

# How to select the right Salesforce Lightning edition



Today's customers want faster, more responsive service across every channel, and on any device – and they want it now. Service Cloud Lightning empowers your agents with a complete set of productivity tools to deliver faster, smarter, and more personalized customer service for every customer anytime, anywhere.

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

*“With Service Cloud, we can handle 100% of customer cases in real time from anywhere.”*

– JOANNA SOHOVICH,  
GLOBAL PRESIDENT, IAR DIVISION,  
STANLEY BLACK & DECKER

Choose the Service Cloud Lightning edition that's right for your business:

		MOST POPULAR	
<b>Salesforce Essentials</b>	<b>Lightning Professional</b>	<b>Lightning Enterprise</b>	<b>Lightning Unlimited</b>
Out-of-the-box customer support for small teams	Complete service CRM for teams of any size	Customizable CRM for comprehensive service	Unlimited service CRM power
<b>\$25</b> USD	<b>\$75</b> USD	<b>\$150</b> USD	<b>\$300</b> USD
PER USER PER MONTH*	PER USER PER MONTH*	PER USER PER MONTH*	PER USER PER MONTH*
Start providing amazing customer service in no time with in-app tutorials and a setup assistant. Connect to customers on email, Facebook, Twitter, and your website with a service console designed to give you everything you need to help your customers, on one screen. Essentials is on the Salesforce Platform, so when your business grows your solution grows with you. All your data is right where it needs to be.	Empower your customer service team with Lightning Professional edition. Track your customer cases, manage service contracts and entitlements, and leverage the best-in-class Service Console app. Get real-time business insights with customizable reports and dashboards.	Unlock the full potential of customer service with Lightning Enterprise edition. You can manage complex case requirements and differentiate the agent experience with access to unlimited Service Console apps. Customize Salesforce to your company with custom record types, and automate complex business processes and integrate with any system using our API.	Transform every customer experience with Lightning Unlimited edition. Customize Service Cloud Lightning to scale customer service processes and improve productivity. You'll receive Live Agent Web chat and Salesforce Knowledge to better service your customers. You'll also have access to unlimited online training, 24/7 toll-free support, and over 100 admin services allowing you to optimize Service Cloud Lightning to meet your needs. Get access to several sandboxes for development and testing, build custom objects, and tap into an unlimited number of custom tabs and apps.

\*Billed annually

## Need a solution for both Sales and Service?

Get Sales Cloud Lightning and Service Cloud Lightning together. Ask us how.

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# Service Cloud Lightning Edition Comparison

	Essentials	Professional	Enterprise	Unlimited
<b>Collaborate across your company</b>				
Chatter	✓	✓	✓	✓
Salesforce Mobile App	✓	✓	✓	✓
Files	✓	✓	✓	✓
Topics and Recommendations	✓	✓	✓	✓
<b>Equip every agent with productivity tools.</b>				
Case Auto-Assignment	✓	✓	✓	✓
Web and Email Case Capture	✓	✓	✓	✓
Case Email Auto-Response	✓	✓	✓	✓
Case Escalation Rules and Queues	✓	✓	✓	✓
Service Console App(s)	1	1	✓	✓
Advanced Case Management			✓	✓
Omni-Channel Routing (Basic)	✓	✓	✓	✓
Omni-Channel Supervisor	✓	✓	✓	✓
Knowledge Base (Read Only)	✓	✓	✓	✓
Knowledge Base (Read Write)	✓	\$	\$	✓
Case Milestone Tracker		✓	✓	✓
CTI Integration		✓	✓	✓
Orders Management		✓	✓	✓
Lead-Contact Account Management	✓	✓	✓	✓
Service Contracts and Entitlements		✓	✓	✓
<b>Personalize the service experience with digital engagement.</b>				
Mobile Messaging (LiveMessage)			\$	\$
Snap-Ins for Live Agent Chat			\$	✓
Snap-Ins for Live Video Chat			\$	\$
Social Customer Service Starter Pack	✓	✓	✓	✓
Social Customer Service Pro		\$	\$	\$
<b>Empower customers with self-service.</b>				
Help Center*	✓		✓	✓
Service Community			\$	\$
Customer Portal			\$	\$
<b>Transform field service operations.</b>				
Work Order Management		✓	✓	✓
Asset Management and Product Tracking		✓	✓	✓
Field Service Dispatch			\$	\$
Field Service Technician			\$	\$
Field Service Contractor Management			\$	\$

✓ Included in base user license    \$ Additional fee applies

\*Salesforce Essentials includes Help Center with up to 5 sites and does not include Lightning Bolt.

\*\*Available as a downloadable application via the AppExchange

For More Information  
 Contact your account executive  
 to learn how we can help you  
 accelerate your CRM success.  
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	Essentials	Professional	Enterprise	Unlimited
<b>Get real-time business insights.</b>				
Advanced Reporting Features			✓	✓
Customizable Reports and Dashboards	✓	✓	✓	✓
Service Analytics App			\$	\$
<b>Cross-sell and upsell more easily.</b>				
Opportunity Tracking	✓	✓	✓	✓
Task Management, Activity Feed	✓	✓	✓	✓
Offline Access			✓	✓
<b>Connect service info to any app.</b>				
Email Integration with Outlook	✓	✓	✓	✓
Google Apps Integration	✓	✓	✓	✓
Integration Via Web Service API		\$	✓	✓
<b>Customize and automate processes.</b>				
Developer Pro Sandbox		\$	\$	✓
Developer Sandbox			✓	✓
Full Sandbox			\$	1
Partial Sandbox			1	1
Process Builder (Processes Per Org)	5	5	✓	✓
Custom Profiles and Page Layouts	✓	✓	✓	✓
Lightning App Builder	✓	✓	✓	✓
Salesforce Identity			✓	✓
Unlimited Custom Applications		✓	✓	✓
Workflow and Approval Automation			✓	✓
AppExchange App Integration**	✓	✓	✓	✓
Email Templates	✓	✓	✓	✓
Record Types (Per Object)		3	✓	✓
Roles and Permissions		2	✓	✓
Data Storage Per User	✓	✓	✓	✓
File Storage Per User	✓	✓	✓	✓
<b>Get the most out of Salesforce.</b>				
Unlimited Online Training		\$	\$	✓
Standard Success Plan	✓	✓	✓	✓
Online Case Submission (TWO-DAY RESPONSE)	✓	✓	✓	✓
Access to Premier Success Resources		\$	\$	✓
24/7 Toll-Free Support		\$	\$	✓
Developer Support		\$	\$	✓
Configuration Services		\$	\$	✓
Access to Accelerators		\$	\$	✓