

Salesforce Connect

$4,800/connection/month*
Access, display, and change data from an external data source in real time without importing data.

✓ Enterprise
✓ Unlimited

Salesforce Data Pipelines

$12,600/per org/per month for a capacity of 100M rows, with 30 hours of processing time.
Enrich and modify Salesforce data at scale without taking data outside of your Salesforce org.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in AUD.

Platform

	Available with

Web Services API
$35/user/month*****
Integrate with external apps using REST, SOAP, Bulk, and Streaming APIs.
Included in Enterprise and Unlimited licenses.

✔ Professional

Einstein Platform Services

Einstein Predictions
$105/user/month*
Create custom predictions on any Salesforce object.

✔ Enterprise
✔ Unlimited

Einstein Next Best Action Additional Requests
$70/org/month* for 10,000 requests
Deliver optimal recommendations at the point of maximum impact.

✔ Professional
✔ Enterprise
✔ Unlimited

Einstein Vision and Language
$5,600 for 1 million predictions/org/month*
Embed computer vision and natural language processing in your apps.

✔ Professional
✔ Enterprise
✔ Unlimited

Identity

Customer 360 Identity
Starting at **$2,200** for 25,000 users /month*
Build richer relationships with customers and partners by creating and maintaining
a single identity for interaction across all channels.

✔ Enterprise
✔ Unlimited

Identity Connect
$1.40/user/month*
Seamlessly and instantaneously integrate your active directory with Salesforce. Companies
that use AD for user management can use Identity Connect to manage Salesforce accounts.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

Platform

	Available with

Identity for Employees

$7/user/month*
Simplify employee access management and connect all your business apps with single sign-on, and elevate the employee experience.

✔ Enterprise
✔ Unlimited

Identity Verification Credits

$1,750/org/month*
Enhance your Identity for Customers and Partners experience by getting rid of passwords for login.

✔ Enterprise
✔ Unlimited

Mobile

Mobile App Plus

$35/user/month*
Enhance the Salesforce mobile app with custom branding, additional security features, and managed packaging and distribution.

✔ Enterprise
✔ Unlimited

Mobile Publisher for Experience Cloud

$7/member or employee/month* or **$2.80**/login/month*
Transform any Lightning Experience into a branded mobile app – no code needed.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

salesforce

MuleSoft

Get advanced tools, power, and customisations to connect any app, data, or device – in the cloud or on-premises.

	Available with
API Management and Security **Request a Quote** Manage APIs and secure them using prebuilt and custom API policies.	✔ Gold ✔ Platinum ✔ Titanium
API Experience Management **Request a Quote** Create and nurture a community of developers and partners to foster adoption of API products.	✔ Gold ✔ Platinum ✔ Titanium
Premium Connectors **Request a Quote** Integrate with SAP, Oracle EBS, and more using premium prebuilt connectors.	✔ Gold ✔ Platinum ✔ Titanium
Applications Deployed and Managed in the European Union **Request a Quote** Host all your integrations and API capabilities in the European Union.	✔ Gold ✔ Platinum ✔ Titanium
Government Cloud Deployment **Request a Quote** Build and deploy APIs and integrations in a FedRAMP-compliant cloud environment.	✔ Gold ✔ Platinum ✔ Titanium
Data Tokenisation **Request a Quote** Secure sensitive data in transit with format-preserving encryption and vaultless tokenisation.	✔ Gold ✔ Platinum ✔ Titanium

* Total cost billed annually.
All prices in AUD.

salesforce

MuleSoft

	Available with
Edge Security **Request a Quote** Build multiple layers of defense with policy-driven perimeter gateways.	✔ Gold ✔ Platinum ✔ Titanium
Enterprise Grade Cloud Messaging **Request a Quote** Perform advanced asynchronous messaging scenarios between applications.	✔ Gold ✔ Platinum ✔ Titanium

* Total cost billed annually.
All prices in AUD.

salesforce

Analytics

Find custom analytics tools for every part of your business – or make your current analytics more intelligent and predictive.

