



Imagination You Can Use

Salesforce.com User & Developer Conference • San Francisco, CA • September 16–19, 2007

AGENDA-AT-A-GLANCE

Monday, September 17

| | Admin I: Getting Started | Admin II: Advancing to the Next Level | Admin III: Expanding into New Areas | Marketing I: Building the Funnel | Marketing II: Advanced Strategies | Sales I: Pipeline Basics | Sales II: Advanced Strategies |
|---------------------------|---|--|---|--|---|---|---|
| 11:30 a.m.– 12:30 p.m. | Public or Private? Getting Started with Security Esplanade 310 | A Method to the Madness Esplanade 307 | Salesforce Platform, Choose Your Own Adventure Esplanade 306/308 | Marketing in a Google Era North 131 | Bridging the Sales and Marketing Divide North 133 | Forecasting Excellence: How to Achieve Pipeline Visibility and Forecast Accuracy North 121 | Sales and Marketing United North 134 |
| 3:45 p.m.– 4:45 p.m. | Winning Over Sales! Esplanade 310 | Where's the Cash in Your Lead to Cash Process? Esplanade 307 | Hands-On: Summer '07 for Administrators South 103 | Best Practices for Lead Management North 131 | Marketing on the Front Lines: Making Your Messages Work in the Field North 133 | Turn "B" Reps into A-Level Performers North 121 | Maximizing Channel ROI: The Importance of Collaboration to High-Tech Selling North 134 |
| 5:00 p.m.– 6:00 p.m. | Hands-On: Introduction to Salesforce Administration South 103 | Sneak Attack: Getting Users Addicted Without Them Knowing Esplanade 307 | Leveraging Approvals to the Fullest Esplanade 306/308 | Your Web Site: The Hub of Marketing North 131 | What's Next: 21st Century Lead Cultivation North 133 | Expanding the Portfolio North 121 | Sales Leadership Panel North 134 |

Tuesday, September 18

| | Admin I: Getting Started | Admin II: Advancing to the Next Level | Admin III: Expanding into New Areas | Marketing I: Building the Funnel | Marketing II: Advanced Strategies | Sales I: Pipeline Basics | Sales II: Advanced Strategies |
|---------------------------|--|--|---|---|--|---|---|
| 11:15 a.m.– 12:15 p.m. | Data Data Everywhere! Esplanade 310 | Platform Roadmap: Administrator Tools of the Future Esplanade 307 | Proven Techniques for Salesforce Integration Esplanade 306/308 | Campaigns to Cash: Best Practices for Tracking Campaign Effectiveness North 131 | Hands-On: Search Campaign Success with Google AdWords South 103 | Hands-On: Territory Management South 104 | Salesforce and Business Intelligence on Demand North 134 |
| 1:15 p.m.– 2:15 p.m. | Adoption: Get on the Right Track, Right Away Esplanade 310 | Hands-On: Summer '07 for Administrators South 103 | Territory Management for Admins Esplanade 306/308 | Hands-On: The AppExchange for Marketing South 104 | Extreme Measurement: Proving Marketing's Return North 133 | Best Practices for Crushing Your Quotas North 121 | The Cure for Sales Information Overload: How to Empower Reps to Win More Deals North 134 |
| 2:30 p.m.– 3:30 p.m. | Getting Started with Field Validation and Calculated Fields Esplanade 310 | Building Blocks: Extending What's Already There Esplanade 307 | Your Project Stuck in IT? Mash It Yourself. Esplanade 306/308 | Measuring Your Marketing: Getting the Most Out of Reporting and Dashboards North 131 | Inside Successforce.com: How to Build a Successful Online Community North 133 | What to Know When Going Mobile North 121 | Hands-On: Team Performance Improvement South 104 |
| 3:45 p.m.– 4:45 p.m. | Upwardly Mobile: Getting Started with Salesforce Mobile Esplanade 310 | Bring It Back: How and Where You Should Look to Integrate Esplanade 307 | Applied Data Quality Esplanade 306/308 | Salesforce for Google AdWords: The Basics North 131 | Data Quality: Who Doesn't Want It? North 133 | White Space Analysis (Upsell/Cross-Sell) North 121 | Lower Costs AND Drive Big Deals: Salesforce Mobile North 134 |

