THE SALESFORCE ADVANTAGE

How Salesforce Powers Mission Success

salesforce government

The Cloud Leader

In 1999, we launched Salesforce with a vision to reinvent customer relationship management (CRM) in the cloud – and a new technology model was born. By 2015, Salesforce had surpassed $5 billion in revenue faster than any other enterprise software company and made its debut on the Fortune 500 list. We also have grown to support 45 out of 50 states, all 23 CFO Act federal agencies, and over 100,000 success stories.

So what's our secret? Our customers. No other company has every single employee completely focused on the customer at the heart of your mission. No other company creates products designed to connect your entire organization–across service, outreach, community, analytics, and apps–around the citizen. No other enterprise cloud can match the breadth and depth of our trusted cloud platform and complete CRM, nor the strength of our ecosystem of partners and developers.

And our innovative outlook doesn't end there. We also put aside 1% of our equity, 1% of our employee time, and 1% of our product to help communities in need. In 2015, we hit the exciting milestone of 1 million employee hours volunteered, along with millions of dollars donated to nonprofits around the world.

All of this is what makes Salesforce a true Customer Success Platform, designed to make you and your customers more successful than ever before.

Table of Contents

Chapter 1

Salesforce Makes You Successful

Salesforce was founded on a simple principle: we exist to help our customers succeed. That principle has formed the basis of our business model, and it has instilled a culture of constant improvement and innovation throughout our organization. We've built an entire ecosystem around customer success, from our teams of customer success managers and program architects, to our broad network of partners and independent software vendors that help you get the most out of Salesforce, to our vibrant Success Community.

What truly sets Salesforce apart from the competition is our commitment to making our customers successful – by helping them get closer to the people served by the mission. That means going beyond simply delivering amazing products and features and working closely with each customer to create a vision for future success.

At Salesforce, you don't buy our software and never hear from us again – instead, we work with you to keep delivering value, even as your business grows and changes. Our customer success managers are dedicated to making sure you get the most out of your Salesforce license; our training, certification, support, and consulting programs offer expertise and insights designed to help you get results faster. And our Success Community – 2 million strong, and growing – helps customers connect with Salesforce experts and with each other to share ideas, collaborate on best practices, and get questions answered.

Over the years, Salesforce customers have played a key role in our own success. Many of our innovations can be traced back to a customer whose business needs inspired a new product, feature, or approach to cloud computing.
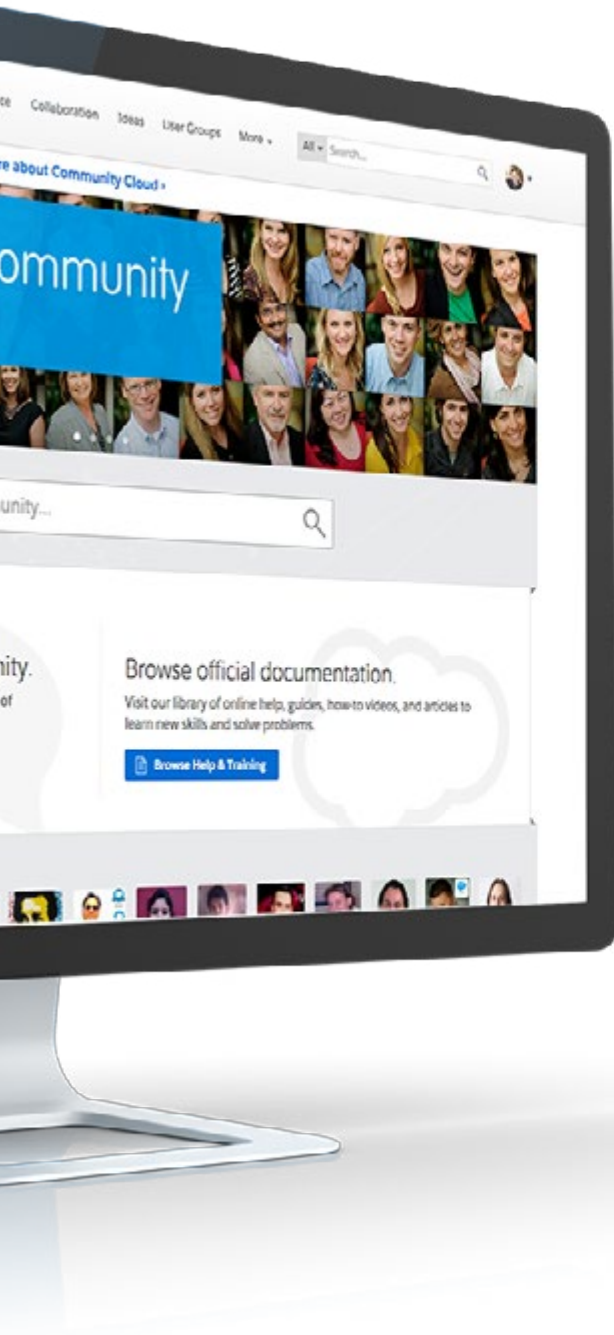
The Salesforce AppExchange

