

A QUICK PEEK AT

salesforce

data.com



Having the right data at the right moment gives your sales team a competitive edge.

With Salesforce Data.com, you get the power of having complete, comprehensive and current information on your customers built directly into the #1 sales solution.

Get a glimpse into how you gain critical customer insights, boost sales productivity, and grow your pipeline with Data.com.



Table of Contents

Gain critical insights with rich, relevant account information

- Get the full view of your customers4
- Connect the dots to really know your accounts5
- Learn the topics for successful sales calls6
- Bring it all together and see the big picture7

Boost sales productivity with clean, current data

- Get the latest updates in one click8
- Keep your customer data fresh and reliable9
- Set automated clean and focus on selling.....10

Grow your pipeline with easy access to accounts and contacts

- Find the right prospects – faster11
- Tailor searches to meet your needs12
- Expand your account relationships13

- Take the Next Step.....14

Get the full view of your customers. Data.com provides access to 80+ fields of account data, so you have the details you need to know your customers and prospects.

Deep Account Data

Access to detailed Dun & Bradstreet account information – such as total employee count, annual revenue and industry codes – allows you to make sure you are focusing on opportunities that align with your sales objectives.

D&B Company Detail

Overview

Company Description: **Salesforce.com** champions the power of the cloud for sales (Salesforce Sales Cloud), marketing (Salesforce Marketing Cloud), and customer service (Salesforce Service Cloud). Its traditional, more time-consuming and user-misaligned solutions and its customers come from a variety of industries.

Primary Data

Primary Business Name: Salesforce.com, Inc.
 Primary Address: 1 Market Ste 300, San Francisco, California 94105-5188, United States

Additional Classification Data

Firmographic Data

Telephone Number	+1.415.901.7000	Facsimile Number	
International Dialing Code	0001	Year Started	1999
Annual Sales Volume	5,373,586,000	Annual Sales Volume Indicator	Actual number
Local Currency Code	U.S. Dollar	Location Type	Headquarters/Parent. Branches and/or subsidiary business
Ownership Type Indicator	Public	Out Of Business Indicator	Not Out of Business
Stock Exchange	NYSE	Ticker Symbol	CRM
FIPS MSA Code	41860	FIPS MSA Code Description	San Francisco-Oakland-Hayward, CA
Primary Tradestyle		D-U-N-S Number	072148831
Primary SIC Code	7372	Primary SIC Description	Prepackaged Software
Primary NAICS Code	511210	Primary NAICS Description	Software Publishers
Longitude	-122.394746	Latitude	+37.794340

Number of Employees - Total	13,300	Number of Business Family Members	63
Number of Employees - Location	600	Number of Employees - Location Indicator	Actual number
Number of Employees - Global	13,300	Number of Employees - Total Indicator	Actual number
Legal Structure	Corporation	Subsidiary Indicator	Not subsidiary of another organization
Import/Export	None or Data Not Available	Small Business Indicator	Not small business site
Woman-Owned Indicator	Not owned by a woman or unknown	Minority-Owned Indicator	Not minority-owned
Location Ownership Indicator	Rents	US Tax ID Number	943320693
National Identification Number		National Identification System	
Geocode Accuracy	Rooftop level. Precise physical address	Delinquency Risk	Low risk of delinquency
Second Tradestyle		Third Tradestyle	
Fourth Tradestyle		Fifth Tradestyle	
Marketing Segmentation Cluster	Powerhouse 6000		

Learn the topics for successful sales calls. Prospecting Insights from Data.com goes beyond data points, giving reps the information they need to have effective, engaging sales conversations.

Business Overview
Get a snapshot view of key company details and financial metrics to understand the overall business.