Wednesday, September 19

| | Admin I: Getting Started | Admin II: Advancing to the Next Level | Admin III: Expanding into New Areas | Marketing I: Building the Funnel | Marketing II: Advanced Strategies | Sales I: Pipeline Basics | Sales II: Advanced Strategies |
|---------------------------|---|--|---|---|--|--|--|
| 9:00 a.m.– 10:00 a.m. | Seeing the Forest: Getting Started with Dashboards Esplanade 310 | Going Global: How to Take Your Implementation International Esplanade 307 | Hands-On: Salesforce Mobile South 102 | Customer Satisfaction Surveys: Feedback Drives Success North 131 | Advanced Search Engine Marketing North 133 | Managing Problem Clients North 121 | Product Roadmap: Sneak Peek into the Future North 134 |
| 10:15 a.m.– 11:15 a.m. | Getting Started with Custom Objects Esplanade 310 | S-Controls and Other Techie Stuff Esplanade 307 | Sandbox and Change Management Esplanade 306/308 | List Building and Email Marketing North 131 | Advanced Segmentation and Reporting North 133 | Product Roadmap: Sneak Peek into the Future North 121 | Visibility and Control with Sales Analytics North 134 |
| 11:30 a.m.– 12:30 p.m. | Improving Your Outlook: Getting Started with Outlook Edition Esplanade 310 | Portal Mania: Extending Through the Web Esplanade 307 | Internationalization: The Multis Esplanade 306/308 | How Salesforce.com Uses Salesforce North 131 | How Salesforce.com Uses Salesforce North 131 | Driving Sales Productivity with Connect Outlook North 121 | Enhanced Selling with the AppExchange North 134 |



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Monday, September 17

| | Sales: Operations and Performance | Sales: Channel and Partner Management | Sales: Million Dollar Producer | Customer Service I: Becoming Customer-Centric | Customer Service II: Advanced Strategies | Best Practices: Global Enterprise | Exec: C-Level Strategy |
|-----------------------|--|--|--|--|---|--|--|
| 11:30 a.m.–12:30 p.m. | Account Planning: How to Manage Strategic Accounts Using Salesforce North 124 | Keynote: What Do Partners Really Want from Their Vendors? North 123 | Supercharge Sales Results by Optimizing Quotas, Territories, and Incentives North 111 | Keynote: Customer Service in the Web 2.0 Era Esplanade 300 | Keynote: Customer Service in the Web 2.0 Era Esplanade 300 | Global Enterprise Best Practices: The 7 Domains North 132 | Driving Business Strategy: Key Techniques for Mapping the Big Picture North 120 |
| 3:45 p.m.–4:45 p.m. | Optimizing Sales Operations with Sales Performance Management North 124 | Drive ROI and Revenues with Partner Leads North 123 | Here's What My Million Dollar Rep *Really* Did... North 111 | Using the New Salesforce Customer Portal for Customer Support Esplanade 300 | Best Practices for Implementing Salesforce for Service & Support Esplanade 302 | Domain 1: Vision and Strategy North 132 | Seed & Grow: Take Rollout Success Viral North 120 |
| 5:00 p.m.–6:00 p.m. | Performance Measurement and Executive Dashboards North 124 | Adoption Strategies for Channel Success North 123 | Why Asking the Right Questions Matters North 111 Hands-On: Executive Reports and Dashboards South 104 | CTI: Ringing in Customer Loyalty Esplanade 300 | | Domain 2: Business Metrics North 132 | The Agile Enterprise: Enabling Business Results and Innovation Through SaaS North 120 |

Tuesday, September 18

| | Sales: Operations and Performance | Sales: Channel and Partner Management | Sales: Million Dollar Producer / HR, Finance, and Admin: Backoffice On-Demand | Customer Service I: Becoming Customer-Centric | Customer Service II: Advanced Strategies | Best Practices: Global Enterprise | Exec: C-Level Strategy/ Best Practices: SMB |
|-----------------------|--|---|--|--|--|---|---|
| 11:15 a.m.–12:15 p.m. | Hands-On: S-Controls and Buttons South 102 | Optimize Channel Coverage and Partner Loyalty with Deal Registration North 123 | Strategic Account Planning North 111 | Running a World-Class B2C Call Center with Salesforce Call Center Esplanade 300 | Best Practices for Measuring Critical Support Metrics Esplanade 302 | Domain 3: Adoption North 132 | Working Better Together: Improving Business-IT Collaboration North 120 |
| 1:15 p.m.–2:15 p.m. | Leveraging Salesforce Data to Define Territories and Strategies North 124 | Change Management and Partners North 123 | Dirty Secrets of the Million Dollar W2 North 111 | Service & Support: Good Starts that Lead to Project Success Esplanade 300 | Unleashing Salesforce for Service & Support: Wireless Use Cases Esplanade 302 | Domain 4: Sponsorship and Governance North 132 | Simplification and Standardization Using SaaS North 120 |
| 2:30 p.m.–3:30 p.m. | Photocopy Your Best North 124 | Taking PRM to the Next Level North 123 | Human Resources and Recruiting on Demand North 111 | Hands-On: Service & Support Administration South 103 | Service & Support Roadmap Esplanade 302 | Domain 5: Roadmap North 132 | Driving Cultural Changes with SaaS North 120 |
| 3:45 p.m.–4:45 p.m. | Best Practices Around Administrating Salesforce North 124 | Hands-On: Partner Relationship Management South 102 | Building Your Recruiting Pipeline: Taking a Page (or two) from the Sales Playbook North 111 | Turn Customer Support from Cost Center to Competitive Advantage Esplanade 300 | Innovation Through Community Esplanade 302 | Global Enterprise Best Practices: Customer Panel North 132 | Increasing Sales Effectiveness in a Small Business North 120 |

