

## Enterprise Edition

### Customizable CRM for Companies of Any Size

- :: Integrated, robust sales force, support, and marketing features unify business processes
- :: Web-based system requires no software
- :: Significant, fast ROI
- :: Rapid deployment across multiple departments and locations
- :: Simple AppExchange API expedites integration with existing applications from Oracle, SAP, and others
- :: Accommodates complex processes, workflow, product line forecasting, revenue allocation, and more
- :: Summer '06 additions include Advanced Call Scripting; Lead History Tracking; Service Entitlements; new AppExchange Mobile capabilities; and a license option for Salesforce PRM, for integrated, full-pipeline view of internal and external sales channels

“Enterprise Edition innovatively challenges the conventional wisdom that enterprise applications are complex, expensive, and hard to implement.”

— Denis Pombriant  
Beagle Research Group

### Complex Business Processes Made Simple

Business success is fueled by long-lasting customer relationships. That's why salesforce.com pioneered the first integrated, on-demand CRM solution that allows companies to focus on attracting, growing, and retaining customers instead of managing software technology. Built on an innovative on-demand platform, **Enterprise Edition** supports a multitude of systems, transforming complex business processes into one simple solution.

With CRM voted by *InfoWorld* as Technology of the Year for CRM three years running, salesforce.com has more than 24,800 customer companies worldwide using Salesforce to grow revenues, reduce expenses, and increase customer satisfaction. Successful organizations around the world and across industries—including SunTrust Banks, Bell Canada, Air Products, Staples, Innovex, Avis Budget Car Rental, Hotel Nikko Tokyo, and Hutchison Telecommunications (Australia) Limited—use Enterprise Edition.

### Web Simplicity Meets Robust Functionality

The first CRM product of its kind, Enterprise Edition combines the best of both worlds: the immediate deployment and low cost of Web services and the robust functionality of traditional enterprise systems.

Designed for larger, more-complex businesses, Enterprise Edition allows you to easily simplify your most complex customer operations through a single online solution that can be rapidly deployed across multiple departments and multiple locations.

### Advanced Capabilities, No Software Needed

Enterprise Edition offers advanced sales force automation, customer service and support, and marketing automation features that integrate with even the most complex organizations. With support for multiple divisions and processes, workflow automation, product line forecasting, revenue allocation, and more, Enterprise Edition flexibly supports all the complexities of large companies—without costly technology investments.

Without purchasing a single line of code, you get an effective, complete CRM solution at a fraction of the cost of conventional software. This translates into quick ROI. In fact, most salesforce.com customers achieve significant ROI within two months. And our customers typically report ROI metrics of 300 percent or more in the first year.

Accessible from anywhere in the world via a standard Web browser, Salesforce applications require little training and can be implemented in days rather than the months or years required by conventional CRM software. And because they are so easy to learn and use, adoption rates regularly top 90 percent, increasing productivity and profitability.

### Harness the Power of the AppExchange

The AppExchange, salesforce.com's powerful platform for building, customizing, and sharing on-demand applications quickly and easily, also provides an extensive directory of partner applications for extending Salesforce with custom solutions that build on Enterprise Edition's powerful CRM foundation.

### Key Benefits

Enterprise Edition benefits include:

- :: **Sales Force Automation:** Makes your pipeline transparent, enabling instant and accurate revenue forecasting to maximize revenues and cut operational costs; accommodates collaborative efforts that transform prospects into profitable customers.
- :: **Partner Relationship Management:** Salesforce PRM, available as of Summer '06 as a license option in Enterprise Edition, integrates with Salesforce SFA for full visibility and consolidated management across all internal sales and external partner sales channels. Expand your business success by helping partners succeed: Fully customizable portals allow partners to collaborate on deals and easily locate information.
- :: **Customer Service and Support:** Provides systematic case tracking and management, allowing you to automatically capture, route, and escalate cases based on business rules, leading to improved customer satisfaction.

- :: **Marketing Automation:** Empowers you to manage multichannel campaigns and provide up-to-date messaging to sales. Automated lead hand-off and real-time analytics and reporting give marketers the tools to evaluate results and adjust campaigns to maximize their effectiveness
- :: **Reporting and Analysis:** Standard or customized reports provide valuable insight into the health of your customer relationships, and ultimately into your business. With Salesforce's intuitive interface, anyone in your organization can create new reports on the fly.
- :: **Secure, Scalable Online Infrastructure:** Real-time, 24/7 access from anywhere in the world via a standard Web browser, with economies of scale to support hundreds of thousands of users and security that exceeds the most stringent security, performance, and reliability standards.
- :: **AppExchange API:** [Integrate](#) Enterprise Edition with your existing applications by using standard XML and SOAP interfaces, or plug the salesforce.com TIBCO Integration Server between Salesforce and legacy applications.
- :: **Offline and Optional AppExchange Mobile Support:** Offline and wireless capabilities via BlackBerries, PDAs, and disconnected laptops boost productivity for mobile workers. Staff can make updates from the road with ease so your entire company always has the most current information.
- :: **Advanced Tools for Large-Scale Deployment:** Easily manage even the largest, most complex rollout. Administrators' Console provides administrators and IT staff with tools for deploying and maintaining thousands of users, while giving more granular control over individual users' permissions.
- :: **Easy Customization:** With the AppExchange, you can [customize](#) Salesforce by creating custom apps, renaming existing apps, and more. IT teams can use tools to easily extend Salesforce or to build and deliver new applications. With Enterprise Edition, you can have a total of 200 custom objects (up from 50 in Professional Edition) and 25 custom tabs (up from 10 in Professional Edition).
- :: **Expanding Possibilities:** The AppExchange ([www.appexchange.com](http://www.appexchange.com)) gives you access to hundreds of useful applications that extend the value of your CRM investment.

*Also new in Summer '06:*

- :: **Service Entitlements:** Determine what level of service customers are entitled to, understand how well they meet their service level commitments, and better manage their service quality.
- :: **Advanced Call Scripting:** Agents receive branching scripts; question-and-answer coaching; and answer scoring to help qualify leads, up-sell and cross-sell products and services, and resolve or escalate cases.
- :: **Lead History Tracking:** Provides insight into improving business workflow and processes; reps are more informed about a lead's history and companies can review and track changes made over time.
- :: **Salesforce Connector for SAP R/3:** Available upon request to Enterprise Edition customers, Salesforce Connector for SAP R/3 quickly integrates your Salesforce information with SAP records to consolidate CRM and back-end data in one location. (*Salesforce Connector for SAP R/3 is scheduled for availability July 30, 2006; license fees apply to Enterprise Edition customers.*)

### Getting Started with Customizable Enterprise-Strength CRM

Enterprise Edition gives companies of every size the power and flexibility of a custom-built enterprise CRM solution with the immediacy and value of on-demand. To take the next step toward CRM success, point your Web browser to [www.salesforce.com](http://www.salesforce.com) to visit our Demo Center, read about customers succeeding with Enterprise Edition, or request information from a salesforce.com representative.

#### For More Information

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

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