Financial Details

FISCAL YEAR END	OWNERSHIP	EXCHANGE	S&P 500	FORTUNE 1000	DELINQUENCY RISK
January	Public	NYSE : CRM	Yes	483	Low

Annual Revenue by Year

Most Recent	5.4B
Prior	4.1B

Employees by Year

Most Recent	13K
Prior	13K

Net Income/Revenue

Revenue	5.4B
Net Income	3.2M

Company Overview

Salesforce.com champions the power of the social enterprise. The company offers Internet-based applications that manage employee collaboration as well as customer information for sales (Salesforce Sales Cloud), marketing (Salesforce Marketing Cloud), and customer support (Salesforce Service Cloud), providing clients with a rapidly deployable alternative to traditional, more time-consuming and user-maintained software installations. Salesforce counts more than 100,000 users of its customer relationship management (CRM) software, and its customers come from a variety of industries, including financial services, See More

Industry Details
NAICS Primary 511210: Software Publishers

Select a related industry: Customer Relationship Management, Marketing & Sales Software

Call Preparation Questions

- 1/ How dependent is the company on its largest contracts?
- 1/ How does the company differentiate itself in such a competitive market?
- 1/ How does the company ensure security of customer data?

Competitive Landscape

- 1/ The US economy heavily companies compete mainly highly-concentrated. The success of CRM software companies depends on technical expertise and effective marketing. Small software companies form alliances with larger ones to market their products. The US and global industry is highly-concentrated.

Industry Trends

- 1/ Cloud-Based CRM Growing
- 1/ Offering cloud-based CRM

Opportunities

- 1/ Targeting Growing

Industry-based Content
Prospecting Insights includes instant access to Hoover's First Research curated content for a company's associated industries.
Learn how to guide a sales conversation by using topics and trends that are important to your customers.

Bring it all together and see the big picture. Having more detailed, complete information about your customers allows you to execute on strategic initiatives such as territory planning and resource allocation.

Dashboards and Reports

The powerful reporting tools in Sales Cloud allow you to gain deep customer insights from the rich set of Data.com information, making your sales and marketing efforts more successful.

Data.com Account Intelligence Dashboard

As of October 15, 2013 at 9:49 AM

Viewing as Brett Stihms

D&B Companies by Top 10 NAICS Industry

Primary NAICS Code	Record Count
522110	10
721110	4
924110	15
511210	13
334119	13
999990	31
334111	10
541511	10
311919	7
282200	6
332611	4
332710	4
721110	4
334119	4
721110	4
824110	3
522292	2
Total	54

D&B Companies by Location Type

Location Type	Record Count
Single Location	11
Headquarters/Parent	26
Branch	62
Total	99

D&B Companies by Annual Sales Volume

Annual Sales Grouping	Record Count
Under \$1M	10
\$1M - 10M	4
\$10M - 100M	15
\$100M - 1B	13
Over \$1B	31
Total	73

D&B Companies by Ownership Type

Ownership Type Indicator	Record Count
Public	9
Private	26
Total	99

Annual Sales Grouping

Annual Sales Grouping	Record Count
Under \$1M	10
\$1M - 10M	4
\$10M - 100M	15
\$100M - 1B	13
Over \$1B	31
Total	73

D&B Companies by Employees Total

Employees Total Grouping	Record Count
Under 10	7
10 - 100	5
101 - 1,000	13
1,001 - 10,000	22
Over 10,000	26
Total	73

D&B Companies by Legal Structure

Legal Structure	Record Count
Under 10	7
10 - 100	5
101 - 1,000	13
1,001 - 10,000	22
Over 10,000	26
Total	73

D&B Companies by Business Family Members

Business Family Members	Record Count
1	6
2-5	1
6-25	6
26-50	1
51-100	11
Over 100	74
Total	109

Whitespace Analysis

Find out which divisions, subsidiaries and branch locations need more sales attention to maximize your overall account penetration.