	Available with

Salesforce Shield
30% of net spend
Encryption at REST and Event Monitoring Analytics

✔ Enterprise
✔ Unlimited

CRM Analytics Apps

Revenue Intelligence
$308/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

Sales Cloud Einstein
$70/user/month*
Uncover trends and insights with advanced sales analytics

✔ Enterprise
✔ Unlimited

Service Cloud Einstein
$70/user/month*
Create smarter managers, more productive agents, and happier customers with service analytics.

✔ Enterprise
✔ Unlimited

B2B Marketing Analytics
Included in: Marketing Cloud Account Engagement Plus, Advanced, and Premium.
Maximise marketing and sales efforts with advanced marketing analytics.

✔ Enterprise
✔ Unlimited

CRM Analytics for Community (Experience Cloud)
$35/member/month* or **$14**/login/month*
Share personalised analytics with your external apps, partners, and communities, providing them with the insights needed to drive their business.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

salesforce

Analytics

CRM Analytics Apps

CRM Analytics for Net Zero Cloud

$231/user/month*
Get faster to net zero with AI-powered insights and rich data visualisation in executive-ready dashboards.

✓ Enterprise
✓ Unlimited
✓ Performance

CRM Analytics for Financial Services Cloud

$231/user/month*
Get AI-powered insights with a complete intelligence platform for wealth, banking, and insurance.

✓ Enterprise
✓ Unlimited

CRM Analytics for Health Cloud

$231/user/month*
Get a complete intelligence platform for providers, payers, and medical devices.

✓ Enterprise
✓ Unlimited

CRM Analytics for Consumer Goods Cloud

$231/user/month*
Track inventory, store performance, and the entire health of your business.

✓ Enterprise
✓ Unlimited

CRM Analytics for Manufacturing Cloud

$231/user/month*
Boost revenue and increase customer satisfaction with on-time delivery, powered by intelligent analytics.

✓ Enterprise
✓ Unlimited

CRM Analytics for Automotive Cloud

$231/user/month*
Surface actionable business insights embedded where you work.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in AUD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

Analytics

	Available with

Customer Lifecycle Analytics
$231/user/month*
Dive into the performance and response data in your Salesforce Surveys response pack.

✔ Enterprise
✔ Unlimited

CRM Analytics for Loyalty Management
$231/user/month*
Boost loyalty program performance and increase member engagement with AI insights.

✔ Enterprise
✔ Unlimited

CRM Analytics for Revenue Operations
$231/user/month*
Boost forecasting accuracy and build stronger pipeline with a complete AI platform.

✔ Enterprise
✔ Unlimited

CRM Analytics for Communications Cloud
$231/user/month*
Uncover communications-specific insights across negotiation, sales, and service.

✔ Enterprise
✔ Unlimited

CRM Analytics for Energy & Utilities Cloud
$231/user/month*
Get AI-powered insights with a complete intelligence platform for energy and utilities.

✔ Enterprise
✔ Unlimited

CRM Analytics for Public Sector
$231/user/month*
Get AI-powered insights with a complete intelligence platform for the public sector.

✔ Enterprise
✔ Unlimited

* Total cost billed annually.
All prices in AUD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

salesforce

Analytics

	Available with

CRM Analytics for Media
$231/user/month*
Maximise subscriber lifetime value with data-driven selling.

✓ Enterprise
✓ Unlimited

Other Tableau Add Ons

Einstein Discovery in Tableau
$35/user/month**
Bring trusted predictions and recommendations to every Tableau user across your org.

✓ Enterprise
✓ Unlimited

* Total cost billed annually.
All prices in AUD.

** Add-on to Tableau license, qualifying CRM Analytics license also required.

Quip

Increase sales, deliver great customer service, and align your teams. Create, edit, discuss, and organise your work, all in one place.

