salesforce® 1 Platform

THE CUSTOMER PLATFORM

THE CONNECTED APP REVOLUTION IS HERE.

In our personal lives, we're surrounded by thousands of apps—from social updates that are pushed to our phones automatically, to shoes that instantly communicate how many calories we've burned.

Yet, at work, we still haven't taken full advantage of these technologies. And with the deluge of tasks that we need to perform just to maintain minimal productivity, it's a challenge to deliver a customer experience that's consistently amazing. Simply put, we don't have data and insights at our fingertips to move faster.

So how does a business keep up with expectations in this new hyper-connected world? How does a CIO—or a CEO—even begin to think about delivering apps for both customers and employees that help increase productivity and competitiveness in every department? And how do you ensure they're built for social and mobile from the get-go?

HOW DO YOU CONNECT CUSTOMERS, EMPLOYEES, AND EVEN YOUR PRODUCTS TO ARRIVE AT THE FUTURE FIRST? HOW DO YOU CONNECT ANYTHING TO EVERYTHING?

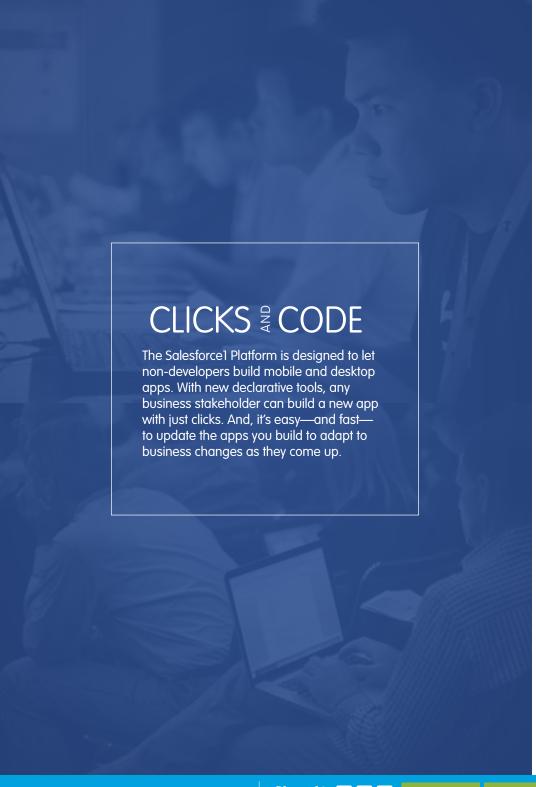THE ANSWER IS THE SALESFORCE1 PLATFORM.

Say hello to the Salesforce1 Platform. The world's #1 cloud platform, it gives you all the tools you need to make it faster and easier to build for desktop and mobile so you can turn ideas into apps faster. And sell, service, market, and run your business like never before.

The Salesforce1 Platform brings together Force.com, Heroku, and ExactTarget's FUEL into one family of cloud services—all built API-first.

SALESFORCE1 PLATFORM.

ONE REVOLUTIONARY CUSTOMER PLATFORM, ENGINEERED TO CONNECT YOUR CUSTOMERS TO THE NEXT GENERATION OF DEVICES AND APPS.

The Salesforce1 Platform delivers powerful services like point-and-click development, business logic, mobile SDK, analytics, multi-language development, social collaboration, and cloud identity solutions. It also includes services like UI components, flexible page layouts for mobile, a 1:1 customer engagement engine, and custom actions—all geared for going fast. And since it's API-first, you can build your app with any experience or UI you want—helping you connect with the next generation of devices, apps, and customers in a whole new way.

CLICKS AND CODE

The Salesforce1 Platform is designed to let non-developers build mobile and desktop apps. With new declarative tools, any business stakeholder can build a new app with just clicks. And, it's easy—and fast— to update the apps you build to adapt to business changes as they come up.

WHAT THE SALESFORCE1 PLATFORM MEANS FOR…

DEVELOPERS

An API-first cloud platform, which means all of your apps connect to your business data

An extensible mobile app with UI frameworks, allowing you to build faster than ever

Support for all the latest HTML5 and JavaScript mobile frameworks, like Angular, Backbone, and more

A mobile SDK to build custom native iOS and Android apps

Instant deployment, real-time distribution

More productivity tools to go even faster

BUSINESS USERS

Create an app with just clicks

Bring a business idea to life with an app—and have it be social and mobile—instantly

Build contextually aware, smart, action-oriented apps

Deliver data and insights to every employee

Add new users and control user access with just a few clicks

"The **future** depends on what you do **today.**"

-Gandhi

TABLE OF CONTENTS

CUSTOMER SHOWCASE APPS
BUILT ON THE SALESFORCE1 PLATFORM

1

Here's a showcase of custom apps built with the Salesforce1 Platform leveraging new APIs and the Salesforce1 Mobile SDK. These amazing apps are designed to engage and delight employees and customers in the world of accelerated expectations. It's just an example of the over four million apps created on the #1 cloud platform.