Salesforce doesn't exist in a vacuum: as we've grown, we've also seen unprecedented growth in the community of software vendors, consultants, service providers, and developers who are Salesforce experts and advocates. Together with our partners and a broad network of Salesforce developers, we've built the Salesforce AppExchange, the world's leading business app marketplace. AppExchange apps are customized for Salesforce and extend Salesforce to every department and every industry. It's a proven ecosystem of apps, with millions of installs and thousands of customer reviews to help you find the best match for your business. AppExchange apps eliminate risk and save time by helping you find the best tools that integrate with Salesforce and increase your team's productivity and company's growth.

Visit the AppExchange ›

The Salesforce IdeaExchange

At Salesforce, we know that some of the best ideas come from our customers, partners, and employees. That's why we created the IdeaExchange, our community-driven innovation hub where community members can suggest and vote on product enhancements they'd like to see us develop. It's where the power of our customers and our focus on their success come together to positively influence our product roadmap.

Visit the Community ›

Salesforce for Government

Citizens, staff, departments, and administrators expect instant access to their government. The Salesforce Customer Success Platform on our secure Government Cloud provides fast, efficient, and effective solutions for today's most critical IT challenges. Transform how you design and deploy mission-critical programs as more connected, 21st century government organization.

Learn More ›

Free E-Book:

The Rise of the Connected City

Download ›

Chapter 2

# Salesforce Gets You Up and Running Faster

When Salesforce was founded back in 1999, we pioneered a brand-new technology model: cloud computing. Cloud computing upended the traditional on-premise software model, dramatically cutting costs and reducing risk.

Since then, Salesforce has continually improved data center operations and led the global shift toward cloud computing. Today, we're able to dramatically decrease costs by requiring no hardware, providing better support, making it far easier to scale, and getting customers up and running 70% faster than on-premise competitors. So how do we accomplish all that?

Less Hardware, More Innovation

On-premise solutions are remarkably expensive to set up and continue to eat through your budget as you add additional IT headcount and incur maintenance costs. If you want to scale your operation in the future, the hardware costs will mount even higher.