Global Ultimate D-U-N-S Number	Amount
Global Ultimate D-U-N-S Number: 001287762 (10 records)	\$840,000.00
Global Ultimate Business Name: Pepsico, Inc. (10 records)	\$840,000.00
Parent Company Business Name: Pepsico, Inc. (7 records)	\$245,000.00
Parent Company Business Name: Pepsi-Cola General Bottlers, Inc. (1 record)	\$250,000.00
Parent Company Business Name: The Quaker Oats Company (1 record)	\$345,000.00
Parent Company Business Name: Tropicana Products, Inc (1 record)	

Get the latest information in one click. Sales reps need accurate and complete customer data at their fingertips. Data.com Clean compares your leads, contacts and accounts to its referential data sources, then easily updates and enriches your customer records.

Compare to Data.com

See how your customer data compares to the information in Data.com. Update specific fields or leave them as-is to make sure you have the latest intelligence on your customers.

The screenshot shows the Salesforce interface for a contact named Jason Brenneman. The 'Contacts' tab is active. A modal window titled 'Clean Contact with Data.com' is open, comparing data from Salesforce and Data.com. The comparison table is as follows:

Field	Salesforce	Data.com
Name	Jason Brenneman	Jason Brenneman
Title	Information Technology	Vice President Information Technology
Phone		+1.415.555.2300
Mailing Address	San Francisco, CA	660 Sutter St San Francisco, CA 94102-1018 United States

Buttons for 'Save' and 'Cancel' are visible at the bottom of the modal. Below the modal, the 'Clean Status' is shown as 'Different 4 days ago'.

Clean Status

The clean status field shows how your data matches with Data.com.

The screenshot shows the Salesforce interface for an account named Autodesk, Inc. The 'Accounts' tab is active. A modal window titled 'Select a match from Data.com' is open, displaying 5 records from Data.com that may match the account. The comparison table is as follows:

Field	Salesforce	Data.com
Account Name	Autodesk, Inc.	Autodesk, Inc.
D-U-N-S Number		*****1282
Tradestyle		
Phone		+1.415.507.5000
Website	http://www.autodesk.com	http://www.autodesk.com
Billing Address	San Francisco, CA United States	111 Mcinnis Pkwy San Rafael, CA 94903-2700 United States
Industry	Technology	Technology
Account Site	Headquarters	Headquarters
Employees	5,600	7,300
Annual Revenue	\$1,560,335,000	\$2,312,200,000

Buttons for 'Select and Proceed to Clean' and 'Cancel' are visible at the bottom of the modal. A 'DUNSRight Match Information' pop-up is also visible on the right side of the modal, showing a confidence code of 7 and a D&B MatchGrade of A Z Z A A Z Z.

Select Match for Accounts

With access to the DUNSRight matching service, you can choose between multiple closely-corresponding account options if there is not enough information for an exact match.

Keep your customer data fresh and reliable. Data.com Clean provides your reps with the most current information on vital customer specifics such as title, business phone number and email, as well as enriching account-level information to improve their ability to manage inbound leads.

List-based Clean

View your leads, contacts, or accounts based on your specified criteria, then let Data.com Clean show you where new information is available.

The screenshot shows the Salesforce interface with the 'Contacts' tab selected. A list of contacts is displayed with the following columns: Action, Name, Account Name, Title, Phone, Email, and Clean Status. The contacts listed include:

