

salesforce



## Salesforce CRM's mobile access

### Sales force automation

#### Access your customer data instantly on your mobile device

For salespeople and managers today, staying constantly connected to all the latest information isn't a nice to have—it's a necessity if you want to make your numbers. Even when you're on the go, Salesforce CRM's mobile capability puts the most current, relevant business data right at your fingertips, whether you're in a customer's lobby or the back of a cab.

- Instantly access dashboards, accounts, opportunities, cases, solutions, and more, including your company's custom objects and applications
- Review up-to-the-minute account activity and information right before important calls and meetings
- Respond to hot leads and customer requests immediately and log the details in Salesforce CRM while they're still fresh

“Salesforce.com's mobile app gives us an advantage over other lenders in our space.”

Director of Marketing  
Santander Consumer USA

### Custom applications

#### Mobilize your custom and Force.com applications

Thanks to the power of the Force.com platform, administrators can build applications on the desktop and then mobile-enable them with a few clicks. Creating the perfect mobile experience has never been easier. From custom tabs and configurations to Force.com pages and more, you can tailor mobile deployments for individual users or groups so that everyone is ultra-productive in the field.

- Develop and run mobile and desktop apps on a single cloud-computing platform
- Create customized mobile profiles that are specific to a field user's or group's needs
- Push customizations over the air automatically so users never have to sync devices

### Customer service & support

#### Don't leave customer satisfaction behind when you're on the road

Mobile customer service representatives instantly access critical customer and case information in Salesforce CRM using their mobile devices in the field. As issues are resolved, you can update information, check the details of your next call, or pull up a map. That quick turnaround means reduced response times and higher customer satisfaction.

- Log cases and search solutions from a mobile device
- Assign tasks and check activity history to ensure success the first time out on a call
- Update critical customer and case information from the field



Leave the office with confidence knowing instant, real-time access to Salesforce CRM is available anytime on your favorite mobile device.

## Rethink what's possible with mobile devices

For Force.com pages, mobile device administrators can now take nearly any pages application and optimize it for mobile devices. You can pull together select elements—such as a Google Maps mashup—from various objects into a single screen (including custom forms and wizards) for efficient mobile use.

## Work productively even when you have zero bars

Even when your device isn't connected to a network, you still have access to your information, thanks to a local data store. And when you are connected, Salesforce CRM updates are exchanged automatically so you always have the latest data. Even changes made while offline are queued up for automatic sync once you re-enter a wireless coverage area.

## Manage mobile deployments with ease

Administrators already have enough on their plates, which is why salesforce.com simplifies the process of managing, customizing, and deploying mobile users with the highest level of enterprise scalability.

- Manage all field users and mobile profiles over the Web within the Salesforce CRM application
- Use over-the-air management to easily deploy users and make mobile profile changes
- Quickly disable and erase data from lost or stolen devices entirely over the air

## Pricing and availability

Salesforce.com's mobile service comes in two versions: Mobile Lite, which is free for all customers with a salesforce.com license, or the full version of mobile, which provides mobile access to custom objects and much more.

The full mobile service is available today at no additional charge for Salesforce CRM Unlimited Edition customers. Professional Edition and Enterprise Edition customers can purchase full mobile licenses as an add-on or upgrade to Unlimited Edition to get it for free, along with unlimited custom apps, Force.com's sandbox, and other features available only in Unlimited Edition.

Contact your salesforce.com representative for current add-on pricing and promotions. For more information about Salesforce CRM's mobile service, visit [www.salesforce.com](http://www.salesforce.com).

“With Salesforce CRM for mobile devices, our field sales team has data right at their fingertips so they look professional in front of customers.”

Vice President, Sales  
HD Supply

Feature	Mobile Lite Service	Mobile Service
Edit capabilities	All standard objects	Any app, any record
Customizations	Supports custom fields	Any - Includes custom fields, objects, tabs, and configurations
Records	Most recently used records; search only	All records
Objects	Leads, accounts, contacts, opportunities, tasks, events, cases, solutions, assets, and dashboards	All objects
Custom objects	None	Any
Initial set of records	Recently viewed on Web	Fully configurable
Download additional records	Using live search	Using live search
Security	Secured data access and over-the-air management	Secured data access and over-the-air management
Price	Free for all customers with salesforce.com licenses	Free for Unlimited Edition customers; available in Professional Edition and Enterprise Edition for a fee

Note: Feature support may vary by device type.



### For More Information

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

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