

Thrive in the New Era of Tech

Empower teams to do more with less and grow efficiently at scale.

Learn how Salesforce for Technology works.

Boost customer lifetime value with a strategic, scalable platform for the future of technology



Drive cost-efficient growth.

Grow in new ways using self-service commerce, guided selling, and partner ecosystems.



Streamline revenue operations.

Spend less across the entire revenue lifecycle and lower churn by forecasting accurately and reducing time from lead to cash.



Automate customer success.

Increase customer lifetime value by proactively monitoring customer health and providing self-service tools.



Connect data across systems.

Turn insights into action, no matter the data source.

How Salesforce is helping technology companies:



Source: Salesforce Customer Success Metrics database

Customer 360 for technology includes:



[Marketing Cloud](#) lets you personalize customer experiences and optimize each campaign with data-first enterprise solutions for any channel and device.



[CRM Analytics](#) helps your entire team find important answers and start making data-driven decisions.



[Service Cloud](#) allows you to automate your processes, streamline your workflows, and deploy the right agent at the right time.



[MuleSoft Anypoint Platform](#) lets you connect your different systems using modern APIs and automation to execute critical projects quickly and with a single, secure data source.



[Slack](#) brings together all your teams with the apps and data they need in a single, collaborative workspace.



[Sales Cloud](#) helps you skill up your reps, speed up your revenue, and scale up your business.



[Commerce Cloud](#) helps you innovate faster, personalize every experience, and scale confidently so you can reach customers on any channel.