



## Selecting the right Sales Cloud edition

Wouldn't you love your sales application to be as easy to use as your favorite consumer Web site? Welcome to the Sales Cloud.

Reps love the Sales Cloud because they get one central place to manage all sales-related activities. Suddenly, they're spending less time on administration and more time closing deals. For sales managers, the Sales Cloud gives real-time visibility into their teams' activities. And that means forecasting sales with confidence is easy.

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 the Sales Cloud with just an Internet connection—there's no need for expensive hardware or software. Did we mention flexibility? With the 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.






Use the below information to gain a quick overview of the main capabilities of each edition. The details of every feature by edition—new features come out three times per year—are in the matrix on the following page. No matter which edition you select, you'll be joining 67,900 customers that now have happy reps, higher user adoption, improved data quality, and better management visibility.

- Contact Manager** – Contact management for up to five users. With Contact Manager Edition, you can manage your business contacts, customer interactions, and conversations in one place—the cloud. Contact Manager Edition works with any email application, including Microsoft Outlook and Gmail. You also get to upload, store and share documents using the content library and can manage your contacts from the road with Mobile Lite.
- Group Edition** – Sales and marketing for up to five users. With Group Edition, you get basic CRM to help your team succeed, including Web lead capture and Google AdWords to generate leads and reports and dashboards to manage through the sales cycle. You also get desktop integration and one app from the AppExchange.
- Professional Edition** – Complete CRM for any size team. Choose Professional Edition if you want no user limits and a bunch of additional features—campaign management, email marketing, product lists, sales forecasting, customizable dashboards, case tracking, and privacy controls. You can also create more custom objects and use up to five AppExchange apps.
- Enterprise Edition** – Customize and integrate CRM for your entire business. Enterprise Edition includes many Sales Cloud and Force.com platform features, including workflow and approvals, so you can automate any business process you have, create complex sales territories, interact with partners, access additional AppExchange applications, and integrate with any system using our API. You also get extensive customization capabilities—a key to user adoption. It's the edition used by most of our larger customers.
- Unlimited Edition** – The name says it all. With Unlimited Edition, salesforce.com's 24x7 Premier Support team will customize the Sales Cloud for you. If you need more storage, lots of custom objects, fully customizable mobile access, and an unlimited number of custom tabs and custom apps, Unlimited Edition is for you.

“The cost to build with salesforce.com was similar to our old database, but it was really a choice between a Lamborghini versus a clunker.”

James Truong  
Executive Director of Operations  
New Leaders for New Schools

### Choose the Sales Cloud edition that's right for your business

|   |   |   |  |  |
|---|---|---|--|--|
|  <b>Contact Manager</b><br>Contact management for up to 5 users<br><b>\$5/user/month</b> |  <b>Group</b><br>Basic sales and marketing for up to 5 users<br><b>\$17/user/month</b> |  <b>Professional</b><br>Complete CRM for any size team<br><b>\$65/user/month</b> |  <b>Enterprise</b><br>Customize and integrate CRM for your entire business<br><b>\$125/user/month</b><br><b>BEST VALUE!</b> |  <b>Unlimited</b><br>Premier Support tailors CRM for your business<br><b>\$250/user/month</b> |
|---|---|---|--|--|

## Sales Cloud Edition Comparison

| Feature                             | Contact Manager | Group | Professional | Enterprise | Unlimited |
|-------------------------------------|-----------------|-------|--------------|------------|-----------|
| Accounts & contacts                 | √               | √     | √            | √          | √         |
| Activity tracking & history         | √               | √     | √            | √          | √         |
| Document attachments                | √               | √     | √            | √          | √         |
| Google Apps integration             | √               | √     | √            | √          | √         |
| Microsoft Outlook integration       | √               | √     | √            | √          | √         |
| Microsoft Word & Excel integration  | √               | √     | √            | √          | √         |
| Mobile Lite                         | √               | √     | √            | √          | √         |
| Reports                             | √               | √     | √            | √          | √         |
| Tasks                               | √               | √     | √            | √          | √         |
| Role permissions                    |                 |       | √            | √          | √         |
| Competitor tracking                 |                 | √     | √            | √          | √         |
| Customizable sales process          |                 | √     | √            | √          | √         |
| Dashboards                          |                 | √     | √            | √          | √         |
| Google AdWords                      |                 | √     | √            | √          | √         |
| Integrated third-party apps         |                 | √     | √            | √          | √         |
| Landing pages                       |                 | √     | √            | √          | √         |
| Lead capture                        |                 | √     | √            | √          | √         |
| Lead scoring, routing, & assignment |                 | √     | √            | √          | √         |
| Opportunity tracking                |                 | √     | √            | √          | √         |
| Analytic snapshots                  |                 |       | √            | √          | √         |
| Campaigns                           |                 |       | √            | √          | √         |
| Contract management                 |                 |       | √            | √          | √         |
| Customizable dashboards             |                 |       | √            | √          | √         |
| Customizable forecasting            |                 |       | √            | √          | √         |
| Email templates & tracking          |                 |       | √            | √          | √         |
| Ideas community                     |                 |       | √            | √          | √         |
| Mass email                          |                 |       | √            | √          | √         |
| Product tracking                    |                 |       | √            | √          | √         |
| Real-time partner collaboration     |                 |       | √            | √          | √         |
| Third-party sales methodologies     |                 |       | √            | √          | √         |
| Offline access                      |                 |       | \$           | √          | √         |
| Mobile Premium – full customization |                 |       | \$           | \$         | √         |
| Content genius                      |                 |       | \$           | \$         | \$        |
| Integrated content library          |                 |       | \$           | \$         | \$        |
| Approvals                           |                 |       |              | √          | √         |
| Call scripting                      |                 |       |              | √          | √         |
| Opportunity genius                  |                 |       |              | √          | √         |
| Process visualizer                  |                 |       |              | √          | √         |
| Sales teams                         |                 |       |              | √          | √         |
| Territory management                |                 |       |              | √          | √         |
| Workflow automation                 |                 |       |              | √          | √         |
| Mobile Premium                      |                 |       |              |            | √         |
| Partner channel management          |                 |       |              | \$         | \$        |
| Partner portal & community          |                 |       |              | \$         | \$        |

√ = Included in base user license    \$ = Additional fee applies

Group Edition supports less functionality than the 30-day trial. Customers purchasing Group Edition from the trial will have all non-Group Edition functionality and data permanently deleted. Customers may export their trial data at no charge at any time during the trial.

Group Edition has 1GB of data and 1GB of file storage shared by all users. Professional and Enterprise Editions provide 20MB of data and 100MB of file storage/user. Unlimited Edition provides 120MB of data and 100MB of file storage/user. For all customers, the default minimum storage amount is 1GB of data and 1GB of files.



### For More Information

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

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