Action	Name	Account Name	Title	Phone	Email	Clean Status
<input type="checkbox"/> Edit Del +	Adhi...	Actenum Corp	Vice President-Product Development	+1.604.681.1...	adhi...	Inactive
<input type="checkbox"/> Edit Del +	Kre...	Bently Nevada, Inc.	Vice President Engineering	+1.775.782.3...	way...	In Sync
<input type="checkbox"/> Edit Del +	Wa...	Bently Nevada, Inc.	Vice President-manufacturing	+1.775.782.3...	rei...	In Sync
<input type="checkbox"/> Edit Del +	Mc...	Bently Nevada, Inc.	VP	+1.775.555-...	chri...	Different
<input type="checkbox"/> Edit Del +	Bow...	Destination Resort Management, Inc.	Vice President National Sales	+1.303.799.3...	cbo...	Not Found
<input type="checkbox"/> Edit Del +	Belli...	Hanover Hospital, Inc.	Vice President of Sales	+1.717.637.3...	todd...	In Sync
<input type="checkbox"/> Edit Del +	Achi...	Hewlett-Packard Company	Vice President/General Manager Consumer Mobility	+1.650.857.1...	todd...	Inactive
<input type="checkbox"/> Edit Del +	Ban...	Lockheed Martin Corporation	Vice President, Legislative Affairs, Homeland Security	+1.301.897.8...	lind...	In Sync
<input type="checkbox"/> Edit Del +	Adki...	McKesson Corporation	Vice President	+1.415.983.8...	paul...	Inactive
<input type="checkbox"/> Edit Del +	Ear...	Reliant Medical Group, Inc	Vice President of Sales and Marketing	+1.800.283.7...	jenn...	Inactive
<input type="checkbox"/> Edit Del +	Abel...	Serenic Software Inc.	VP	+1.570.585.4...	davi...	Different
<input type="checkbox"/> Edit Del +	Jon...	The Allstate Corporation	VP Operations	(847) 402-50...	jim.j...	Not Found

Enrich Lead Records

With a minimal set of inputs, Data.com can match and append company HQ details to lead records for improved scoring and routing.

The screenshot shows the Salesforce interface for a lead record for 'Brett Stein'. The 'Clean This Record with Data.com' section is expanded, showing a table of enrichment actions:

Action	Clean Status	Clean Rule Name	Data Service	Last Cleaned
Clean	In Sync	Company Info for Leads	Data.com Companies for Leads	Just now

Below this, the lead's details are shown, including:

- Title: [Blank]
- Phone: [Blank]
- Email: brett@dnb.com
- Lead Status: Open
- Days Since Last Activity: [Blank]
- Email Opt Out:

The 'Segmentation' section shows the following details:

- D&B Company: The Dun & Bradstreet Corporation
- Company D-U-N-S Number: 884114609
- Lead Source: Website
- Region: [Blank]
- Source: [Blank]
- Industry: Finance
- SIC Code: 7323
- SIC Description: Credit Reporting Services

Set automated clean and focus on selling. Administrators can configure automated jobs in Data.com Clean settings, specifying when and what information to update. This means you can spend more time selling instead of managing customer data.

Clean Preferences

Define your Clean preferences for Accounts, Contacts, and Leads.

Accounts

- Enable Clean jobs for Accounts
- Flag all differences per record
- Flag differences and auto-fill blank fields
- Customize settings field by field

D&B Companies

- Enable Clean jobs for D&B Companies

Contacts

- Enable Clean jobs for Contacts
- Flag all differences per record
- Flag differences and auto-fill blank fields
- Customize settings field by field

Leads

Field Preferences

Control which objects and fields you want cleaned. Choose between just flagging differences, auto-filling blanks, or even allowing Data.com to over-write specific fields.

Clean Jobs

Clean Job Scheduling

To keep your records' Clean status up to date, schedule automated jobs to compare your records with Data.com. Jobs are queued according to your scheduling settings, and they run independently for Accounts, Contacts, and Leads.