TRUNK CLUB

FASHION CONSUMER APP

Customers of Trunk Club's personalized shopping service can connect with their stylists from anywhere via their mobile devices, with an app built on the Salesforce1 Platform. They can request new garments or get outfitting advice on past purchases.

KELLY SERVICES

HR BEST PRACTICE APP

Talent Project: iPad users can search, browse, and download white papers, research, industry reports, and videos on key employment issues facing the global workplace today.

See the story >

ADP

FIELD SALES APP

ADP built an entire suite of mobile-optimized apps—including digital sales aids, order management, and itinerary planners—on the Salesforce1 Platform. Reps can find the hottest leads and prospects on their tablets, and even sign contracts from the road.

See the story >

KIMBERLY-CLARK

PROJECT TRACKING APP

Kimberly-Clark's Professional Healthy Workplace app for the iPad lets the business-to-business team track cleaning projects and share progress with customers in real time.

See the story >

ACADEMY OF ART UNIVERSITY

EDUCATION APP

AAU's campus app delivers personalised information to students—including class schedules and directions for using university shuttle buses to get there. The app seamlessly blends class information from Salesforce and a real-time GPS system that shows bus locations.

See the story ›

VIRGIN AMERICA

MOBILE SOCIAL INTRANET APP

Virgin America uses a mobile social intranet to deliver critical business information to its employees, while keeping teammates connected and engaged, wherever they are.

See the story ›

LEVIEV EXTRAORDINARY DIAMONDS

JEWEL BOX APP

LEVIEV Extraordinary Diamonds creates personal and intimate customer experiences with a mobile app that showcases its global inventory of diamonds. Using Salesforce, reps can show diamonds from showrooms across the world in real time.

TIME WARNER CABLE
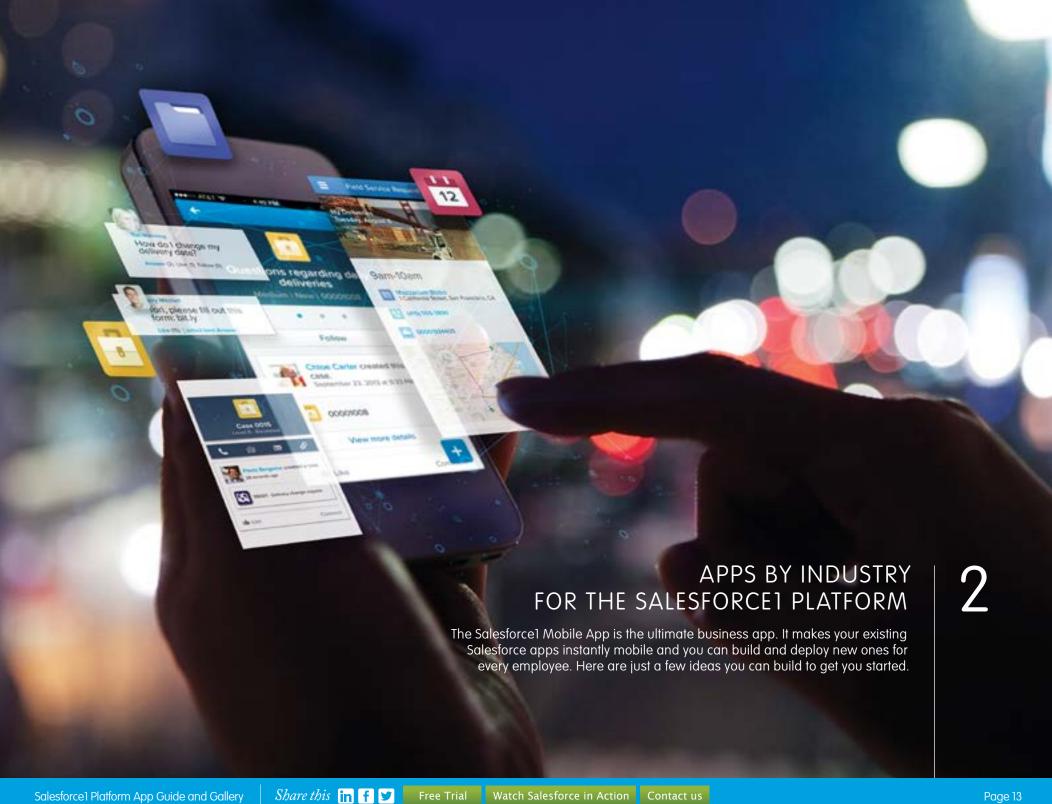
SALES AID APP

Time Warner Cable's field sales team benefits from easy access to fast and reliable data, such as territory maps, via an iPad app built on the Salesforce1 Platform. The app also enables more compelling and interactive sales presentations for improved sales performance.