By delivering a cloud-based solution run entirely from a secure data center, Salesforce requires none of the upfront cost of on-premise competitors. There's no hardware to be installed and no additional IT hires to be made. An entire company can be set up and pushed live on Salesforce – faster and more efficiently.
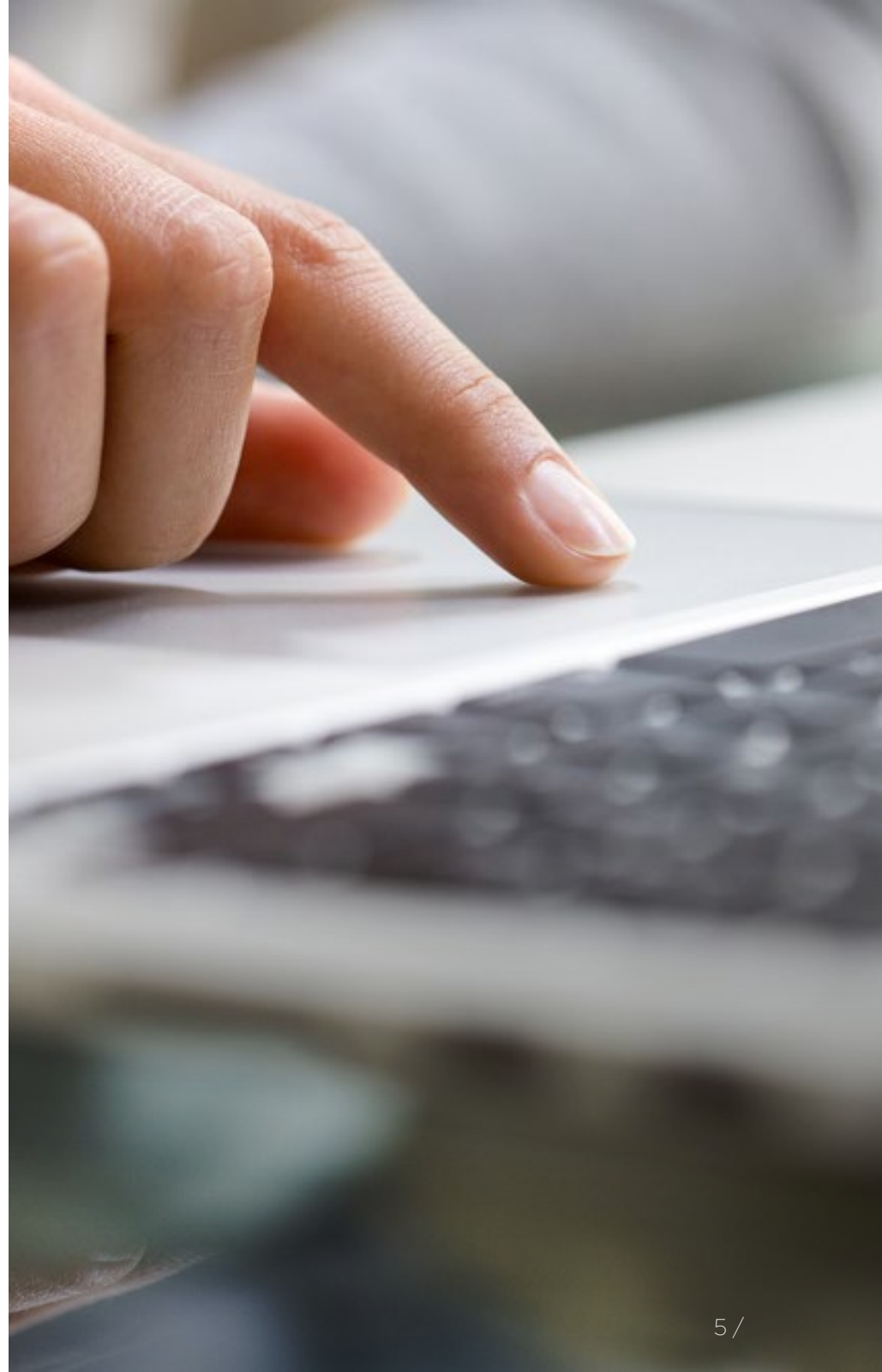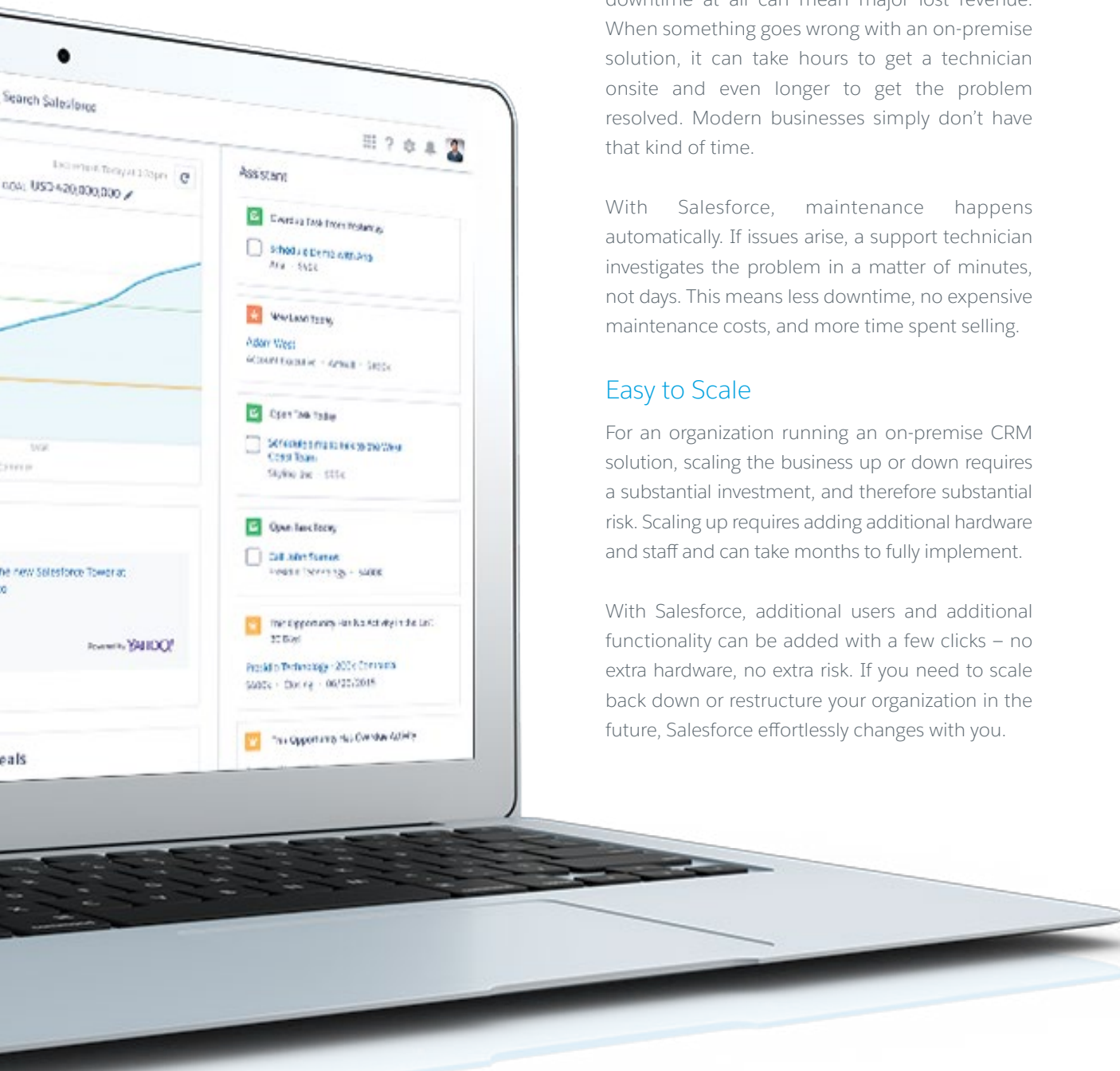
A Better Support System