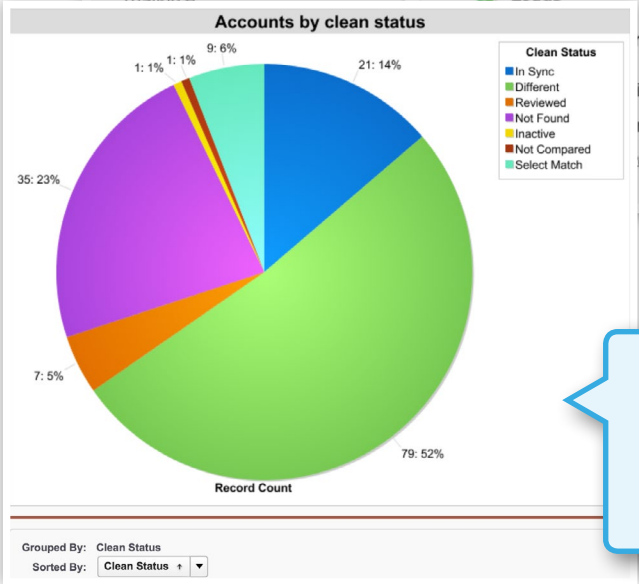
Run Clean Jobs Every...	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Preferred Start Time: 12:00 AM Pacific Daylight Time

Next Job Scheduled For: There are 0 jobs currently scheduled.

Schedule Automated Clean

Set it up to scan all your customer data at preset times. Job logs let you view what data was cleaned, along with additional job-related details.



Clean Reports

Find out exactly which records have new information, so you can make sure your customer data is current and complete.

Find the right prospects – faster. Search for new accounts and contacts in the Data.com tab, then use filters (e.g., title, department, revenue and employee count) to find the exact results you need to grow your business.

The screenshot shows the Salesforce Data.com interface. At the top, there's a search bar and navigation tabs for Home, Chatter, Opportunities, Leads, Accounts, Contacts, Data.com, D&B Companies, Reports, and Dashboards. The Data.com section includes search filters for Company or Website, Location, and Industry. A table of results is displayed with columns for Name, City, State, Country, Location Type, Active Contacts, and Updated. A callout box titled 'Point, Click, Done' points to the 'Add to Salesforce' button in the table. Another callout box titled 'Duplicate Check' points to the status icons (green dot and checkmark) in the table.

Point, Click, Done
Data.com Prospector lets users add new accounts, contacts or leads into Salesforce without any manual data entry.

Duplicate Check
Data.com helps your sales team reduce duplicate records, keeping Salesforce more accurate and reliable.
The ● indicates that this data already exists in Salesforce, and ✓ indicates that this data has been previously added from Data.com.

Name	City	State	Country	Location Type	Active Contacts	Updated
				quarters	25289	Last 3 Months
				quarters	23167	Last 3 Months
				quarters	14173	Last 3 Months
✓ Intel Corporation www.intel.com +1.408.765.8080	Santa Clara	CA	United States	Headquarters	6026	Last 3 Months
✓ Advanced Micro Devices, Inc. www.amd.com +1.408.749.4000	Sunnyvale	CA	United States	Headquarters	3781	Last 3 Months
● ✓ Adobe Systems Incorporated www.adobe.com +1.408.536.6000	San Jose	CA	United States	Headquarters	3734	Last 3 Months
					3512	Last 3 Months

Tailor searches to meet your needs. Honing in on the most relevant prospects in your territory is easy with the industry and location selectors. Once you have refined your search criteria, stay on top of new people or companies in your patch by using saved searches.

Industry Search (NAICS)

Watch a Video Tutorial

Industry Classification: NAICS

Top level > 31-33 Manufacturing

Add	11	Agriculture, Forestry, Fishing and Hunting	Add	313	Textile Mills
Add	21	Mining, Quarrying, and Oil and Gas Extraction	✓	314	Textile Product Mills
Add	22	Utilities	✓	315	Apparel Manufacturing
Add	23	Construction	Add	316	Leather and Allied Product Manufacturing
✓	31-33	Manufacturing	Add	321	Wood Product Manufacturing
Add	42	Wholesale Trade	Add	322	Paper Manufacturing
Add	44-45	Retail Trade	Add	323	Printing and Related Support Activities
Add	48-49	Transportation and Warehousing			

Categories to search by [Clear all](#)

314 Textile Product Mills x 315 Apparel Manufacturing x

Done Cancel

Industry Selector

You can pick accounts using SIC or NAICS industry hierarchies. The industry selector lets you choose up to 20 codes for industries or sub-industries.

