

Professional Edition

Complete CRM Solution for Departments and Small Businesses

- :: Unified sales, marketing, and services, for a 360-degree cross-company customer view
- :: Rapid, simple deployment across multiple departments and locations
- :: Full-featured functionality without the expense of nonessential components
- :: Easy-to-use tools for managing customer interactions
- :: Breadth of CRM tools, such as lead management, account management, forecasting, and reporting, to extend on-demand success
- :: Web-based infrastructure translates to quick ROI, high user adoption, and increased productivity
- :: Support for any number of users, with huge economies of scale and no hardware or software to buy, install, or maintain

Powerful Simplicity; Comprehensive, On-Demand CRM

Professional Edition from salesforce.com offers companies of all sizes a comprehensive yet easy-to-use on-demand CRM solution for managing every aspect of the customer lifecycle. With unlimited scalability plus essential security and sharing controls, Professional Edition provides power without complexity.

Thousands of companies already use Professional Edition to grow revenues, reduce expenses, and increase customer satisfaction. Whether you are a small business with big ambitions or a larger organization with dispersed employees and offices, Professional Edition unifies sales force automation, marketing automation, and customer service and support so your entire company can share a single, 360-degree view of your customers.

Manage Customer Interactions Affordably

Designed for small- to midsized organizations that need to get up and running immediately and don't require tight integration with existing applications or systems, Professional Edition delivers full-featured functionality without incurring the cost of nonessentials components. And with easy-to-use customization, integration, and administration tools, your teams can start effectively managing customer interactions faster and more affordably.

The following are just some of the CRM tools Professional Edition provides to help you excel at building profitable customer relationships:

- :: Lead Management
- :: Lead History Tracking
- :: Account Management
- :: Contact Management
- :: Opportunity Management
- :: Activity Management
- :: Case Management
- :: Knowledge Management
- :: Customizable Forecasting
- :: Reporting and Analysis
- :: Mass Email
- :: Online Lead Capture

Web-Based, Cost-Effective Infrastructure

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, ten times faster than with other CRM solutions. Most salesforce.com customers achieve significant ROI within two months and 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.

“Professional Edition freed us from worrying about software, implementation, maintenance, upgrades, and the like, and allowed us to focus on selling our product.”

—Vice President of Sales
Mimeo

Key Benefits

Professional Edition provides an extensive set of benefits to help you effectively manage customer relationships, including:

- :: **Secure, scalable online infrastructure** supports hundreds of thousands of users with huge economies of scale, with no hardware or software to buy, install, or maintain.
- :: **Rapid deployment** means most customers successfully implement Salesforce within 30 days, gaining real-time access to all customer information across the team for higher employee productivity.
- :: **Quick return on investment** means customers often see a positive return within two months of deployment, far quicker than the common two-year break-even point for conventional CRM software.
- :: **Custom reports** provide instant status overview of sales opportunities, team activities, customers, and accounts.
- :: **Optional offline and AppExchange Mobile support** accommodates wireless devices, handhelds, and disconnected laptop computers so you can meet changing customer demands and keep mobile workers in touch with the latest data, whenever and wherever they need it.
- :: **Millions of dollars invested in the most advanced technology** for Internet security, disaster recovery, and backup protection ensures proven, failsafe security.
- :: **Quick, easy customization** supplied by wizards and tools allows you to customize Professional Edition to meet your unique business needs without an army of consulting “specialists.” Add new fields in seconds. Build and save custom reports and dashboards.
- :: **Multicurrency and multilanguage support** enables customers to easily deploy Professional Edition around the world.
- :: **Comprehensive CRM and beyond:** A wealth of on-demand CRM tools including lead management, lead history tracking, contact management, account management, opportunity management, and solution management plus the ability to add custom tabs and components from the AppExchange increase companywide adoption and help extend on-demand success beyond CRM.

Getting Started with Department and Company CRM

Thousands of companies use Professional Edition, putting you in good company if you’re a small business with big ambitions or a larger organization with a distributed workforce. To take the next step toward CRM success, point your Web browser to www.salesforce.com to visit our Demo Center, sign up for a free trial, or request information from a [salesforce.com](http://www.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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