When it comes to sales and technology, any downtime at all can mean major lost revenue. When something goes wrong with an on-premise solution, it can take hours to get a technician onsite and even longer to get the problem resolved. Modern businesses simply don't have that kind of time.

With Salesforce, maintenance happens automatically. If issues arise, a support technician investigates the problem in a matter of minutes, not days. This means less downtime, no expensive maintenance costs, and more time spent selling.

Easy to Scale

For an organization running an on-premise CRM solution, scaling the business up or down requires a substantial investment, and therefore substantial risk. Scaling up requires adding additional hardware and staff and can take months to fully implement.

With Salesforce, additional users and additional functionality can be added with a few clicks – no extra hardware, no extra risk. If you need to scale back down or restructure your organization in the future, Salesforce effortlessly changes with you.

Innovation-Centered Products:

Forbes named Salesforce one of the world's most innovative companies for five years in a row – and for good reason. Salesforce is dedicated not only to leading the CRM industry, but also to defining the future of business across all industries. If you're already a Salesforce customer, you've enjoyed the benefits of our seasonal releases: product upgrades and new features that are rolled out to all users automatically and effortlessly, three times each year. Salesforce's innovative and secure cloud technology enables us to keep improving so that your business can move faster than ever.

Click here to learn more about our Summer '15 release.

Customer Spotlight:
Coca-Cola

Coca-Cola knows that it is no longer the larger companies that out-compete the smaller companies. It is now the faster companies that out-compete the slower companies. So to make sure that the most recognizable brand in the world doesn't lose a step in the disruptive age of technology, Coca-Cola relies on Salesforce to keep their sales and distribution operations running smoothly, leveraging their cloud platform to provide the governance, policy, standards, and process needed to ensure proper architecture stays intact across a variety of use cases.

Watch the film ›

"The most dangerous place to make a decision is in the office. You need to make the decision where the customer is."