Wednesday, September 19

| | Sales: Operations and Performance | Sales: Channel and Partner Management | HR, Finance, and Admin: Backoffice On-Demand | Customer Service I: Becoming Customer-Centric | Customer Service II: Advanced Strategies | Best Practices: Global Enterprise | Best Practices: SMB |
|-----------------------|--|--|---|--|---|---|---|
| 9:00 a.m.–10:00 a.m. | How Salesforce.com Uses Salesforce to Manage Pipeline and Forecast North 124 | PRM Implementation Success Factors North 123 | Hands-On: The AppExchange for HR South 103 | | How Salesforce.com Uses Salesforce for Service & Support Esplanade 302 | Domain 7: Technology North 132 | Get Smart About Your Customers North 120 |
| 10:15 a.m.–11:15 a.m. | How to Effectively Leverage the AppExchange North 124 | How Salesforce.com Manages Its Partner and Referral Program North 123 | Leveraging Salesforce for Effective Talent Relationship Management North 111 | Small Business, Big Footprint Esplanade 300 | Roundtable with the Service & Support Pros Esplanade 302 | Hands-On: Executive Reports and Dashboards South 102 | Running Your Entire Business on Demand North 120 |
| 11:30 a.m.–12:30 p.m. | A Behind-the-Scenes Look at How We Built the Quote-to-Order Process North 124 | PRM Product Road Map North 123 | Alleviate Contract Complexity—Starting Now! North 111 | Service & Support Roadmap Esplanade 300 | Hands-On: The AppExchange for Service Executives South 102 | Domain 6: Process North 132 | Free Publicity! Lessons from the Experts at Salesforce.com North 120 |



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Monday, September 17

| | IT Exec: Chief Innovation Officer | Developer: Platform Fundamentals | Developer: Apex & Beyond | Developer: From Admin to App Builder | Industry Focus | Industry Focus | Industry Focus |
|-----------------------|---|--|--|--|---|---|---|
| 11:30 a.m.–12:30 p.m. | On-Demand Best Practices from the Salesforce.com CIO North 130 | Platform State of the Union Esplanade 303/305 | Platform State of the Union Esplanade 303/305 | Apps for Admins: Real-World Apps Built by Fellow Admins Esplanade 304 | <i>(Financial Services)</i> Transforming Wealth Management North 122 | <i>(High-Tech)</i> On-Demand Success in the Software Industry North 112 | |
| 3:45 p.m.–4:45 p.m. | Automating Governance and Compliance with On-Demand North 130 | The Salesforce Platform: Application Framework Overview Esplanade 305 | Deep Dive: Breakthrough Platform Technology TBA Esplanade 303 | Hands-On: Extending Salesforce with Custom Applications South 102 | <i>(Financial Services)</i> Modeling Financial Services Business Processes North 122 | <i>(High-Tech)</i> High-Tech Channel Management Best Practices North 112 | <i>(Nonprofit, Government and Education)</i> Hands-On: Getting Started in the Salesforce.com Nonprofit Community South 104 |
| 5:00 p.m.–6:00 p.m. | IT 2.0 with the AppExchange North 130 | Getting Started with Apex Esplanade 305 | Salesforce SOA Deep Dive Esplanade 303 Hands-On: Salesforce API South 102 | End-to-End Applications Built Using the Salesforce Platform Esplanade 304 | <i>(Financial Services)</i> Best Practices: Big Data Volumes in Financial Services North 122 | <i>(High-Tech)</i> Manufacturing: Avoiding Ugly Surprises North 112 | |