COMCAST

FIELD SALES APP

Comcast supercharges field sales with an easy-to-use app built on the Salesforce1 Platform. The company developed an iPad app to show services and savings comparisons to customers, generate quotes and contracts, and capture e-signatures on the spot.

APPS BY INDUSTRY
FOR THE SALESFORCE1 PLATFORM

2

The Salesforce1 Mobile App is the ultimate business app. It makes your existing Salesforce apps instantly mobile and you can build and deploy new ones for every employee. Here are just a few ideas you can build to get you started.

FINANCIAL SERVICES APPS

FROM BANKING TO INSURANCE, BUILD APPS TO QUOTE AND ONBOARD YOUR NEW CLIENTS FASTER
THAN EVER AND DELIVER A VIBRANT INVESTOR COMMUNITY TO STAY CONNECTED.

ACCOUNT ONBOARDING APP

Delight your customers by making new account enrollment a fast and easy experience—any channel, anytime, any product (one or many).

PERSONAL INVESTING COMMUNITY APP

Create a private social community to share investing knowledge, insights, and trends affecting personal investment strategies.

FIRST NOTICE OF LOSS APP

Respond to insurance claims from anywhere and get customers paid faster than the competition.

COMPLIANCE APP

Make it simple for your bankers to navigate operational regulations through built-in app rules, disclosures, document enforcement, reporting, and management visibility.

COMMERCIAL ONBOARDING APP

Take the complexity and confusion out of multi-product setup and fulfillment across different teams—turn it into an app that drives speed, efficiency, and customer satisfaction.

SMALL BUSINESS PORTFOLIO APP

Stay on top of your portfolio of SMB customers; service, cross-sell and manage exposure, activities, events, and alerts all from a single application.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

WELLS FARGO   THOMSON REUTERS   **Commonwealth** Bank   *charles* SCHWAB   century PAYMENTS   GE
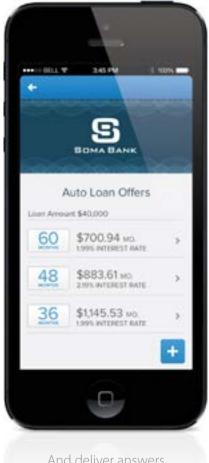
QUOTING APP

INCREASE YOUR SALES THROUGHPUT AND GAIN BETTER DEAL QUALITY WITH FASTER QUOTING; PRE-QUALIFY YOUR PROSPECTS IN REAL TIME ON ANY DEVICE.

Give bankers everything they need on their phone

So they can help customers with a quote

And deliver answers immediately

HEALTH CARE AND LIFE SCIENCES APPS

BUILD APPS TO FACILITATE PATIENT HEALTH AND EMPLOYEE ONBOARDING, AND CREATE COMMUNITIES TO CONNECT DOCTORS TO THEIR PEERS AND MODERNISE THE CLINICAL TRIAL.

PATIENT ENROLLMENT APP

Streamline the enrollment process by digitally capturing patients' information in seconds, right in the lobby or before they arrive.

PHYSICIAN COMMUNITY APP

Provide physicians with a community to collaborate with colleagues and find information on drugs, health problems, and other expert services and support.

DIGITAL HEALTH APP

Connect patients with their digital health records, devices, and data, then with physicians and family to improve care and outcomes.

HOSPITAL INVENTORY APP

Order lab supplies, approve purchases, find clinic locations, information, and more all while on the go.

EMPLOYEE ONBOARDING APP

Automate the process of recruiting, training, and managing new health care professionals all on one standardised platform.