	Available with
Quip Shield **30%** of net Quip spend Comprehensive security add-on bundle includes Enterprise Key Management, Governance, Event Monitoring, and Antivirus Scanning.	✓ Quip Plus ✓ Quip Advanced
Quip Advanced Encryption **20%** of net Quip spend Create, manage, and control your own encryption keys.	✓ Quip Plus ✓ Quip Advanced
Quip Governance **10%** of net Quip spend Manage and report on custom data retention policies and data holds for all Quip data.	✓ Quip Plus ✓ Quip Advanced
Quip Event Monitoring **10%** of net Quip spend Monitor critical business data via real-time, auditable event logs.	✓ Quip Plus ✓ Quip Advanced
Quip Antivirus Scanning **10%** of net Quip spend Control access to your corporate data, monitor for suspicious employee activity, and actively protect against malware and ransomware attacks.	✓ Quip Plus ✓ Quip Advanced

* Total cost billed annually.
All prices in AUD.

salesforce

Industries

Discover or build custom solutions to meet the needs of your industry, like healthcare, financial services, and more.

Financial Services Cloud	Available with
OmniStudio — 200,000 Additional Calls **$14,000**/org/month* Scale process automation with additional calls.	✔ Enterprise ✔ Unlimited
Business Rules Engine Calls — 100,000 Additional Calls **$14,000**/org/month* Configure sophisticated rating procedures with factor tables, functions, and arithmetic.	✔ Enterprise ✔ Unlimited
Flow Orchestration **$1**/orchestration run/org* Create multistep processes that interact with multiple users.	✔ Enterprise ✔ Unlimited
Anypoint Starter for Industry Clouds **$67,200**/instance/year Connect to legacy and third-party systems using industry-standard integrations with MuleSoft Direct for Financial Services Cloud.	✔ Gold
Financial Services Cloud Intelligence **$308**/user/month* Purpose-built analytics and AI for Financial Services Cloud.	✔ Enterprise ✔ Unlimited
CRM Analytics for Financial Services Cloud **$231**/user/month* Get prebuilt, customisable financial services-specific AI-powered analytics.	✔ Enterprise ✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

Industries

	Available with

Experience Cloud for Financial Services Cloud
$14/member/month* or **$5.60**/login/month*
Launch simple client-facing sites and portals that use industry
data models, components, flows, and templates.

✔ Enterprise
✔ Unlimited

Experience Cloud+ for Financial Services Cloud
$49/member/month* or **$21**/login/month*
Build robust client-facing sites and portals with full data sharing and reporting access.

✔ Enterprise
✔ Unlimited

External Apps+ for Financial Services Cloud
$105/member/month* or **$42**/login/month*
Build fully featured partner-facing sites and portals that use both the
sales and industry data models, components, flows, and templates.

✔ Enterprise
✔ Unlimited

Intelligent Document Reader
$0
Increase efficiency by automatically extracting forms data into Financial Services Cloud.

✔ Enterprise
✔ Unlimited

Einstein Relationship Insights
$70/user/month* for Starter or **$210**/user/month for Growth*
Book customer appointments with the right specialist at the right time and place.

✔ Enterprise
✔ Unlimited
✔ Performance

Salesforce Scheduler
$35/user/month* or **$21**/asset/month*
Book customer appointments with the right specialist at the right time and place.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Shield
30% of net spend
Meet compliance and industry regulations by protecting, monitoring, and retaining critical Salesforce data.

✔ Enterprise
✔ Unlimited

Digital Engagement
$105/user/month*
Reach customers across every digital channel.

✔ Enterprise
✔ Unlimited

Einstein Bots
$70/100 conversations/month*
Provide customers with intelligent, self-service bots that help place travel notifications and report lost credit cards. Requires Service UE or Digital Engagement.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth
$64,400/org/month*
Automate and analyse feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Starter
$18,900/org/month*
Improve customer experiences with unified feedback.

✔ Enterprise
✔ Unlimited

Customer Lifecycle Analytics
$231/user/month*
Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

Industries

	Available with

Salesforce Surveys Response Pack
$420/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✔ Enterprise
✔ Unlimited

Health Cloud

Home Health
Starting at **$70**/user/month*
Deliver connected healthcare experiences in the home.

✔ Enterprise
✔ Unlimited

Field Service
Starting at **$70**/user/month*
Empower field care providers with mobile patient management and optimise workforce scheduling.

✔ Enterprise
✔ Unlimited

Salesforce Scheduler
$35/user/month* or **$21**/asset/month*
Streamline scheduling for your patients, members, and employees to improve team productivity and customer engagement.