–Ulrik Nehammer, CEO, Coca-Cola Germany

Chapter 3

Salesforce Drives Innovation

To really understand what sets Salesforce's cloud apart from other cloud providers, you need to take a closer look at the platform on which it sits, and more specifically, Force.com.

As a next-gen Platform as a Service (PaaS), Force.com serves as the foundation for the Salesforce products you know and likely use on a regular basis, including Service Cloud, Community Cloud, and AppExchange. Force.com is many things: fast, scalable, customizable, secure, and reliable. And it supports more than 100,000 organizations and two billion transactions per day.

How Force.com Works

How do we do it all? The answer is Force.com's agile metadata architecture, and the way that innovation powers multitenant application development. Multitenancy is kind of like an apartment building. Residents get the benefits of sharing the main framework, but still have the privacy they want, thanks to walls and doors.
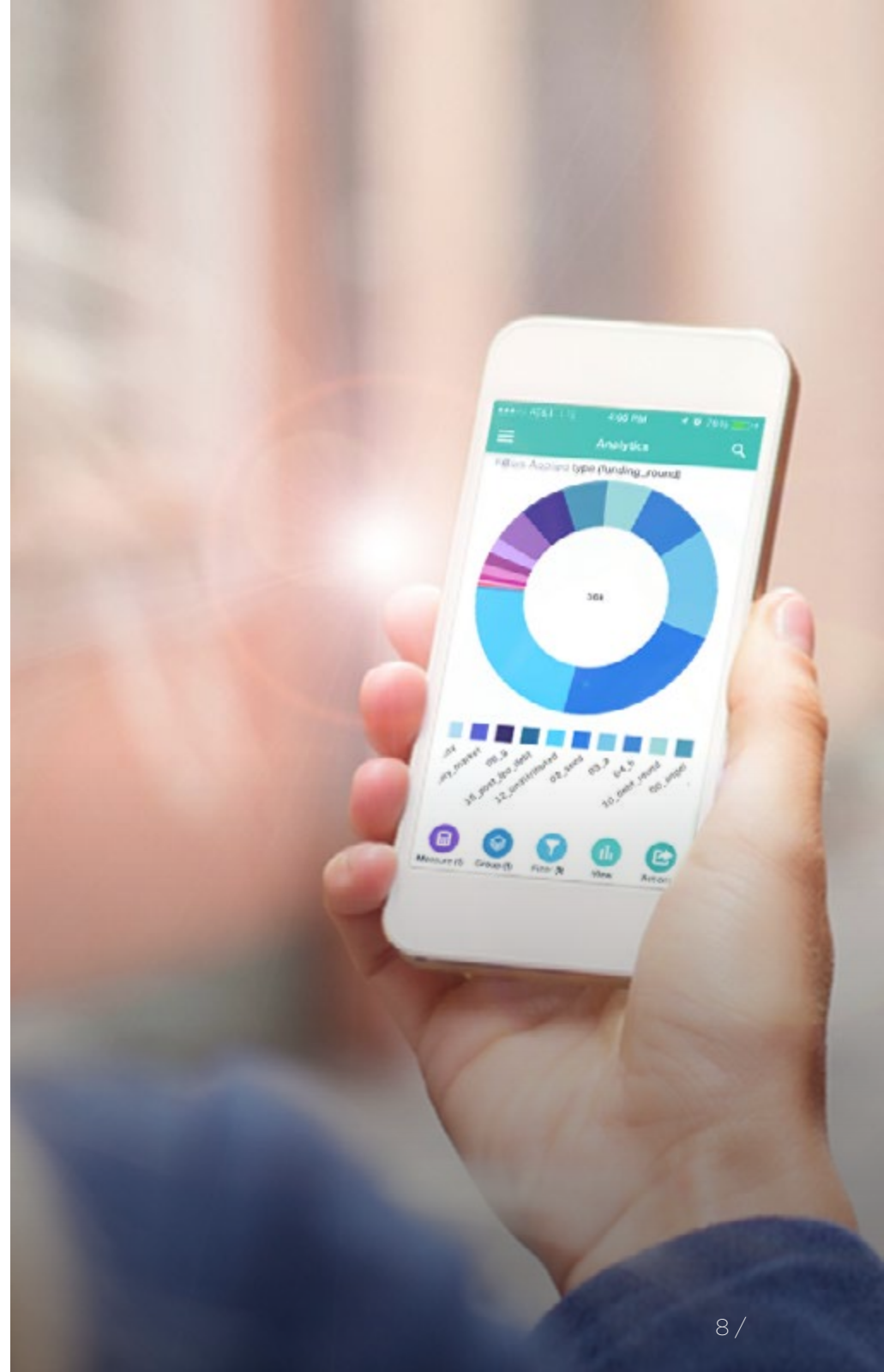
We at Salesforce were actually the first to use a [combination of groundbreaking technologies](#) specifically designed for the cloud. This unique infrastructure means IT doesn't have to spend time managing hardware and maintenance, so you can focus on your own innovation and let us take care of delivering new releases and features.