CLINICAL TRIAL APP

Improve clinical trial execution and experience, all while reducing costs and barriers for patient enrollment and retention.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

Zimmer   BAUSCH + LOMB   CNS Response   Schumachergroup   BAYER
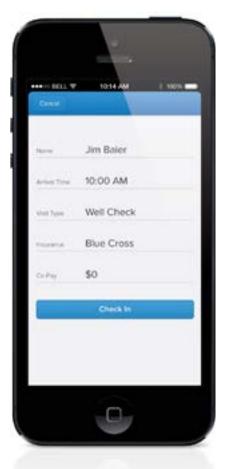
PRACTICE APP

EMPOWER HEALTH CARE PROFESSIONALS TO SERVICE PATIENTS FASTER, WRITE SCRIPTS, AND DELIVER A BETTER CLINICAL EXPERIENCE.

Your patient's details in one place   Take an action fast   And check them in

HIGH-TECH APPS

BUILD APPS TO TRACK DISTRIBUTION, PATENT APPLICATIONS, IT HARDWARE, AND HUMAN CAPITAL
WITH CHANNEL APPS, ASSET MANAGEMENT APPS, RECRUITING APPS, AND PROJECT APPS.

INTELLECTUAL PROPERTY APP

Source and track the patent submissions of the most valuable ideas in your company; recognise and reward patent holders.

SOFTWARE DEVELOPMENT APP

Automate the agile development process by tracking every story in one place so you can ship product faster.

QUALITY CONTROL APP

Capture, track, and report on the results of every step of the QA process to reduce defects and increase profits.

QUOTE-TO-ORDER APP

Turn sales into cash faster by automating the quoting, signing, and order fulfillment process as soon as the customer says "yes".

LICENSING APP

Increase visibility and save money on redundant software licensing costs by tracking and managing them all in one place.

PROJECTS APP

Manage key projects such as go-to-market or launch events right from your phone so you never miss a milestone.
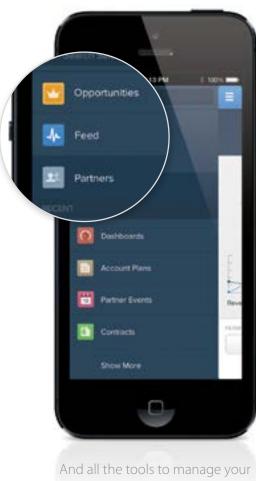
CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

Nikon   EA   OpenTable   facebook   PANDORA   Spotify

CHANNEL MANAGEMENT APP

INCREASE INDIRECT REVENUE AND MANAGE DISTRIBUTION PARTNERS MORE EFFECTIVELY.

Your channel sales data
in your pocket

And all the tools to manage your
channel more effectively

Including details on
each partner

MANUFACTURING APPS

BUILD APPS TO MAKE DELIVERIES AND FIELD OPERATIONS MORE EFFICIENT, TRACK COGS AND ROI ON NEW PROJECTS, MAXIMISE NEW INVESTMENTS, AND MAKE ERP DATA MOBILE ACROSS MULTIPLE TEAMS.

INSPECTION APP

Log and verify inspections on any mobile device for everything from office space to warehouses to government property.

INVENTORY APP

Maximise revenue by managing the day's stock on hand and giving everyone in the company visibility into all the inventory, wherever it is.

MATERIALS PLANNING APP

Scope and budget new projects faster than ever and estimate costs more accurately with a planning app linked directly to material costs.

DEALER APP

From tractors to lawnmowers to cars, connect dealers and service techs to manufacturers and suppliers to help them sell more, faster.

ORDER FULFILLMENT APP

Take, manage, and fulfill orders in real time with dashboards and alerts on every device.

WARRANTY APP

Track warranty exposures across every product line and catch product defects faster.
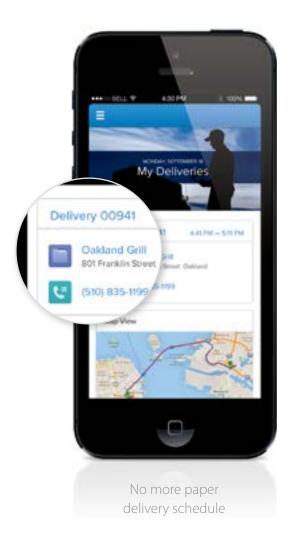
CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

PHILIPS   **Kimberly-Clark**   **Pernod Ricard**   **TOYOTA**   L'ORÉAL USA   **Canon**

FEATURED
MANUFACTURING
APP
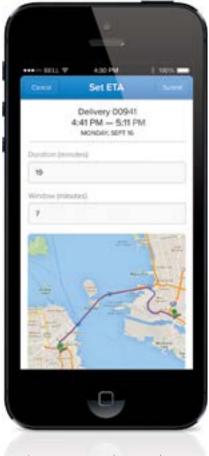
DELIVERIES APP

TURN DRIVERS INTO SALES AND SERVICE HEROES WHO DELIVER ON TIME.