✔ Enterprise
✔ Unlimited

Health Cloud Intelligence
$308/user/month*
Purpose-built analytics and AI for Health Cloud.

✔ Enterprise
✔ Unlimited

CRM Analytics for Health Cloud
$231/user/month*
Get AI-powered insights with a complete intelligence platform for providers, payers, and medical devices.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Virtual Care
$0 (billed through AWS)
Improve access and lower costs with a connected virtual health experience.

✔ Enterprise
✔ Unlimited

Intelligent Document Reader
$0 (billed through AWS)
Automate manual data entry by extracting text from faxed documents and mapping that data to Salesforce records.

✔ Enterprise
✔ Unlimited

Medication Management
$105/user/month*
Automate drug reconciliation process during transitions in care.

✔ Enterprise
✔ Unlimited

Provider Network Management
$140/user/month*
Decrease provider onboarding time while increasing operational efficiency.

✔ Enterprise
✔ Unlimited

Distribution Management
$140/user/month*
Decrease channel partners onboarding time while increasing operational efficiency.

✔ Enterprise
✔ Unlimited

Benefit & Sales Administration — Individual, Family & Medicare
$175/user/month*
Unify health benefits administration from quote to renewal for Individual, Family, or Medicare members.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Benefit & Sales Administration — Groups
$245/user/month*
Optimise customer experiences and boost member engagement.

✔ Enterprise
✔ Unlimited

Rebate Management
$28,000/org/month*
Program approvals, rebate tiers and thresholds, rebate types, and payout periods in scalable platform.

✔ Enterprise
✔ Unlimited

OmniStudio - Additional Calls (2M)
$14,000/unit/month* (**$168k**/yr) (One SKU = one unit)*
Scale process automation with additional calls

✔ Enterprise
✔ Unlimited
✔ Performance

Business Rules Engine — Additional Calls
$14,000/unit/month* (**$168,000**/year) for 100,000 BRE calls/month* Scale process automation with additional calls.

✔ Enterprise
✔ Unlimited
✔ Performance

Advanced Therapy Management — Additional Capacity
$3,500/org/month*
500 additional patients per organisation.

✔ Enterprise
✔ Unlimited

Einstein Relationship Insights
$70/user/month* for Starter or **$210**/user/month for Growth*
Automate relationship discovery and visualise key networks with Einstein Relationship Insights.

✔ Enterprise
✔ Unlimited
✔ Performance

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*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

Data Cloud for Health

	Available with

Data Cloud Starter for Health

$151,200/org/year*
Bring real-time moments to every customer.

✔ Enterprise
✔ Unlimited

Unified Health Scoring

$14,000/org/month*
Understand the whole health of patients with real-time data.

✔ Enterprise
✔ Unlimited

Data Services

$1,400/100,000 credits*
Expand or replenish data services credits in addition to that provided with the starter pack.

✔ Enterprise
✔ Unlimited

Data Storage

$2,520/TB*
Additional storage from that provided with the starter pack.

✔ Enterprise
✔ Unlimited

Segmentations and Activations

$1,400/100,000 credits*
Purchase credits to create segments and send to activation targets.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

Experience Cloud for Health Cloud

	Available with

Experience Cloud for Health Cloud

$14/member/month* and **$5.60**/login/month*
Launch simple patient-facing sites that use industry data models, components, flows, and templates.

✔ Enterprise
✔ Unlimited

External Apps for Health Cloud

$105/member/month* or **$42**/login/month*
Work with partners on advanced sharing use cases, B2B use cases, opportunities, quotes, and much more.

✔ Enterprise
✔ Unlimited

Experience Cloud Plus for Health Cloud

$42/member/month* or **$21**/login/month*
Build robust patient-facing sites and portals with full data sharing and reporting access.

✔ Enterprise
✔ Unlimited

Mobile Publisher for Experience Cloud

$7/member or employee/month* or **$2.80**/login/month*
Coupled with the Health Cloud app template, create a secure patient community with a branded mobile app for iOS or Android.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

Industries

Manufacturing Cloud

	Available with

Experience Cloud for Manufacturing

$70/user/month*
Extend Salesforce to your ecosystem of customers and partners with prebuilt communities tailor-made for the manufacturing industry.