Now, instead of worrying about upgrades and maintenance, your focus can be on building applications that help your business and organization go faster. One of the best things about developing apps with Force.com is that you don't have to be a coder. Everything developers and business users need to build, update, and customize apps is available in our point-and-click user interface, right there inside the application.

The Secret Sauce

The key to all of this is our [metadata-driven software architecture.](#) Force.com uses a runtime engine that forms app data from metadata (basically, data that is about the data). There is a clear separation between tenant data, the platform itself, and the metadata specific to each app, so when we deliver our three automatic upgrades a year, nothing breaks on your end, including apps and customizations.

This also holds true when other tenants make customizations. Even adding tens of thousands of new tenants to Force.com will not slow runtime. What does this mean for your business? It means it's easy to customize and easy to make changes. Apps stay current with all the business processes. No matter how big you grow or how many customers you add, you can trust Force.com to keep your IT infrastructure future-ready.

4 Technology Shifts:
Cloud, Mobile, Social, and Data Science

The past two decades have seen massive transformative technology shifts. First came the shift from on-premise software to cloud-based systems – a shift Salesforce helped catalyze and lead, making us the #1 cloud leader worldwide. Cloud technology enables us to offer software that's faster, more cost-effective, and primed for innovation. After the cloud shift came a mobile transformation: in 2014, internet usage on mobile devices exceeded that of desktop computers. Next came social media, which has changed the way people interact, consume, and share information. Today, we're in the midst of a data science revolution that will again transform business. To succeed, businesses will need data at their fingertips – along with the ability to intelligently parse and act on that data. Check out these resources to see how your business can succeed in this new world of technology:

[The Rise of the Connected City](#)

[The Mobile App Revolution: 8 Steps to Building Mobile Apps Fast in the Cloud](#)

[The New Age of Analytics](#)

Customer Spotlight:

Virgin America

Virgin America prides itself on disrupting the airline industry. A key to their success is a rich company culture that strives to take the same principles used for guest-facing products, and apply them internally. They needed a company-wide intranet that was consistent with their brand. With the help of Salesforce and Appirio, VXConnect was born.

These are their development best practices:

Go where your employees (heads) are

90 percent of Virgin America's employees do not sit at a desk. Every feature offered on a desktop version of VXConnect is also accessible on a mobile device.

Make it easy to use

Virgin America applied a consistent look and feel across VXConnect, and put extra effort into user design and experience.

Give them a hook

Virgin America moved their company-wide deals and discounts from an email blast to a special section on VXConnect as a way to encourage adoption.

Remain responsive and engaged

A group of community managers coordinate responses. The original reply remains for anyone to view so the same inquiry doesn't have to be answered again.

Salesforce is a Complete CRM

Selling is a crucial component of every business. Sales is where Salesforce started, and it's still core to what we do – after all, it's in our company name. But today, the definition of customer relationship management (CRM) extends far beyond sales, reaching into every corner of the modern business. Salesforce, too, has evolved from a cloud-based sales automation tool to a comprehensive platform that connects companies to their customers across the entire organization: from sales and service to marketing, community, analytics, apps, and much more.

This means that we're uniquely positioned to provide complete solutions for any business, centered around your customer's data. With solutions tailored for different industries, business functions, and users, Salesforce is the only complete CRM designed to be a true Customer Success Platform. And by connecting every part of your business in Salesforce, you'll get the single, unified customer view you need to deliver success to every customer.