No more paper
delivery schedule

Each action just a
click away

Let customers know when
you will arrive

RETAIL APPS

BUILD APPS TO CONNECT STORE EMPLOYEES TO CUSTOMERS AND DELIVER AN AMAZING RETAIL EXPERIENCE.

STORE MANAGER APP

Help managers track associates, events, and activities, and stay connected to HQ and to other store managers.

MARKETING COLLATERAL APP

Access, share, and collaborate around all of your marketing content in one place; bring third parties and agencies into the conversation in secure private groups.

CATALOG INVENTORY APP

Give associates and managers a complete catalog of product information, with inventory location and availability.

RETAIL EXECUTION APP

Help reps manage wholesale-retail relationships—everything from sales performance to in-store display.

SUPPLIER RELATIONSHIP APP

Streamline supplier relationships, everything from recruiting and onboarding new vendors to getting more out of existing ones.

CUSTOMER COMMUNITIES APP

Create a community for your most loyal consumers to stay connected to new styles, sales, and promotions outside the store.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

Westfield   BURBERRY   TRUNK CLUB MEN'S OUTFITTERS   LEVIEV EXTRAORDINARY DIAMONDS   CARLO'S BAKE SHOP   dunkin' brands

FEATURED
RETAIL APP

CLIENTELING APP

CONNECT STORE ASSOCIATES TO THEIR CUSTOMERS BY GIVING THEM A 360-DEGREE VIEW
OF CUSTOMER INFORMATION IN REAL TIME.

Store associates have everything
from styles to sales

Plus a 360-degree view
of each customer

Including past purchases and
recommendations

MEDIA APPS

BUILD APPS TO MANAGE MEDIA MORE EFFICIENTLY, INCLUDING TRACKING EVERY AD ASSET AND INSERTION ORDER, TO MAXIMISE EVERY DOLLAR AND CROSS-SELL OPPORTUNITY.

AUDIENCE COMMUNITY APP

Engage your viewers in shows they love by allowing them to communicate and interact with each other across any device.

INSERTION ORDER APP

Sign and track insertion orders in real time to minimise remnant or unsold inventory.

AD INVENTORY APP

Provide reps with easy access to available ad inventory.

CUSTOM BUNDLING APP

Dynamically create and price custom ad bundles across different media for larger sales.

SUBSCRIBER APP

Give customers an app to manage accounts, pay bills, add services, and more while on the go.

PRODUCTION SCHEDULING APP

Appoint producers, directors, stage managers, lighting designers, costume designers, and choreographers to the correct set in seconds.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

livingsocial   PANDORA   DMGT   FT FINANCIAL TIMES   NBCUniversal

AD SCHEDULING APP

PLAN, TRACK, AND MANAGE YOUR CLIENTS' CAMPAIGNS DIRECTLY FROM YOUR MOBILE DEVICE.

Every campaign in
one place

Every detail just a
screen away

And the tools to update
on the go

COMMUNICATIONS APPS

BUILD APPS TO HELP INSTALLERS MOVE FASTER, REPS SELL MORE, AND ENABLE EVERYONE TO DELIVER A DIFFERENTIATED CUSTOMER EXPERIENCE THAT BUILDS LOYALTY AND GROWS REVENUE.

DOOR KNOCKER APP

Track your door-to-door sales and manage the core processes of approvals, contracts, and signatures.

SUBSCRIBER ORDERING APP

Advertise, market, and acquire customers faster; then make it easy for them to order new subscriptions.

DEALER AND RESELLER COMMUNITY APP

Communicate and build relationships with your dealers and resellers while increasing profits.

SUBSCRIBER BILLING APP

Provide customers with an easy way to pay their bills, get questions answered, or see their account balance.

TROUBLESHOOTING APP

Give service reps what they need to solve technical issues and assign support techs with the click of a button.

B2B ACCOUNT MANAGEMENT APP

Stay closer to your B2B channel and maximise sales and service.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

FIELD SERVICES APP

GET CUSTOMERS UP AND RUNNING FASTER WITH ACCURATE ARRIVAL WINDOWS
AND MORE PERSONALIZED SERVICE.

FEATURED COMMUNICATIONS APP

Field techs have everything they need on the road

And all the work orders in a single place

With every detail

So they can troubleshoot on the fly

GOVERNMENT APPS

BUILD APPS TO CONNECT YOUR AGENCY AND TRANSFORM PUBLIC SERVICE. IMPROVE SERVICE DELIVERY, STIMULATE ECONOMIC DEVELOPMENT, BETTER MANAGE PROJECTS, AND CREATE COMMUNITIES FOR COLLABORATION AND OUTREACH.