✔ Enterprise
✔ Unlimited

Manufacturing Cloud Intelligence

$308/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

CRM Analytics for Manufacturing Cloud

$231/user/month*
Surface actionable business insights and bring AI-powered intelligence and insights to day-to-day operations.

✔ Enterprise
✔ Unlimited

MuleSoft Anypoint Platform

Request a Quote
Synchronise your front and back office to drive predictable business performance.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth

$64,400/org/month*
Automate and analyse feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Salesforce Feedback Management — Starter

$18,900/org/month*
Improve customer experiences with unified feedback.

✓ Enterprise
✓ Unlimited

Salesforce Surveys Response Pack

$420/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✓ Enterprise
✓ Unlimited

OmniStudio - Additional Calls (2M)

$14,000/unit/month* ($168,000/yr) (One SKU = one unit)*
Scale process automation with additional calls

✓ Enterprise
✓ Unlimited
✓ Performance

Einstein Relationship Insights

$70/user/month* for Starter or $210/user/month for Growth*
Automate relationship discovery and visualise key networks
with Einstein Relationship Insights.

✓ Enterprise
✓ Unlimited
✓ Performance

Automotive Cloud

Experience Cloud for Automotive

$70/user/month*
Extend Salesforce to your ecosystem of customers and partners with prebuilt
communities tailor-made for the automotive industry

✓ Enterprise
✓ Unlimited

Automotive Cloud Intelligence

$308/user/month*
Get purpose-built analytics and AI-driven insights embedded where you work.

✓ Enterprise
✓ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

CRM Analytics for Automotive Cloud
$231/user/month*
Bring AI-powered intelligence and actionable business insights to your day-to-day

✔ Enterprise
✔ Unlimited

OmniStudio — Additional Calls (2M)
$14,000/unit/month* (**$168,000**/yr) (One SKU = one unit)*
Scale process automation with additional calls

✔ Enterprise
✔ Unlimited
✔ Performance

Einstein Relationship Insights
$70/user/month* for Starter or **$210**/user/month* for Growth*
Automate relationship discovery and visualise key networks.

✔ Enterprise
✔ Unlimited
✔ Performance

Consumer Goods

Territory Planning
$105/user/month*
Drive revenue growth with an advanced optimisation engine that balances territories and takes planning out of Excel.

✔ Enterprise
✔ Unlimited

Additional Custom Objects
$105/user/month*
Build additional apps on custom objects to realise greater business efficiency. Gives each licensed user access to up to 2,000 custom objects.

✔ Enterprise
✔ Unlimited

Planogram Compliance Images
Starting at **$5,600** for 1 million predictions*
Add additional predictions

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

Industries

	Available with

Digital Engagement
Starting at **$105***
Service your field reps in real time.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Growth
$64,400/org/month*
Automate and analyse feedback at every stage of a customer journey.

✔ Enterprise
✔ Unlimited

Salesforce Feedback Management — Starter
$18,900/org/month*
Improve customer experiences with unified feedback.

✔ Enterprise
✔ Unlimited

Customer Lifecycle Analytics
$231/user/month*
Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.

✔ Enterprise
✔ Unlimited

Consumer Goods Cloud Intelligence
$308/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

CRM Analytics for Consumer Goods Cloud
$231/user/month*
Get insights from prebuilt and customisable consumer goods-specific analytics and AI-augmented business intelligence. Customer Lifecycle Analytics is included in this add-on.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

Industries

Salesforce Surveys Response Pack

$420/1,000 responses*
Continue gathering feedback across all meaningful touchpoints.

✔ Enterprise
✔ Unlimited

Key Account Management

$70/user/month*
Manage partners and optimise revenue on a single platform.

✔ Enterprise
✔ Unlimited

Loyalty Management

$42,000/org/month*
Incentivise channel partners and distributors with a B2B loyalty program.

✔ Enterprise
✔ Unlimited

Rebates Management

$28,000/org/month*
Scale incentive programs and nurture partnerships with rebate management.

