

Selecting the Right Salesforce.com Edition

“Unlimited Edition gives companies the flexibility to turn salesforce.com’s AppExchange vision into reality. Now it’s easier than ever to run your entire business on demand.”

— Denis Pombriant
Beagle Research Group LLC

Find the Perfect CRM Solution for Your Unique Business Needs

Whether you want a solution for your first foray into CRM or a comprehensive system that adapts to fit your unique business, salesforce.com has the perfect solution for you. All our solutions benefit from 20 generations of innovative development and a user experience that is second to none.

The right edition for your business depends on the size of your team, which CRM components you need, and the level of customization and integration you require. Best of all, you can choose the edition that best fits your business needs today, with the confidence that comes from a seamless upgrade path, allowing your Salesforce solution to easily grow with your business.

Unlimited Edition

Run your entire enterprise on The Business Web™

Unlimited Edition is salesforce.com’s flagship solution for maximizing CRM success and The Business Web—and extending it across the enterprise. Now you can go beyond CRM to deliver all your processes and systems on demand, eliminating the cost and burden of custom-built applications.

Unlimited Edition offers new levels of flexibility that meet even the most sophisticated requirements. In addition to exclusive features available only in Unlimited Edition, this package bundles several add-on features at a cost savings of 50 percent over adding them separately.

Unlimited Edition is the ultimate in flexibility, including all the features of Enterprise Edition plus new levels of customization and extension possibilities, no limits on application installations from the AppExchange, the one-of-a-kind Salesforce Sandbox application environment, mobile accessibility with Apex Mobile, Premier Support and Administration, and more storage.

Enterprise Edition

Advanced CRM for even the most complex enterprises

Enterprise Edition provides the extensibility that the world’s largest organizations need, deploying rapidly across multiple departments and divisions, seamlessly integrating with other corporate systems, and encompassing the most complex customer operations. 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.

Enterprise Edition customers enjoy advanced CRM features, including: extensive customization and integration capabilities; a platform for IT teams to extend CRM and create new applications; support for multiple divisions and processes; workflow automation; sophisticated security and sharing functionality; the Salesforce PRM option, for complete SFA/PRM integration and visibility across your company’s entire direct and indirect sales pipeline; and much more.

Professional Edition

The world’s most popular CRM

Professional Edition offers companies of all sizes a comprehensive CRM suite for managing every aspect of the customer lifecycle. With unlimited scalability plus essential customization, security, and sharing controls, Professional Edition provides power without complexity. Whether you’re a small business with big ambitions or a larger organization with dispersed employees and offices, Professional Edition is an attractive CRM choice and an unbeatable value.

Group Edition

Effortless CRM for five or fewer users

Group Edition is the best way for small teams to collaborate and manage customer relationships. All users share important customer data, making it the perfect solution for basic sales automation, account management, and reporting. There’s no easier way for your team to get started with CRM.

Salesforce.com Edition Feature Comparison

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
User Limit	5 Users	None	None	None
Standard Training and Support	Included	Included	Included	Premium Included ¹
Storage per User	1GB Total	>1GB or 20MB/User	>1GB or 20MB/User	>1GB or 120MB /User



Sales Force Automation

Advanced Call Scripting			✓ ²	✓ ²
Account, Contact, Opportunity, and Activity Management	✓	✓	✓	✓
Recurring Events	✓	✓	✓	✓
Customizable Forecasting		✓	✓	✓
Product Catalog		\$	✓	✓
Revenue Schedule Management		\$	✓	✓
Business Process-Driven Alerts		✓	✓	✓
Integration with Third-Party Methodologies			✓	✓
Territory Management			✓ ³	✓
Account and Opportunity Team Selling			✓	✓

Partner Relationship Management

Salesforce PRM			\$	\$
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Marketing Automation

HTML Email Templates and Tracking	✓	✓	✓	✓
Search Marketing		\$ ⁴	\$ ⁴	\$ ⁴
Mass Email		✓	✓	✓
Lead Management		✓	✓	✓
Online Lead Capture		✓	✓	✓
Auto-Response Emails		✓	✓	✓
Integrated Campaign Builder		\$	✓	✓
Campaign Management		\$	✓	✓

Document Management

Document Library	✓	✓	✓	✓
Notes and Attachments	✓	✓	✓	✓

Contract Management

Contract Repository		✓	✓	✓
Approval Management		✓	✓	✓
Renewal Management		✓	✓	✓



Customer Service and Support

Service Entitlements			✓ ⁵	✓ ⁵
Case Management	✓	✓	✓	✓
FAQ Portal		✓	✓	✓
Case Performance Reporting		✓	✓	✓
History Tracking		✓	✓	✓
IntelliMatch Suggested Solutions		✓	✓	✓
Web Case Capture (Web-to-Case)		✓	✓	✓
Knowledge Management		✓	✓	✓
Case Queues and Auto-Assignment		✓	✓	✓
Advanced Case Escalation and Notification		✓	✓	✓
Email Management (Email-to-Case)		✓	✓	✓
Email Auto-Response		✓	✓	✓

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
Web Portal		✓	✓	✓
Agent Console		✓	✓	✓
Asset Management		\$	✓	✓
Apex Telephony API (ATAPI) Toolkit for CTI			✓	✓

Salesforceanalytics

Real-Time and Historical Analytics

Standard Reports	✓	✓	✓	✓
Custom Reports	✓	✓	✓	✓
Custom Report Formulas	✓	✓	✓	✓
Custom Conditional Highlighting	✓	✓	✓	✓
Dashboards		✓	✓	✓

Apexmobile™

Desktop and Mobile CRM

Integration with Outlook and Office	✓	✓	✓	✓
Apex Mobile		\$	\$	✓
Offline Edition		\$	✓	✓

Apexbuilder™

Data Model Customization

Custom Fields per Object	100 ⁶	100	500	500
Total Custom Objects	50	50	200	2,000
Custom Formula Fields	✓	✓	✓	✓
Dependent Picklists	✓	✓	✓	✓
Record-Dependent Page Layouts			✓	✓

User Interface Customization

Drag-and-Drop Custom Layouts	✓	✓	✓	✓
Total Custom Tabs	5	10	25	Unlimited
Global Translation Workbench		✓	✓	✓
Rename Tabs		✓	✓	✓
Custom Application Components		✓ ⁷	✓ ⁷	✓ ⁷
Multiple Custom Page Layouts			✓	✓

Enterprise Administration

Custom Fiscal Years		✓	✓	✓
Account-Based Sharing Controls		✓	✓	✓
Record-Level Security		✓	✓	✓
Field-Level Security			✓	✓
Multi-Departmental Administration			✓	✓
Profile-Based Departmental Security			✓	✓
Delegated Administration			✓	✓
Granular User Permissions			✓	✓
Opportunity-, Lead-, and Case-Sharing Controls			✓	✓

Business Process Controls

Lead and Case Routing		✓	✓	✓
Workflow Automation Rules			✓	✓
Workflow Automation Tasks			✓	✓
Multiple Business Processes			✓	✓



	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
Application Environment				
Custom Application Access	✓	✓	✓	✓
Multiple Application Management	✓	✓	✓	✓
Maximum Custom Applications	1	5	10	Unlimited



On-Demand Database				
AppExchange Service Delivery	✓	✓	✓	✓
Salesforce Sandbox			\$	✓



Integration Platform				
Salesforce Connector for SAP R/3			\$ ⁸	✓ ⁸
Import/Export Utilities	✓	✓	✓	✓
Import De-duplication	✓	✓	✓	✓
Custom Links	✓	✓	✓	✓
Image Fields	✓	✓	✓	✓
Weekly Export Service		\$	✓	✓
Web Services API			✓	✓
Real-Time Database Mirroring			✓	✓
Data Loader			✓	✓
Self-Service API			✓	✓
Single Sign-On			✓	✓

✓ = Included in base user license \$ = Additional fee may apply

Group Edition supports less functionality than the 30-day trial. Customers purchasing Group Edition from the trial will have all non-Group Edition functionality and data permanently deleted. Customers may export their trial data at no charge at any time during the trial.

- 1 Premium support and administration is included with Unlimited Edition.
- 2 Advanced Call Scripting is currently available in English only.
- 3 Salesforce Sandbox is required for territory management.
- 4 Salesforce for Google AdWords is available upon request for Professional Edition, Enterprise Edition, and Unlimited Edition customers. The application is available in English only and requires a U.S.-currency credit card.
- 5 Service Entitlements is currently available in English only.
- 6 Please note that Group Edition does not support custom activity fields.
- 7 The number of allowable applications may be limited by the organization's maximum number of custom tabs.
- 8 Salesforce Connector for SAP R/3 is available upon request to Enterprise Edition and Unlimited Edition customers. License fees apply to Enterprise Edition customers. Salesforce Connector for SAP R/3 must be installed on the premises, local to the SAP R/3 system. Salesforce Connector for SAP R/3 is scheduled for availability by July 30, 2006.

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 that purchase our services should make the purchase decisions based upon features that are currently available.

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