ECONOMIC DEVELOPMENT APP

Coordinate economic and work-force development efforts across agencies and partners to stimulate more jobs and investment.

INSPECTIONS APP

Drive new levels of efficiency with a nimble workforce able to log and verify inspections from anywhere, at any time.

SERVICE APP

Empower your entire organisation to collaborate and swarm every case.

COMMUNITIES APP

Match public and private employees in a social community to deliver new solutions together.

PROGRAM MANAGEMENT APP

Save taxpayer dollars by breaking down silos and automating program approvals and workflows.

SOCIAL RECRUITING APP

Leverage the powerful social tools to recruit the next generation of civil servants and military personnel.

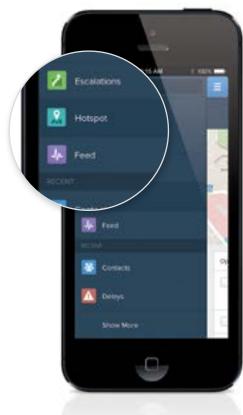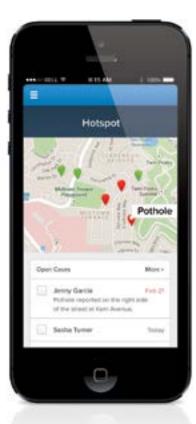CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

CALL CENTER "311" APP

MAKE EVERY AGENT RESPONSE FASTER AND SMARTER; EMPOWER CITIZENS TO SERVE THEIR COMMUNITY FROM THEIR PREFERRED DEVICE.

Respond to citizens faster

With a map of every case

Including all the details

And tools for taking action

NONPROFIT AND HIGHER-ED APPS

BUILD APPS TO TRANSFORM THE SOCIAL SECTOR—CONNECTING YOUR COMMUNITY OF SUPPORTERS, CLIENTS, PROJECTS, STUDENTS, AND ALUMNI IN A WHOLE NEW WAY.

CASE MANAGEMENT APP

Enable your ecosystem to coordinate the delivery of services and care around your constituents' needs.

CONSTITUENT COMMUNITY APP

Bring together all your constituents in private social communities to share information, foster connections, and rally around a cause.

PROJECTS APP

Accelerate change by consolidating data, automating workflow, and standardising processes, all while measuring project performance in real time.

RECRUITMENT APP

Increase recruitment efficiency by engaging with donors and prospects on social and mobile.

STUDENT RETENTION APP

Improve student retention by making it easier to identify at-risk students, offer outstanding service, and collaborate across campus silos.

ALUMNI ADVANCEMENT APP

Establish and grow lifelong relationships to secure your campus's future through increasing fundraising productivity.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

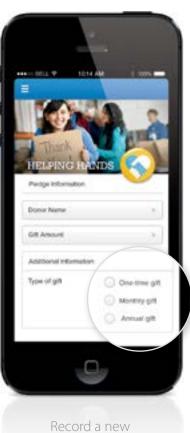American Red Cross   KIVA Loans that change lives   yearup   BABSON   TUCK AT DARTMOUTH

DONATIONS APP
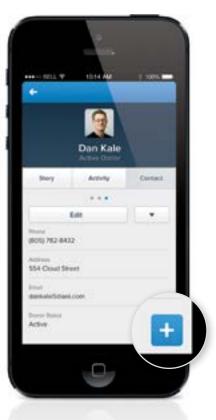
BUILD DEEPER, LIFELONG RELATIONSHIPS WITH DONORS AND SUPPORTERS AND ADD VISIBILITY INTO YOUR ORGANISATION'S ACTIVITIES.

Give fundraisers the power to connect to donors

Record a new pledge fast

See donor details in real time

Send a "thank you" gift instantly

PROFESSIONAL SERVICES APPS

BUILD APPS TO ACCELERATE HUMAN CAPITAL WITH TALENT ONBOARDING AND RESOURCE ALLOCATION APPS, AND TRACK OR CONNECT EXPERTISE.

UTILISATION APP

Help consultants track hours against different projects instantly on any device.

PROPOSAL APP

Streamline and track the proposal and bidding submission process.

BUSINESS PLANNING APP

Help companies generate and execute ideas to build the next successful business plan.

LOYALTY TRACKING APP

Increase customer satisfaction by processing claims more smoothly.

CONTRACT MANAGEMENT APP

Manage and view every contract in a single location.