✔ Enterprise
✔ Unlimited

Experience Cloud for Consumer Goods

$14/user/month*
Deliver a digital commerce experience for your channel partners.

✔ Enterprise
✔ Unlimited

Einstein Relationship Insights

$70/user/month* for Starter or **$210**/user/month for Growth*
Automate relationship discovery and visualise key networks
with Einstein Relationship Insights.

✔ Enterprise
✔ Unlimited
✔ Performance

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

Industries

Net Zero Cloud

	Available with

CRM Analytics for Net Zero Cloud

$231/user/month*
Get faster to net zero with AI-powered insights and rich data visualization in executive-ready dashboards.

✓ Enterprise
✓ Unlimited
✓ Performance

External Engagement Management

$84,000/org/year*
Get access to the supplier data model and support for 50 external engagement ledgers.

✓ Enterprise
✓ Unlimited
✓ Performance

Net Zero Cloud User (500 users)

$84,000/org/year*
Get additional 500 permission set licenses for the Net Zero Cloud starter and growth SKUs.

✓ Enterprise
✓ Unlimited
✓ Performance

Salesforce Communications Cloud

Communications Cloud — B2B BSS Suite

$5.6 million/org/year*
Define B2B products, capture quotes and orders, and orchestrate fulfillment.

✓ Enterprise
✓ Unlimited

Communications Cloud — B2C BSS Suite

$5.6 million/org/year*
Define B2C products, capture orders, and orchestrate fulfillment.

✓ Enterprise
✓ Unlimited

Customer Community for Communications Cloud

$14/member/month*; **$5.60**/login/month*
Enable B2C and B2B customers to self-serve with a branded digital community.

✓ Enterprise
✓ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Customer Community Plus for Communications Cloud
$140/member/month;* **$56**/login/month*
Perform MACD operations, review quotes, browse, and order with branded B2B2C communities.

✓ Enterprise
✓ Unlimited

Partner Community for Communications Cloud
$210/member/month*; **$84**/login/month*
Enable partners to address service cases, coordinate fulfillment, and gauge usage with a branded community.

✓ Enterprise
✓ Unlimited

Communications Cloud Intelligence
$308/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✓ Enterprise
✓ Unlimited

CRM Analytics for Communications Cloud
$231/user/month*
Uncover communications-specific insights across negotiation, sales, and service.

✓ Enterprise
✓ Unlimited

Contract Lifecycle Management for Communications Cloud
$105/user/month*
Automate lifecycles across drafting, negotiation, execution, activation, and renewal.

✓ Enterprise
✓ Unlimited

Digital Commerce Gateway
$2.1 million/org/year*
Manage high order volumes through peak periods with APIs and scalable caching.

✓ Enterprise
✓ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Digital Commerce Gateway — API

$33,600/10 million APIs/year*
Increase API allowance for higher call volumes made to the
Digital Commerce Gateway.

✓ Enterprise
✓ Unlimited

Digital Commerce Gateway - Additional Cache

$126,000/10GB Cache/year*
Increase cache allowance for endpoint responses to reduce call volume
and improve of API latency.

✓ Enterprise
✓ Unlimited

Additional Orders — B2B BSS Suite (1,000 orders)

$16,800/1,000 B2B orders annually*
Additional orders for B2B BSS Suite.

✓ Enterprise
✓ Unlimited

Additional Orders — B2C BSS Suite (5,000 orders)

$16,800/5,000 B2C orders annually*
Additional orders for B2C BSS Suite

✓ Enterprise
✓ Unlimited

Einstein Relationship Insights

$70/user/month* for Starter or **$210**/user/month for Growth*
Automate relationship discovery and visualise key networks
with Einstein Relationship Insights.

✓ Enterprise
✓ Unlimited
✓ Performance

Salesforce Feedback Management — Growth

$64,400/org/month*
Automate and analyse feedback at every stage of a customer journey.

