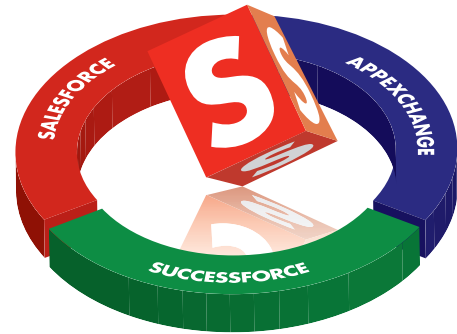


## Salesforce.com: Success on Demand



The proven leader in on-demand customer relationship management (CRM), salesforce.com makes businesses more successful. We do so by delivering the most innovative technology and making it as easy as possible to share and manage business information. Our solutions combine award-winning functionality, proven integration, point-and-click customization tools, global capabilities, and the best user experience—and the result is customer success. That’s why salesforce.com consistently earns the trust of its customers along with top industry honors.

### Continuous Innovation

Since our inception in 1999, salesforce.com has steadily improved and expanded our suite of on-demand solutions. *InfoWorld* named Salesforce a Technology of the Year in 2006 for the third-straight year; in 2006, salesforce.com also received its fifth consecutive Codie award for “Best CRM Solution.”

### Happy Customers

Salesforce.com has 27,100 customers and 556,000 paying subscribers (as of October 31, 2006) around the world including AMD, AOL, Avis and Budget, Corporate Express, Daiwa Securities, Dow Jones Newswires, Gateway, Nokia, Polycom, Staples, SunTrust Banks, SunGard, Time Warner Cable Business Class, Travelex, and Yamaha.

### International Reach

Salesforce.com provides full internationalization, on-the-fly translations in 12 languages, and multicurrency support. To serve our growing list of customers outside North America, salesforce.com has full-service offices in several countries around the world.

### Family of Solutions

Salesforce.com’s on-demand solutions generate unprecedented levels of user adoption and customer success—all with “no software.” That means benefits such as anytime, anywhere accessibility; automatic, free upgrades; no hidden costs; and quick and easy deployment, customization, and integration.

In addition to a powerful, easy-to-use CRM product, salesforce.com offers a complete architecture that empowers every business to experience the benefits of on-demand throughout its entire organization. The components of salesforce.com work together seamlessly to deliver the core value of on-demand—and take it to new levels of possibility.

- ❑ **Salesforce.** Our award-winning CRM applications have redefined success for enterprise application deployments ranging from sales force automation to marketing to customer service and support to partner management.
- ❑ **Apex.** The groundbreaking, on-demand Apex platform combines an intuitive user interface, operating system, and customization and integration capabilities for your CRM—plus a framework for development and deployment of new applications for your entire enterprise.
- ❑ **AppExchange.** The AppExchange directory features more than 400 prebuilt applications and components—from expense management to purchasing to recruiting—all ready to install right in Salesforce. All of it created by the vibrant and growing community of salesforce.com customers, developers, and partners.
- ❑ **Successforce.** With salesforce.com, thousands of customers around the world achieve success with CRM. To take those successes to the next level, we provide a suite of services, programs, and online resources designed for customers at all levels and implementation stages.

“With Salesforce, AMD has a global CRM platform that delivers a solid return on our investment without compromising any functionality. Executive dashboards provide instant access to the data necessary to assess and guide our global business.”

— AMD



#### Salesforce SFA

Salesforce SFA helps companies drive sales productivity, increase visibility, and expand revenues with an affordable, easy-to-deploy application for effectively managing salespeople and processes.

#### Salesforce PRM

Salesforce PRM (partner relationship management), salesforce.com's on-demand solution for managing indirect sales channels, is seamlessly integrated with Salesforce SFA to deliver unparalleled visibility to a company's entire sales pipeline for direct and indirect channels.

#### Salesforce Service & Support

Whether you are running customer service, product support, field service, telemarketing/telesales, an order desk, or an IT help desk, Salesforce Service & Support offers a comprehensive, multichannel customer service solution with all the advantages of salesforce.com's on-demand technology.

#### Salesforce Marketing

Salesforce Marketing enables closed-loop marketing so busy teams can quickly execute, manage, and analyze the results of multichannel campaigns. Marketing executives can measure the ROI of their budgets, tie revenue back to specific marketing programs, and make adjustments in real time.

#### Salesforce Analytics

Business users at every level get relevant insight and analysis with Salesforce Analytics. With real-time reporting, calculations, and dashboards, businesses can optimize performance, decision making, and resource allocation.



In recent years, thousands of companies have fully embraced the on-demand future, fueled by the revelation that CRM success does not require buying or maintaining expensive software or hardware. Building on this global wave of on-demand innovation and development, The Business Web™ delivers a vast network of applications and services right to your business, all via the Internet. Salesforce.com's AppExchange ([www.appexchange.com](http://www.appexchange.com)) is The Business Web in action.

With the AppExchange, every company can run its entire business on demand. The world's first on-demand platform, the Apex platform makes it possible for customers and partners to build on-demand applications quickly and easily. And the AppExchange directory provides an online marketplace of applications developed by salesforce.com's community of partners, developers, and customers, offering everything from finance and HR applications to industry-specific and CRM-related solutions to productivity tools and components.

The AppExchange generates success for the entire salesforce.com community.

- ❑ **Customers** get immediate access to a wide variety of applications and components they can easily browse, test-drive, install, customize, and run alongside the award-winning Salesforce family of applications.
- ❑ **Developers** from around the world can join the fast-growing on-demand development community, creating new solutions on the Apex platform and bringing them to market online.
- ❑ **Partners (ISVs)** can leverage the AppExchange as a simple and effective way to deliver innovative new solutions to the world's largest audience of on-demand subscribers.



### Apex Mobile

For greater productivity on the move, Apex Mobile delivers all Salesforce CRM, AppExchange applications, and custom applications to a wide variety of mobile devices.

### Apex OS

The Apex OS is the only operating system that lets users deploy and manage multiple on-demand business applications in a central environment with one data model, one sharing model, and one user interface. With the Apex OS, you can seamlessly move between your on-demand apps.

### Apex DB

The Apex DB is a robust data store for managing information and data relationships across all your on-demand applications. Define your data model with an intuitive, point-and-click interface. Access data programmatically with a SQL-like interface. And the on-demand model means you never have to worry about database tuning, backup, or recovery.

### Apex Builder

Salesforce.com's revolutionary point-and-click Apex Builder provides tools for customizing on-demand applications or building entirely new ones in minutes without programming. Best of all, customizations made with the Apex Builder are maintained through upgrades, eliminating the maintenance burden endemic to traditional on-premises software.

### Apex API

With the Apex API, companies can easily integrate CRM with their other enterprise applications by using open, Web services standards. Representing more than 50 percent of salesforce.com's total transactions, the Apex API is one of the most widely used enterprise Web services.



### Successforce Professional Services

Successforce Professional Services is backed by extensive experience with on-demand CRM and business applications that has helped make thousands of customers successful. Successforce experts provide the strategic guidance and hands-on expertise you need to maximize your success.

### Successforce Education Services

Successforce Education Services provide the knowledge you need to be successful with Salesforce. Comprehensive training programs make learning easy, convenient, and relevant to your business challenges and the individual roles of your users.

### Successforce Customer Support

Our customers have indicated that support and administration expertise is critical for promoting user adoption and maintaining a successful solution. Our Premier Support offerings minimize unproductive time, maximize business benefits, and accelerate success.

### Successforce.com

All salesforce.com customers have 24/7 access to a wealth of knowledge, tips and tricks, and best practices at [www.successforce.com](http://www.successforce.com). This popular online resource is packed with information for all roles, implementation stages, CRM topics, and levels of experience.

### Successforce Community

Hundreds of thousands of subscribers strong, the salesforce.com user community is one of the world's largest and most enthusiastic on-demand families. The Successforce community harnesses that excitement and helps customers connect with one another so everyone can share success stories.

“By covering everything from HR to finance to order management to business applications specific to our industry, the AppExchange will allow us to quickly and easily extend our success with on-demand to our entire organization.”

— Cox Business Services



InfoWorld  
Technology of the Year  
Best CRM Application  
2004, 2005 & 2006



Codie Awards  
Best CRM Solution  
2002, 2003, 2004,  
2005 & 2006



Aberdeen Group  
"What Works"  
CRM Top Ten  
2002, 2003 & 2004

#### For More Information

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

## Salesforce.com: Success on Demand

### Customers

"Salesforce's usability has driven strong user adoption and enabled better worldwide collaboration, increasing visibility into our sales pipeline and enabling us to confidently manage strategic deals and close them more effectively."

— Analog Devices

"Salesforce has opened the lines of communication for our organization and helped shorten our sales cycle. We can customize CRM on the fly to respond to changes in our business model and requirements."

— Nokia Enterprise Solutions

"Salesforce was the only on-demand CRM to offer the service expertise, enterprise functionality, and integration and customization capabilities required to handle the complexities of our multithousand user implementation."

— SunTrust Banks

"With Salesforce, we can maximize customer service and revenue opportunities across regions. The lead time in delivering accurate reports and forecasts has been reduced from weeks to minutes, which helps us run a global business better."

— Travelex

"We needed CRM that could integrate with Oracle and other applications to create a single user portal. Salesforce was the only CRM that could be immediately deployed with full integration capabilities to match our future requirements."

— Yamaha Corporation of America

### Media & Analysts

"The undisputed champ of hosted CRM combines strong features and unparalleled extensibility."

— InfoWorld, January 2006

"[The AppExchange] is the future. It makes it cheaper and easier for all kinds of companies to build apps, whether you're talking about enterprises or small businesses."

— Beagle Research, in PC Magazine, January 2006

"[Salesforce.com] outpaces all midmarket contenders in company direction and scores for customer satisfaction. Its success, though, is also rooted in its strengthened product offering, evolving from its early stages of virtually just an SFA tool into delivering more robust feature sets and deeper back-end integration and customization capabilities."

— CRM Magazine, October 2005

"Salesforce.com provides the strongest SFA functionality overall. An impressive set of customization and integration tools enable firms to create a solution that fits their business needs."

— Forrester, April 2005

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