PROJECT MANAGEMENT APP

Ensure projects get done on time by making sure they get the resources they need.

CUSTOMERS BUILDING ON THE SALESFORCE1 PLATFORM:

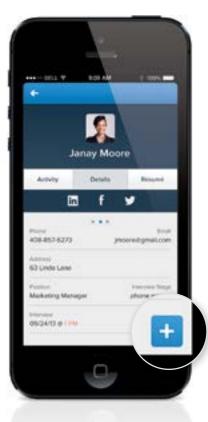ADP®   TERMINIX®   careerbuilder® EMPOWERING EMPLOYMENT   JP NETWORK   KELLY SERVICES®

RECRUITING APP

HIRE TOP TALENT BY AUTOMATING AND TRACKING EVERY INTERACTION, INTERVIEW STAGE, AND FOLLOW-UP.

Your interview schedule on your phone

Complete with the candidates details at your fingertips

So you can make decisions faster

And share feedback in real time

APPEXCHANGE APPS
BUILT ON THE SALESFORCE1 PLATFORM

3

Over 2,000 apps have been built on the Salesforce1 Platform to help you go faster. Here are just a few examples of the apps that the AppExchange puts at your fingertips, instantly.

xactly®

INSPIRE TEAM PERFORMANCE

XACTLY FOR SALESFORCE

Xactly Incent helps you take control of your incentive compensation while inspiring performance in your sales team. Estimate commissions, collaborate on deal requests, and view your sales rankings right from your mobile device in the Salesforce1 Mobile App.

evariant
MOVING HEALTHCARE AHEAD

eVariant's Physician & Territory Management App allows users to create customised lists and territories using specific physician data. eVariant integrates health care business data so companies can identify market opportunities, measure marketing campaigns against reportable ROI, and improve patient and physician engagement.

DocuSign ®

DocuSign is the most widely used eSignature solution—more than 40 million users have DocuSign in 188 countries. Collect signatures anytime, anywhere, on any device. Sign documents right from your mobile device within the Salesforce1 Mobile App.

ScanBizCards
Snap. Teach. Connect.

ScanBizCards allows you to scan business cards with your smartphone, offering simple one-click export to Salesforce. If your organization requires a deeper multi-user integration, the ScanBizCards Enterprise for Salesforce is the ideal solution. Mobile users can enjoy all this functionality seamlessly within the Salesforce1 Mobile App.

CONCUR

Maximise the value of every business trip with TripMax from Concur. Built on the Salesforce1 Platform, TripMax integrates your travel itineraries with contact and opportunity information from Salesforce. From any mobile device, you can access your contacts and opportunities within a radius of your destination or current location—putting additional sales opportunities at your fingertips.

Linked in ®

Get insights and rich LinkedIn profile information anytime, anywhere with the power of LinkedIn connected directly to your Salesforce contacts. LinkedIn Sales Solutions provides you with up-to-date information on your prospects to arm you with insights before you initiate a conversation or go into a meeting. Never miss an opportunity to connect. Foster intelligent conversations, make connections, and send messages all from your mobile device.
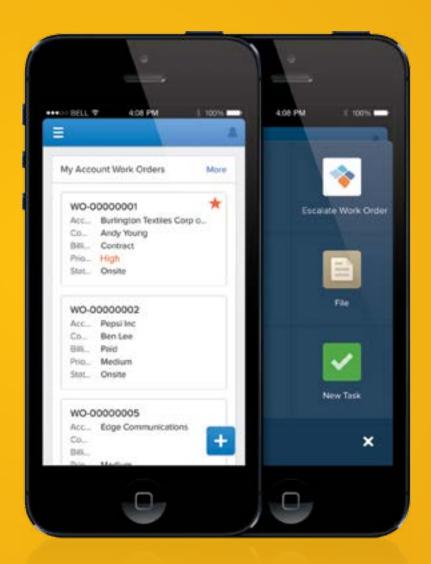
THE TAS GROUP

Make every sales call smarter, on the road. Put a smart sales call plan in your hand. In just a micro-moment, you can access key insights about the people that matter, the business issues to discuss, and the sales strategy to use, right from your mobile device in the Salesforce1 Mobile App. Use check-ins and notifications to collaborate with the team from your phone and provide an instant call. Debrief after the call.

CONNECT FIELD SERVICE TO SALES

SERVICEMAX FOR SALESFORCE

ServiceMax is a complete field service software solution built 100 percent on the Salesforce1 Platform. Connect sales reps to field service reps in one app to control and monitor field service activities, increase revenue, and turn service into a competitive advantage.

hp

HP ePrint lets you print documents on the go. With HP ePrint, you can pick the files you want to print right from the Salesforce1 Mobile App and send them to the closest geo-located print center, so you can arrive at any meeting with your files in hand.