✓ Enterprise
✓ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with
Salesforce Feedback Management — Starter **$18,900**/org/month* Improve customer experiences with unified feedback.	✔ Enterprise ✔ Unlimited
Customer Lifecycle Analytics **$231**/user/month* Powered by CRM Analytics, dive deeper into survey performance and response data. Requires Salesforce Surveys response pack.	✔ Enterprise ✔ Unlimited
Salesforce Surveys Response Pack **$420**/1,000 responses* Continue gathering feedback across all meaningful touchpoints.	✔ Enterprise ✔ Unlimited
Salesforce Scheduler **$35**/user/month* or $21 asset/month* Manage virtual or in-person appointments from anywhere.	✔ Enterprise ✔ Unlimited

Salesforce Energy & Utilities Cloud

Salesforce Field Service Plus for Energy & Utilities Cloud **$350/**user/month* Give technicians and dispatchers versatile field service tools with Energy & Utilities data models and integrations.	✔ Enterprise ✔ Unlimited
Energy & Utilities Cloud Intelligence **$308**/user/month* Get purpose-built analytics and AI-driven insights embedded in the flow of work.	✔ Enterprise ✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

CRM Analytics for Energy & Utilities Cloud

$165/user/month*

Get prebuilt, customisable Energy & Utilities-specific AI-powered analytics.

✔ Enterprise
✔ Unlimited

Salesforce Field Service Contractor Plus for Energy & Utilities Cloud

$100/user/month*

Give contractors and third-party resources access to work orders, cases, and contracts with built-in Energy & Utilities data models and integrations.

Customer Community for Energy & Utilities Cloud

$10/member/month*; **$4**/login/month*

Enable B2C and B2B customers to self-serve with a branded digital community.

✔ Enterprise
✔ Unlimited

Customer Community Plus for Energy & Utilities Cloud

$35/member/month*; **$15**/login/month*

Enable B2C and B2B customers to self-serve and browse products and services in a branded digital community.

✔ Enterprise
✔ Unlimited

Partner Community for Energy & Utilities Cloud

$70/member/month*; **$28**/login/month*

Give partners a full view of services and products, preferences, usage, account history, and even access to sales or service specific applications.

✔ Enterprise
✔ Unlimited

Contract Lifecycle Management for Energy & Utilities Cloud

$105/user/month*

Automate lifecycles across drafting, negotiation, execution, activation, and renewal.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

salesforce

Industries

	Available with

Enterprise Product Catalog for Energy & Utilities Cloud
$105/user/month*
Quickly create, launch, and update products, bundles, and services from reusable components.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway
$2.1/million/org/year*
Manage high order volumes through peak periods with APIs and scalable caching.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway - API
$33,600/10 million APIs/year*
Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway — Additional Cache
$126,000/10GB Cache/year*
Increase cache allowance for endpoint responses to reduce call volume and improve of API latency.

✔ Enterprise
✔ Unlimited

B2B Order Management for Energy & Utilities Cloud
$16,800/1,000 B2B orders annually*
Automate the offer and enrollment processes, reduce configuration and fulfillment costs, and keep up with dynamic offerings. 1,000 B2B orders.

✔ Enterprise
✔ Unlimited

B2C Order Management for Energy & Utilities Cloud
$16,800/5,000 B2C orders annually*
Automate offer and enrollment processes, reduce configuration and fulfillment costs, and keep up with dynamic offerings. 5,000 B2C orders.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
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All prices in AUD.

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Industries

Salesforce Media Cloud

	Available with

Media Cloud — Subscriber Lifecycle Management
$105/user/month*
Rapidly launch and monetise B2C and B2B subscription services.

✔ Media Cloud Advanced

Media Cloud — Advertising Sales Management
$140/user/month*
Maximise ad sales with centralized planning, execution, and measurement on a converged platform.

✔ Media Cloud Advanced

Customer Community for Media Cloud
$14/member/month*; **$5.60**/login/month*
Enable B2C and B2B customers to self-serve with a branded digital community.

✔ Enterprise
✔ Unlimited

Customer Community Plus for Media Cloud
$140/member/month*; **$56**/login/month*
Enable B2C and B2B customers to make account changes, review quotes, and browse and order with a branded community.