Here's what a complete CRM looks like on the FedRAMP approved secure government cloud:

Transform the Customer Experience With Service Cloud

salesforce service cloud

The Service Cloud is the only solution that allows organizations to embed service everyhere–within every service, app, or experience– to resolve customer issues anywhere, anytime and on any device.

Learn More ›

Service Cloud by the numbers:

45% faster average handle time

45% increase in cost savings

47% increase in agent productivity

48% faster case resolution time

45% increase in customer satisfaction

Create 1-to-1 Customer Journeys With Marketing Cloud

salesforce marketing cloud

The Salesforce Marketing Cloud enables your organization to make the most of every interaction–creating a personalized, cross-channel journey that delivers an exceptional service experience across email, mobile, social, Web, and more.

Learn More ›

Marketing Cloud by the numbers:

36% increase in customer satisfaction

28% more willing to recommend

33% less likely to cancel/churn

Reimagine Customer, Partner, and Employee Engagement With Community Cloud

salesforce community cloud

With Community Cloud, you can harness the power of social and mobile to create lively communities for rich user engagement, employee collaboration, and alignment with resellers, partners, and distributors.

Learn More ›

Community Cloud by the numbers:

45% increase in citizen satisfaction

46% decrease in time to find experts

46% increase in partner engagement

48% increase in employee engagement

Salesforce Analytics Cloud: Analytics for the Rest of Us

salesforce analytics cloud

The Salesforce Analytics Cloud, powered by the Wave platform, is the first cloud analytics solution designed for every staffer, making it easier than ever for anyone to explore data, uncover new insights, and take action instantly from any device.

Learn More ›

Run Your Business Faster on the Salesforce platform

salesforce | platform

The Salesforce platform is the world's #1 enterprise cloud platform that allows companies to transform IT departments into centers of innovation and leapfrog the competition.

Learn More ›

Platform by the numbers:

42% decrease in IT costs

47% faster integration

55% faster deployment

Chapter 5

Salesforce Gives Back

Among Salesforce's greatest innovations is our 1-1-1 model: the commitment to put aside 1% of our equity, 1% of our employee time, and 1% of our product to form the basis of the Salesforce Foundation. Giving back is an essential part of our business model: Since its inception in 2000, the Salesforce Foundation has given more than $85 million in grants across the global nonprofit sectors.

As any Salesforce employee knows, the Foundation is much more than a corporate social responsibility program. It is also a way of life at Salesforce. Each employee is given six paid days of volunteer time each year, and in 2015, we hit the exciting milestone of 1 million total hours volunteered.

Here are just a few examples of the inspiring work our Foundation and employees have done to give back globally:

- Providing free Salesforce licenses to organizations based in Haiti after the 2010 earthquake
- Offering pro bono legal assistance to immigrant children
- Donating 3 million meals to fight hunger at Dreamforce '14
- Giving pro bono technical and other services to community organizations around the world
- Partnering with local entrepreneurs in Nepal to help with rebuilding efforts after the 2015 earthquake

Click here to learn more about the Salesforce Foundation and how some of our most innovative customers are powering change.

Conclusion

Salesforce customers are already gaining an upper hand on their competition. Shouldn't you?

Salesforce can make all the difference in an increasingly connected and dynamic environment. Salesforce is dedicated to making you more successful. Salesforce gets you up and running faster on the world's leading enterprise cloud platform, and our commitment to innovation ensures your business will scale quickly. And with our complete, FedRAMP approved CRM platform, you'll be able to connect your staffers to the mission in whole new ways. Stop letting outdated systems hold you back and realize your company's full potential. It's time to experience the Salesforce advantage for yourself.
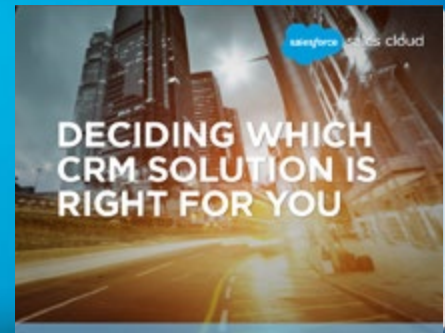
RESOURCES YOU MIGHT ALSO LIKE:

Connect Your City with the Salesforce 311 Solution

Download

The Rise of the Connected City

Download

Deciding Which CRM Solution Is Right For You

Download

THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS