

salesforce



Salesforce Chatter

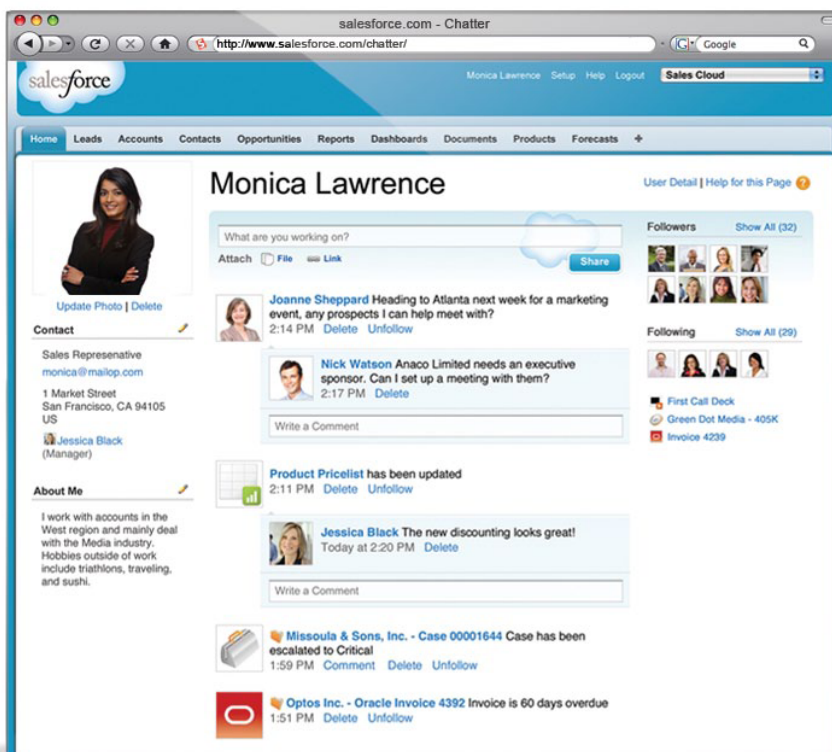
In recent years, the Internet drastically changed the way we keep up with friends and family. Thanks to the ever-growing popularity of Web sites like Facebook and Twitter, we always know what's happening in our personal lives, because that information is pushed right to us. But what about our work lives? Why is it still so hard to stay on top of everything that's important to us at work?

Why can't business collaboration work as easily as Facebook?

Salesforce Chatter opens up a whole new world of real-time enterprise collaboration. Where you stay on top of what your colleagues are doing and on the status of important projects and deals, so you always know what matters most to you and your business. As both a collaboration application and a platform for building collaborative cloud-computing apps, Chatter helps you connect and share information securely like never before—all in real time.

“Chatter is the killer app we've been waiting for.”

Dominic Shine
Group CIO
Reed Exhibitions



Discover a new world of enterprise collaboration

With Chatter, you and your colleagues will easily collaborate on what matters most to you at work. You'll stay on top of everything that's happening in your company with real-time feeds. Updates on people, groups, documents, and your application data will come right to you when you need it most. And all of it will fuel better—and faster—business decisions.

Chatter features and capabilities are built right into every salesforce.com application, and with the Chatter collaboration platform, those same capabilities will be available for any application built and run on the Force.com platform. Your custom apps will generate real-time feed updates, incorporate user profiles, and encourage dynamic interactions between people and groups. Now all salesforce.com customers, partners, and developers can build custom applications with all the collaboration capabilities of Chatter.

With Chatter's collaboration features, you'll work together to win more business, boost customer satisfaction, and make smarter decisions. Welcome to the Collaboration Cloud.

- **Profiles** – Get to know your colleagues and share important information. Discover peers and experts to expand your network and increase productivity.
- **Status updates** – Keep your colleagues up to date on what you're doing. Share insights, prevent duplication of effort, and reduce unproductive email traffic.
- **Groups** – Work more productively in teams to get things done. Share information, work together on documents, and collaborate on important projects.
- **Document sharing** – Work collaboratively on documents, and easily find them again months or years later, all from a secure browser.
- **App updates** – Make all your salesforce.com applications smarter and more proactive. Your salesforce.com application records come to life when they can automatically alert you to updates and changes.
- **Feeds** – Monitor the people, groups, documents, and application data that are most important to you in one spot.
- **Security and sharing model** – Keep the right people in the know and keep sensitive information private.
- **Social** – Bring in insights from Facebook and Twitter so you can monitor all of your communities from the unified, real-time Chatter feed.
- **AppExchange** – Add Chatter features to your Force.com applications or build brand-new apps that include Chatter. Then add them to the AppExchange, salesforce.com's popular marketplace of cloud computing apps.

“Chatter makes
our salespeople
more productive.”

Laeres Patton
Director of Sales
Fujitsu

Only with salesforce.com

You can't give your business an edge using yesterday's technology. It takes the cloud computing power of Salesforce Chatter to bring the best collaboration features from the consumer Web to the enterprise and create an entirely new way for businesspeople to work together more productively and keep up with everything that matters in real time.

Salesforce.com has been the leader in enterprise cloud computing since 1999. Other industry leaders like Cisco, Dell, Japan Post, and NBC Universal (not to mention 72,500 other customers) trust us to help take their business success to the next level.

The conversation starts here. Get started with Chatter today.

To be part of the Collaboration Cloud, visit:

www.salesforce.com/chatter

* Note: Salesforce Chatter is currently scheduled to become generally available in calendar year 2010. Customers who purchase salesforce.com applications should make their purchase decisions based upon features that are currently available.



For More Information

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

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