Tuesday, September 18

| | IT Exec: Chief Innovation Officer | Developer: Platform Fundamentals | Developer: Apex & Beyond | Developer: From Admin to App Builder / AppExchange Entrepreneurs | Industry Focus | Industry Focus | Industry Focus |
|-----------------------|--|---|--|--|--|--|--|
| 11:15 a.m.–12:15 p.m. | Why CIOs Are Rapidly Adopting an Appliance Approach to Salesforce Integration North 130 | Getting started with the Latest Breakthrough Platform Technology TBA Esplanade 305 | Apex Deep Dive: Tools & Techniques for Advanced Programmers Esplanade 303 | Designing for Data: Best Practices for App Builders Esplanade 304 | <i>(Financial Services)</i> Accelerated Lending on Demand North 122 | <i>(High-Tech)</i> Community-Driven Innovation North 112 | <i>(Nonprofit, Government and Education)</i> The Power of Us: Share Your Strength North 121 |
| 1:15 p.m.–2:15 p.m. | Chief Innovation Officer Roundtable North 130 | Hands-On: S-Controls and Buttons South 102 | Building the Ultimate Google & Salesforce Mashup Esplanade 303 | Build Smarter Apps: Harnessing the Power of Formulas & Workflow Esplanade 304 | <i>(Financial Services)</i> Building Your Life Insurance Business with Salesforce North 122 | <i>(High-Tech)</i> Competitive Advantage in High-Tech Manufacturing thru Flexibility and Visibility North 112 | <i>(Nonprofit, Government and Education)</i> Making the World a Better Place with On-Demand North 131 |
| 2:30 p.m.–3:30 p.m. | Demystifying ERP Integration North 130 | AppExchange and WebEx Connect Esplanade 305 Hands-On: Apex South 102 | On-Demand Development Lifecycle & Tools Esplanade 303 | On-Demand Venture Initiation: Building a Company "the Salesforce Way" Esplanade 304 | <i>(Financial Services)</i> Managing P&C Distribution with Salesforce North 122 | <i>(High-Tech)</i> Sell More, Faster with Integrated On-Demand Sales Quoting Tools North 134 | <i>(Media & Communications)</i> Best Practices: Empowering Sales Teams in Media North 112 |
| 3:45 p.m.–4:45 p.m. | Developing an SOA Strategy North 130 | Powering 100 Million Transactions per Day: Behind-the-Scenes at Salesforce.com Esplanade 305 | Developing on Salesforce Using PHP Esplanade 303 | Scaling Success: Using AppStore to Automate Your On-Demand Company Esplanade 304 | | <i>(Media & Communications)</i> How to Drive Ad Sales in a Mixed-Media World North 112 | <i>(Nonprofit, Government and Education)</i> Salesforce 101: Education on Demand North 122 |

Wednesday, September 19

| | IT Exec: Chief Innovation Officer | Developer: Platform Fundamentals | Developer: Apex & Beyond | Developer: AppExchange Entrepreneurs | Industry Focus | Industry Focus |
|-----------------------|---|---|---|---|----------------|--|
| 9:00 a.m.–10:00 a.m. | Building New Apps on the Salesforce Platform North 130 | Pizza, Beer, and Building Mobile Apps: What's Not to Love? Esplanade 305 | Flex Your Apps: Using the Flex Toolkit to Develop Rich UIs for Salesforce Apps Esplanade 303 | Packaging & Deployment: Sharing and Distributing Your Apps Esplanade 304 | | <i>(Media & Communications)</i> Driving B2B Sales in Communications North 112 <i>(Nonprofit, Government and Education)</i> Government on Demand North 122 |
| 10:15 a.m.–11:15 a.m. | Enterprise 2.0 Applications: Why You Should Encourage Socializing on the Job North 130 | Enterprise Integration: Combining the Salesforce Platform with Your Architecture Esplanade 305 | Make Your App *Bling*: Build Amazing Salesforce Apps Using Adobe Technologies Esplanade 303 | Zero to AppExchange in 60 Minutes Esplanade 304 | | <i>(Nonprofit, Government and Education)</i> AppExchange for Nonprofit, Government and Education North 122 |
| 11:30 a.m.–12:30 p.m. | Salesforce.com Security Best Practices North 130 | Meet the Developers Esplanade 303 | Meet the Developers Esplanade 303 | From Garage to Glory: Secret Tips & Techniques of Top AppExchange Developers Esplanade 304 | | <i>(Nonprofit, Government and Education)</i> Best Practices: Reporting on Social Impact North 122 |