✔ Enterprise
✔ Unlimited

Partner Community Plus for Media Cloud
$210/member/month*; **$84**/login/month*
Enable partners with a complete view of customers' active services and interaction history.

✔ Enterprise
✔ Unlimited

Contract Lifecycle Management for Media Cloud
$105/user/month*
Speed contract authoring, approvals, redlining, and digital signatures.

✔ Enterprise
✔ Unlimited

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***Per user products require an annual contract and are billed annually.
All prices in AUD.

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Industries

	Available with

Media Cloud Intelligence
$308/user/month*
Get purpose-built analytics and AI-driven insights embedded in the flow of work.

✔ Enterprise
✔ Unlimited

CRM Analytics for Media Cloud
$231/user/month*
Get prebuilt, customisable, media-specific, AI-powered analytics.

✔ Enterprise
✔ Unlimited

Enterprise Product Catalog
$105/user/month*
Flexibly capture product and pricing requirements and fast-track new launches.

✔ Media Cloud Advanced

Digital Commerce Gateway
$2.1 million org/year*
Manage high order volumes through peak periods with APIs and scalable caching.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway — API
$33,600/10 million APIs/year*
Increase API allowance for higher call volumes made to the Digital Commerce Gateway.

✔ Enterprise
✔ Unlimited

Digital Commerce Gateway — Additional Cache
$126,000/10GB Cache/year*Increase cache allowance for endpoint responses to reduce call volume
and improve of API latency.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
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All prices in AUD.

Industries

	Available with

Marketing Cloud Intelligence
Plus License: **$504,000**/year, Media Transparency Centre: **20%** of Plus License
+ additional rows, API User: **$1,400**/user/month
Automate your campaign analytics, performance, and revenue pacing.

✔ Media Cloud Advanced

Industries Order Management — B2B
$16,800/1,000 B2B orders annually*
Get catalog-driven, cloud-based order fulfillment for B2B media providers.

✔ Media Cloud Advanced

Industries Order Management — B2C
$16,800 /5,000 B2C orders annually*
Get catalog-driven, cloud-based order fulfillment for B2C media providers.

✔ Subscriber Lifecycle Management

Salesforce Public Sector Foundation

Public Sector Application Forms - Individual (1,000)
Starting at **$7,000**/1,000 individual application units*
Help citizens find, complete, and check status for licensing and permitting online.

✔ Enterprise
✔ Unlimited

Public Sector Application Forms - Business (1,000)
Starting at **$14,000**/1,000 business application units*
Help citizens find, complete, and check status for licensing and permitting online.

✔ Enterprise
✔ Unlimited

Public Benefit Assistance
Starting at **$28**/participant/month*
Match eligible individuals to the right government benefits faster.

✔ Enterprise
✔ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
***Per user products require an annual contract and are billed annually.
All prices in AUD.

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Industries

	Available with
Employee Experience for Public Sector Starting at **$21**/user/month*** Empower employees to focus on their mission.	✓ Advanced Enterprise ✓ Unlimited
Customer Community for Public Sector **$14**/user/month or **$5.60**/login/month*** Provide a "digital front door" for constituents.	✓ Enterprise ✓ Unlimited
Customer Community Plus for Public Sector **$49**/user/month or **$21**/login/month*** Provide a "digital front door" for constituents.	✓ Enterprise ✓ Unlimited
Digital Engagement **$105**/user/month*** Reach customers across every digital channel.	✓ Enterprise ✓ Unlimited
CRM Analytics for Public Sector **$231**/user/month* Get prebuilt, customisable public sector-specific analytics.	✓ Enterprise ✓ Unlimited

*Total cost billed annually.
**Must be purchased for all participants covered by the benefit under the law.
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All prices in AUD.

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Success

Further your current success plan with additional guidance and support for your custom Salesforce solution.

	Available with

Premier Success Plan
30% of net price
Get additional expert help, adoption guidance, coaching, and live support.

✔ Professional
✔ Enterprise
✔ Unlimited

Signature Success Plan
Custom Pricing
Add proactive account and incident management, event readiness, and more.

✔ Professional
✔ Enterprise
✔ Unlimited

* Total cost billed annually.
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