Dropbox

Combine the power of Dropbox and the Salesforce1 Platform and get complete access to your Dropbox account inside any app. Automatically organise and share Dropbox files from any part of the Salesforce1 Mobile App.

FINANCIAL FORCE·COM

FinancialForce.com connects your front-office to your back-office, so you can view and create invoices and payments right from the Salesforce1 Mobile App.
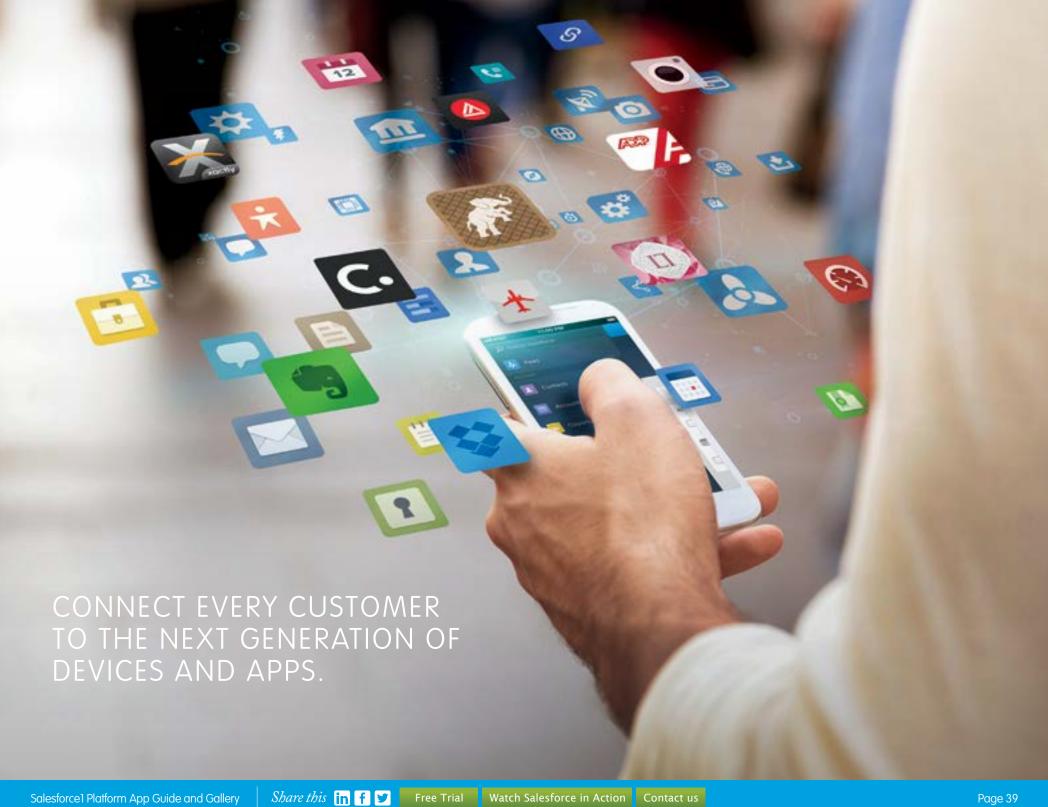
Kenandy

Kenandy is cloud ERP for large, global companies that design, manufacture and distribute products. Built on the Salesforce1 Platform, Kenandy cloud ERP includes order management, procurement, manufacturing, and financials.

box

Box gives Salesforce users quicker, more flexible access to manage and update content from within any Salesforce1 Mobile App.

EVERNOTE®

Evernote Business for Salesforce lets you discover, share, and capture business notes and access this information from wherever you are. You'll know more, save time, and streamline communication so you can work smarter.

CONNECT EVERY CUSTOMER
TO THE NEXT GENERATION OF
DEVICES AND APPS.

salesforce | Platform

THE CUSTOMER PLATFORM

The Salesforce1 Platform is created API first, which means IT can design and deploy an app that's social and mobile-ready faster than ever; and business stakeholders outside of IT have the tools they need to bring business ideas to life with just a few clicks. With the Salesforce1 Platform you can connect customers, employees, and even products and be ready to leap into the future to welcome your customers as they arrive.

TO LEARN MORE ABOUT THE SALESFORCE1 PLATFORM, GO TO SALESFORCE.COM/AP/PLATFORM

Contact me >