

Salesforce.com Overview

Salesforce.com is a cloud computing company that uses their social, mobile, sales, service, and CRM cloud technologies to help companies connect and collaborate with their customers, partners, and employees.



Why Salesforce.com?

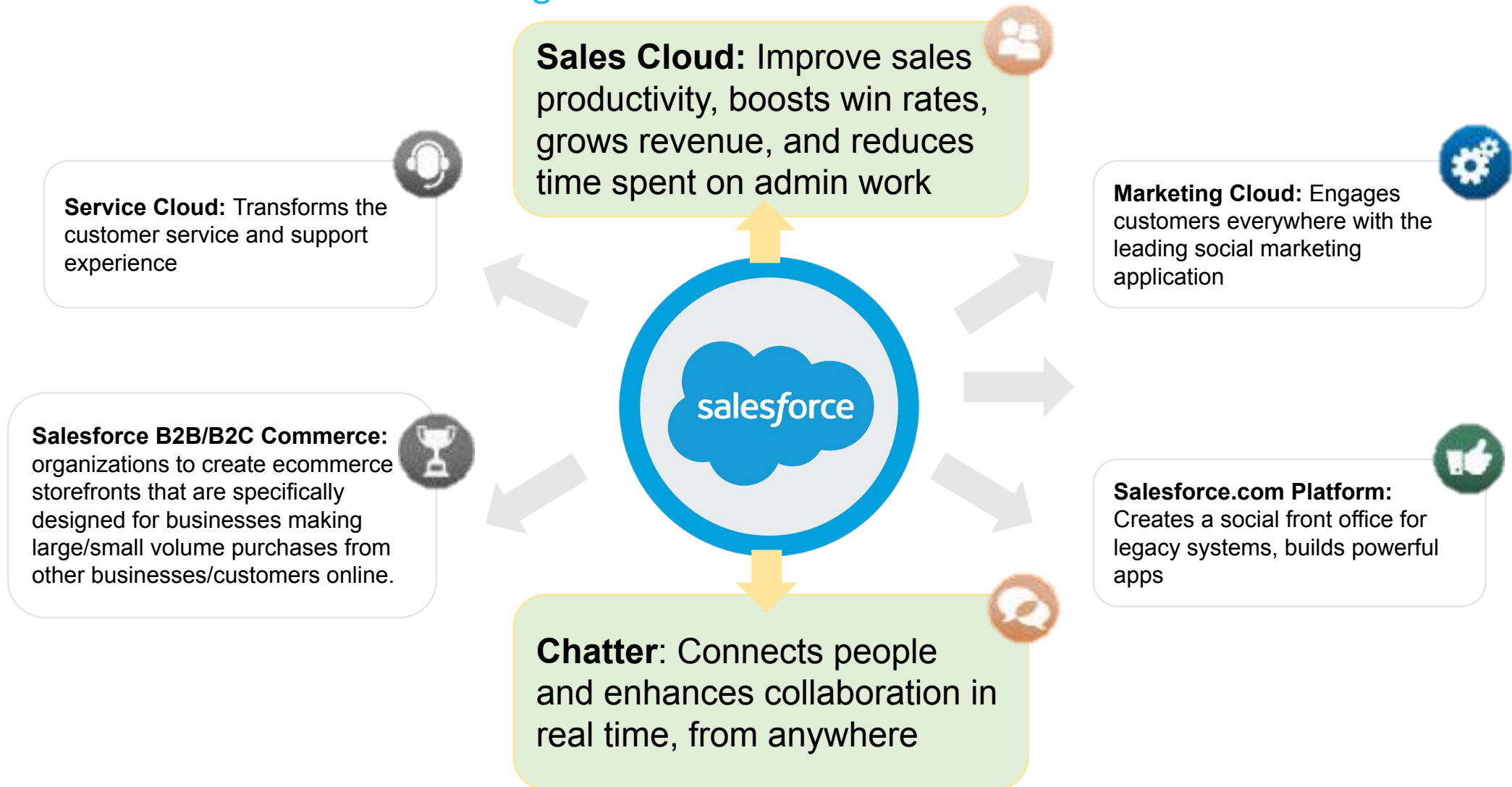
Salesforce.com provides user-friendly navigation, a robust search engine, customizable options, scalability, and can easily be upgraded.

How can Salesforce.com be accessed?

Salesforce merely requires an internet connection that meets your company defined security settings, any time of the day. It can be accessed even from a company issued mobile device.

Salesforce Offerings

Salesforce.com has six different offerings.



Benefits of Using Salesforce

Salesforce is faster with no hardware required, easier to use with simple customization and more secure as it gets you up and running at a significantly low cost.



It's faster

- No installing, maintaining, or configuring hardware or software
- Start customizing as soon as you buy licenses
- Rapidly build and customize applications



Easier to work with

- Simplified development models and instant scalability
- Upgrades require almost no maintenance
- Multiple applications on a single platform



Lower risk

- No large up front investment
- Proven platform for business critical applications
- More secure and reliable with real-time health status



Benefits to Different Users

There are also benefits that vary by your role.

Senior management find Salesforce to be:

- ✓ A proven solution
- ✓ Helpful in predicting revenue ahead of time
- ✓ Key in winning and managing deals
- ✓ Useful in managing teams by efficient mapping of sales representatives' performances

Sales Representatives use Salesforce to help them in:

- ✓ Increasing their sales and commission
- ✓ Enhancing their collaboration efficiency
- ✓ Ensuring faster identification of contact's eligible criteria for sales opportunities



Introduction to Salesforce Integration

Salesforce allows you to integrate various other applications to manage information and maintain consistency stay updated in Salesforce.

With Salesforce Integration, you can:

- Connect Salesforce to Outlook and Microsoft Office to integrate all your data under one system.
- Import your data from Salesforce into MS Office and apply formulas and any formatting.
- Keep your customer data in harmony between Outlook and Salesforce.com.
- Critical customer and sales information will be at your fingertips, even while totally unplugged.

