

# How to select the right Salesforce Lightning edition



**W**ith Sales Cloud, reps get one central place to manage all sales-related activities. That means they'll spend less time on administration and more time closing deals. For sales managers, Sales Cloud gives real-time visibility into their teams' activities, so forecasting sales with confidence is easy.

Best of all, Sales Cloud is easy to use and customizable to the way you work. And, because it's all in the cloud, everyone can access Sales Cloud with just an internet connection – there is no need for expensive hardware or software. With Sales Cloud, you can simply add more seats or upgrade to another edition that has more features when your business grows. There's no disruption to your business, because we take care of everything behind the scenes.

“Our reps save hours each week with Sales Cloud.”

**LINDSEY NELSON**  
VP OF SALES PRODUCTIVITY, CAREERBUILDER

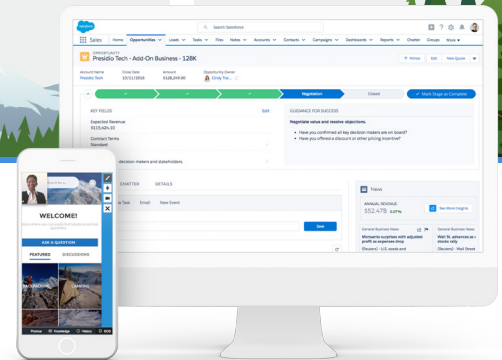
Choose the right Sales Cloud edition for your business:

		<b>MOST POPULAR</b>	
<b>SalesforceIQ CRM Starter</b> Out-of-the-box CRM for up to five users	<b>Lightning Professional</b> Complete sales CRM for teams of any size	<b>Lightning Enterprise</b> Deeply customizable sales CRM for your business	<b>Lightning Unlimited</b> Unlimited sales CRM power and support
STARTING AT <b>\$25</b> USD PER USER PER MONTH*	<b>\$75</b> USD PER USER PER MONTH*	<b>\$150</b> USD PER USER PER MONTH*	<b>\$300</b> USD PER USER PER MONTH*
Get up and running in no time with the smart, simple CRM solution for small businesses. SalesforceIQ gives you everything you need to succeed right out of the box, with intelligence features built in and ready to go. With automatic data capture, you can keep deals up to date from anywhere, without the busywork.	Manage your entire sales cycle with Professional edition. Track your sales leads, opportunities, and customer cases, as well as manage marketing campaigns, contracts, orders, and more. Get real-time business insights with accurate sales forecasts, and customizable reports and dashboards.	Do more with Enterprise edition. Automate business processes using workflow and approvals, tailor Salesforce to your company with custom record types, and integrate with any system using our web services API. You can also manage complex sales territories, and see how your sales deals have progressed with deal trending.	Unlimited edition gives you access to unlimited online training, over 100 admin services, and 24/7 toll-free support. Tailor Salesforce to fit your business by building unlimited custom apps and creating custom tabs and objects. And your admins will have access to multiple sandboxes for development and testing.

\* Billed annually

Interested in both Sales Cloud and Service Cloud Lightning editions?

See how to get the best of Sales Cloud and Service Cloud together. [LEARN MORE](#)



Discover a smart, easy CRM solution built for small businesses that can be set up in minutes. Powered by Relationship Intelligence, SalesforceIQ gets you started quickly to help you close more.

[TRY FOR FREE](#)

# Sales Cloud Lightning Edition Feature List Spring '17

✓ Included in base user license    \$ Additional fee applies

	Professional	Enterprise	Unlimited		Professional	Enterprise	Unlimited
Account and contact management	✓	✓	✓	Advanced reporting		✓	✓
Contacts to multiple accounts	✓	✓	✓	Collaborative forecasting	✓	✓	✓
Person Accounts*	✓	✓	✓	Opportunity splits**		✓	✓
Chatter collaboration	✓	✓	✓	AppExchange app integration	✓	✓	✓
Files	✓	✓	✓	Contracts	✓	✓	✓
Salesforce1 Mobile App	✓	✓	✓	Sales orders	✓	✓	✓
Full offline mobile functionality	✓	✓	✓	Products and price books	✓	✓	✓
Email integration with Outlook	✓	✓	✓	Quotes	✓	✓	✓
Email integration with Gmail	✓	✓	✓	Territory Management**		✓	✓
Google Apps integration	✓	✓	✓	Ideas community	✓	✓	✓
Task and activity tracking	✓	✓	✓	Roles and permissions	2	✓	✓
Opportunity management	✓	✓	✓	Web services API	\$	✓	✓
Sales teams		✓	✓	Custom profiles and page layouts	2	✓	✓
Calendar All		✓	✓	Record types (per object)*	3	✓	✓
Customizable sales process	✓	✓	✓	Processes (per org)	5	✓	✓
Sales Console App	1	✓	✓	Workflow and approval automation		✓	✓
Rules-based lead scoring, routing & assignment	✓	✓	✓	Lightning App Builder	✓	✓	✓
Web-to-lead capture	✓	✓	✓	Lightning Sync	✓	✓	✓
Campaign management	✓	✓	✓	24/7 toll-free support	\$	\$	✓
Campaign Influence	3	5	5	100+ administration services	\$	\$	✓
Duplicate blocking	✓	✓	✓	Unlimited online training	\$	\$	✓
Email templates	✓	✓	✓	Partner and Customer Community		\$	\$
Mass email**	✓	✓	✓	Pardot B2B Marketing Automation	\$	\$	\$
Case management	✓	✓	✓	Salesforce Engage	\$	\$	\$
Knowledge (read-only)		✓	✓	Salesforce CPQ	\$	\$	\$
Knowledge (read-write)		\$	\$	Salesforce Inbox apps	\$	\$	\$
Customizable reports	✓	✓	✓	Sales Analytics		\$	\$
Customizable dashboards	✓	✓	✓	Lightning Dialer	\$	\$	\$
Analytics snapshots	✓	✓	✓				

## Platform features of each edition

	Professional	Enterprise	Unlimited
Partial sandbox		1	1
Full sandbox		\$	1
Developer Pro sandbox	\$	\$	5
Developer sandbox	10	25	100
Data storage per user ***	20 MB per user	20 MB per user	120 MB per user
File storage per user ***	612 MB per user	2 GB per user	2 GB per user
Unlimited custom applications	✓	✓	✓

## NEW Sales Cloud Einstein Bundle



	Professional	Enterprise	Unlimited
Einstein lead scoring		\$	\$
Einstein opportunity insights		⊗	⊗
Einstein account insights		⊗	⊗
Einstein activity capture		⊗	⊗
NEW Automated Contacts		⊗	⊗

⊗ Included in Einstein Bundle

\* If Person Accounts are enabled, three record types will be available for Person Accounts in addition to three record types for Business Accounts.

\*\* Only available in Salesforce classic

\*\*\* All editions include a minimum of 1 GB of data and 11 GB of storage shared by all users. Additional data storage is available on a per-org basis for each edition.



### For More Information

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

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