

Unlimited Edition

The Ultimate in On-Demand Flexibility

- :: Better visibility and analytics for executives as more apps are consolidated in Salesforce
- :: A strategic platform for IT's development needs, including more customization, a replicated development environment, and increased storage
- :: Easier end-user access to information from multiple apps via the award-winning Salesforce user interface, increasing user adoption and satisfaction
- :: Summer '06 additions include Advanced Call Scripting; Lead History Tracking; Service Entitlements, new AppExchange Mobile capabilities; and the license option for Salesforce PRM, which provides integrated, full-pipeline view of internal and external sales channels

Run Your Entire Enterprise on The Business Web™

The Business Web delivers a vast network of applications and services to your business, all via the Internet, prompting more companies to run their entire businesses on demand. **Unlimited Edition** is salesforce.com's flagship solution for maximizing CRM success and The Business Web—and extending it across the enterprise. Now it's possible to go well beyond CRM to deliver all your processes and systems on demand, eliminating the cost and burden of custom-built applications.

As the platform for The Business Web, salesforce.com's AppExchange simplifies creating, integrating, and installing on-demand applications. Unlimited Edition gives companies greater access to the AppExchange's broad network of services, apps, tools, and components—encompassing everything from CRM-related solutions to finance, HR, and industry-specific apps—all created by salesforce.com and our partners and integrated with our award-winning applications.

Unlimited Edition customers benefit from 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. (For a full comparison of Edition features, visit www.salesforce.com/products/comparison.jsp.)

Key Benefits

Unlimited Edition is the ultimate in flexibility, featuring:

- :: **The award-winning Salesforce suite of enterprise CRM applications** for sales, service, and marketing (including all the features of Enterprise Edition)
- :: **New levels of customization and extension**, including unlimited custom tabs and custom applications
- :: **The broadest capability to choose, install, and run applications** from the selection of hundreds of apps and components on the AppExchange
- :: **The one-of-a-kind Salesforce Sandbox** production-quality environment to support development, testing, compliance, and training
- :: **Access to any app on your mobile device with AppExchange Mobile**, a powerful platform that keeps mobile workers in touch with the latest data, whenever and wherever they need it
- :: **Premier support and administration** featuring trusted expertise to maximize the value of your Salesforce investment and minimize the impact on internal IT resources
- :: **More storage** so users have a single spot for all their applications, documents, and correspondence

New in Summer '06:

- :: **Partner Relationship Management:** Salesforce PRM, available as a license option, integrates with Salesforce SFA for full visibility and consolidated management across all internal sales and external partner sales channels. Expand your business success by helping partners succeed: Fully customizable portals allow partners to collaborate on deals and easily locate information.
- :: **Advanced Call Scripting**, with branching scripts, question-and-answer coaching, and answer scoring to help qualify leads, up-sell and cross-sell products and services, resolve cases, or escalate issues
- :: **Service Entitlements**, to help your service workers determine what level of service customers are entitled to, understand how well they meet their service-level commitments, and better manage their service quality
- :: **Lead History Tracking**, for critical insight into improving business workflow and processes; sales reps are more informed about the history of the lead, and companies can review and understand changes made over time
- :: **Salesforce Connector for SAP R/3**, for quickly integrating your Salesforce information with SAP records to consolidate CRM and back-end data in one location (*Salesforce Connector for SAP R/3 is available on request to Unlimited Edition customers and is scheduled for availability July 30, 2006*)

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

— Denis Pombriant
Beagle Research Group

Unlimited Edition Components Increased Customization and Extension

With Unlimited Edition, customers have complete freedom to extend their success well beyond CRM by creating new applications internally, installing new applications from the AppExchange, or both. Unlimited Edition provides:

- :: Unlimited custom applications and custom tabs. More custom applications allow for greater flexibility in extending salesforce.com to automate more critical business processes
- :: Higher limits on custom applications. More custom applications allow for greater flexibility in customizing and extending Salesforce; Unlimited Edition provides for 10,000 custom tabs
- :: Six times the amount of storage. With 120MB of storage per user, there’s plenty of room for all your data and documents

Salesforce Sandbox

Unlimited Edition gives administrators the ability to create a complete copy of their organization’s production database in a single click—and you can refresh instantly every 30 days, on a schedule that suits your needs. All data and customizations are re-created in a completely separate sandbox environment that can be used for configuration change testing, integration testing, or new-user training.

- :: Test new customizations or features before rolling out to users
- :: Install and customize applications from the AppExchange
- :: Create a development environment for building and testing integration
- :: Create a safe training environment for employees

Premier Support and Administration

Premier support and administration provides Unlimited Edition customers with trusted expertise and outsourced administration, so their teams can focus on strategic activities.

- :: 24/7 live phone support and priority phone queue
- :: Two-business-hour response time for support inquiries
- :: Assigned customer service representative*
- :: API support
- :: Outsourced administration services performed by expert Salesforce administrators
- :: CRM health checks

Getting Started with Unlimited Edition

Unlimited Edition is our most comprehensive package, allowing every possible resource to run your business on demand—unlimited custom applications, a flexible testing environment, premium support, and more. To take the next step toward CRM success, point your Web browser to www.salesforce.com to visit our Demo Center, read about customers succeeding with Unlimited Edition, or request information from a salesforce.com representative.

* Subject to a user minimum. Some customers will be assigned to a pool of premier support representatives. Contact your salesforce.com account representative for more details.

For More Information

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

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