Clear All

Country: United States

and State City Metro Area

Denver-Aurora-Broomfield, CO

Postal/ZIP Code: Separate codes with commas

Area Code: Separate codes with commas

Saved Searches

Once you've set up the exact criteria you need, save the search and reuse it to access the information you need.

Location Selector

You can find contacts and accounts using state, city or metro area to target specific geographies. In addition, the location selector supports wild card searches for zip and area codes.

Data.com

SAVED SEARCHES

- Accts - Boston Metro - Auto Dea
- Contact - Zip (02xxx) - Hotels
- Contacts - Zip (10xxx) - Hotels
- Accounts - NY Metro - Auto De**

Find Contacts Find Accounts

Company or Website Location (2) United States

Industry: New Car Dealers Search Reset Search

Add to Salesforce Export Results Save Search

Expand your account relationships. Data.com Prospector lets you easily find decision makers within your target accounts. See available contacts at each organizational level and department to fine tune your search.

The screenshot shows the 'Account Insights' section with metrics for Annual Revenue (\$5.37B...), Employees (13K 0.00%), and Net Income (\$3.24M). Below this, there are news snippets from Salesforce.com. At the bottom, a 'Contacts (2)' section is visible, and a blue box highlights the 'Get More Contacts' button.

Get Contacts

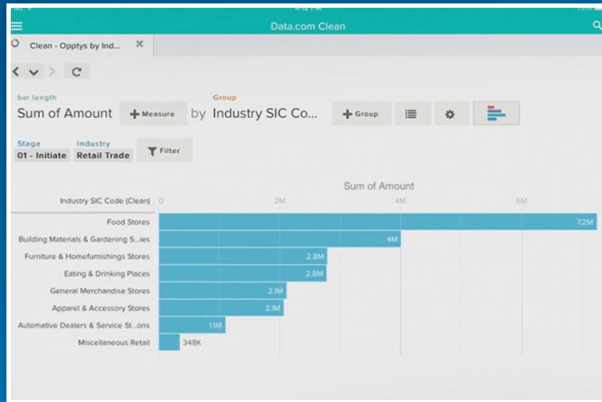
From an account record, you can find associated contacts and then filter down the results by department and level. If you decide to add any contacts, the account will be instantly updated with all their business card details.

The dialog box displays a list of 5777 items sorted by updated date. The table includes columns for Last Name, First Name, Title, Email, Phone, Updated Date, In CRM, and Owned. A filter panel on the right shows filters for Department (Marketing) and Level (Director). The 'Add Contacts' button is highlighted at the bottom right.

LAST NAME	FIRST NAME	TITLE	EMAIL	PHONE	UPDATED DATE	IN CRM	OWNED
Wachs	Joe	Senior Manager, Developer a...	*****@salesforce.com	+*****	04/11/2016		+
Schrok	Michel	Director Regional Partner	*****@salesforce.com	+*****	04/11/2016		✓
McBrien	Michael	Senior Strategic Manager - Se...	*****@salesforce.com	+*****	04/10/2016		+
Littrel	Jamie	Employee Success and Busin...	*****@salesforce.com	+***** x ***	04/09/2016		+
Bregman	Jenni	Marketing Activation Manager	*****@salesforce.com	+*****	04/08/2016		+
Van Dell	Andrea	Application Sales Manager	*****@salesforce.com	+*****	04/08/2016		+

Now that you've seen what Data.com can do to make selling more effective, learn about additional information and resources.

Take the Next Step.



See Data.com in action.

Watch these videos and see how Data.com helps you know your customers better than ever before.

Data.com Assessment App
Find out how Data.com Clean can enrich your business data

Free Tool

Run the assessment.

If you are a Sales Cloud customer, run the free Data.com Assessment App to find out how Data.com Clean can improve your customer data.

