



How to Select the Right Salesforce Edition

With the Salesforce Platform, you can innovate fast, scale with confidence, and empower everyone. That means delivering digital experiences powered by leading edge AI and modern compute, seamlessly integrated with Salesforce data and business logic. You can scale and build confidently on a trusted, fully managed platform with out-of-the-box security and governance. Best of all, the Salesforce Platform brings business and IT together to collaborate easily on one platform, so you can build with code and design with clicks.

63% more new features released per year

\$5.7M additional new revenue generated per year

508% 5-year ROI Source: IDC Whitepaper, 2020

[READ IDC STORY](#)

[WATCH DEMO](#)

Choose the Salesforce Platform edition that's right for your business:

Platform Starter

Extend sales, service, and marketing with custom apps

\$25
USD
PER USER PER MONTH*

MOST POPULAR

Platform Plus

Digitize business processes for any department

\$100
USD
PER USER PER MONTH*

Platform Unlimited

Transform app dev for entire organization

[GET A QUOTE](#)

* Billed annually

Speak to a representative today to learn how you can run your business faster on the Salesforce Platform.

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Salesforce Platform Subscription Comparison

Customers choose an org edition for all users and then choose a user subscription type for each user. Each org edition comes with certain features and capacities. Each user subscription also has per user features and limits.

Org Edition (Enterprise or Unlimited)	Platform Starter		Platform Plus	
	Enterprise	Unlimited	Enterprise	Unlimited
Accounts and Contacts	+	+	+	+
Employee Cases *	+	+	+	+
Calendar, Events	+	+	+	+
Custom Objects	+	+	+	+
Activities, Tasks	+	+	+	+
Content	+	+	+	+
Documents	+	+	+	+
Ideas	+	+	+	+
Customize Reports and Dashboards	+	+	+	+
Chatter	+	+	+	+
Identity	+	+	+	+
Enhanced User/Role-Based Sharing	+	+	+	+
Salesforce Mobile App	+	+	+	+
Visual Workflow	+	+	+	+
Knowledge	+	+	+	+
Identity Connect	\$	\$	\$	\$
Salesforce Connect	\$	\$	\$	\$
Per User Limits				
Custom Applications	UNL	UNL	UNL	UNL
Custom Tabs	UNL	UNL	UNL	UNL
Custom Objects	10	10	110	110
Per User Allowances				
Data Storage*	20 MB	20 MB	20 MB	120 MB
File Storage *	2 GB	2 GB	2 GB	2 GB
API Calls (per day)	200	200	1,000	5,000
Total Org Capacity				
Custom Fields per Object	500	800	500	800
Custom Applications per Org	UNL	UNL	UNL	UNL
Custom Tabs per Org	UNL	UNL	UNL	UNL
Custom Objects per Org	200	2,000	200	2,000
Active Validation Rules per Object	100	500	100	500
Premier Success +	\$	+	\$	+
Dynamic Dashboards **	5	10	5	10
Scheduled Dashboard & Reports Refreshes per Hour **	1	2	1	2
Custom Report Types **	200	2,000	200	2,000
Salesforce Platform Sites Page Views per Month **	500K	1M	500K	1M
Maximum API Calls per Org per Day	1M	5M	1M	5M
Developer Sandboxes				
Full Copy Sandboxes Included	\$	1	\$	1
Partial Copy Sandboxes Included	1	1	1	1
Developer Pro Sandboxes Included	\$	5	\$	5
Developer Sandboxes Included	25	100	25	100
Salesforce Data Mask	\$	\$	\$	\$

+ Full Access (Create, Read, Update, Delete)
 + Create & Read Only
 + Read Only
 \$ Additional Fee Applies
 + Create, Read, and Comment Only

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

** Can be expanded for additional fee.

Salesforce Platform licenses are intended for end users. App developers must have access to admin rights either via a full CRM license or a Salesforce Platform admin license.