

2016: THE YEAR OF LIGHTNING

Introducing Sales Cloud Lightning
and Service Cloud Lightning

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

salesforce

2016: THE YEAR OF LIGHTNING

For five years in a row, Salesforce has been named one of Forbes' most innovative companies in the world. What's behind this honor? It's our commitment to our customers.

Every year, we roll out three major feature releases to our customers, each designed to keep you growing bigger, innovating faster, and connecting with customers in whole new ways. In 2016, we'll celebrate our 50th release – a major milestone in our commitment to innovation.

There's a lot in the pipeline for this year. To make it easy to keep track of all the exciting developments, we've pulled together this e-book of key highlights for 2016, the Year of Lightning.

Table of Contents

- 01** Introduction
- 07** Our Latest Innovation: Lightning
- 17** What's Next: Our Product Roadmap
- 21** Conclusion



NEW TECHNOLOGY MODEL

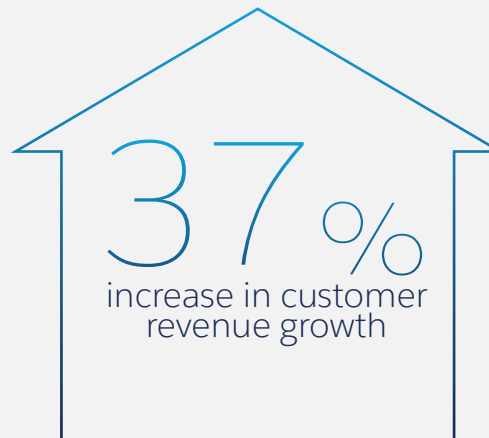
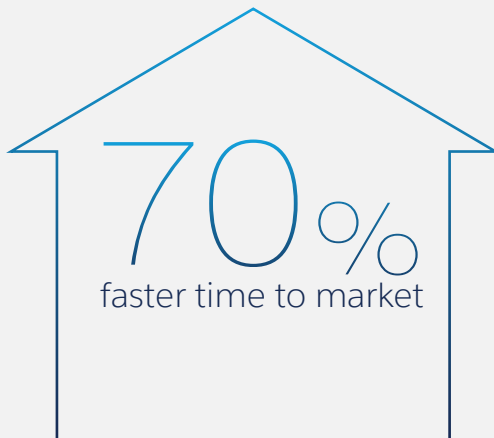
Our trusted, multitenant cloud allows secure sharing of IT resources among applications and customers. This innovative technology model lets our customers run their businesses faster, with rapid customization that's fully scalable, all built on the world's most trusted cloud.

NEW BUSINESS MODEL

Our business model is built on customer success: when our customers succeed, we succeed. With our subscription pricing, you're paying for what you actually use, and our global Customer Success Group and broad ecosystem and community ensure that you get the most out of your Salesforce instance.

NEW PHILANTHROPIC MODEL

Our 1:1:1 philanthropic model means we give 1% of our time, 1% of our product, and 1% of our equity back to the community. We created salesforce.org to integrate giving back into our business model by leveraging Salesforce's people, technology, and resources to help improve communities around the world.



1.1M+
service hours

The Age of the Customer

Everything and everyone is connected

We have entered the age of the customer.

We've moved from connected terminals and PCs to the Internet of Things, where billions of connected things connect to just as many people. Cloud, mobile, social, data science, and the Internet of Things are shaping customer expectations: today's customer expects a personal interaction, coming through the right channel at the right time.

For businesses, this sea change in data and technology represents both a challenge and an opportunity to connect to customers in completely new ways.



The Customer Gap



**OF THE WORLD'S
DATA WAS CREATED IN
THE LAST 12 MONTHS**



**OF CUSTOMER DATA
HAS BEEN ANALYZED**



**OF CUSTOMERS
ARE NOT ENGAGED
WITH COMPANIES**

The amount of data being produced every second is unfathomable – but there's a disconnect. Despite the skyrocketing amount of available data, only 1% of customer data is currently being analyzed. This lack of data

usage has led to a serious customer gap: 77% of customers are not engaged with companies. These gaps mean that business-to-customer interactions are either too late, not relevant, impersonal, or not happening at all.

Become a Customer Company

The answer to these critical data and customer gaps is a Customer Success Platform – which is exactly what Salesforce provides. Our Customer Success Platform includes sales, service, marketing, community, analytics, and apps. By uniting all of these functions in a single, complete Customer Success Platform, you're creating a cohesive, 360-degree view of every customer – which opens doors to doing business in a whole new way.



THE CUSTOMER SUCCESS PLATFORM

Connect with your
customers in a whole
new way

Run your business
from your phone

Build 1 to 1
customer journeys

Get smarter about
your customers

Our Latest Innovation: Lightning

One Platform, One Experience

And at the core of the Customer Success Platform is Lightning. Why is Lightning important? Because in today's connected world, too many experiences are disconnected – across fragmented user experiences, multiple development environments, and disconnected apps. Lightning connects all Salesforce products with one powerful platform, creating a single, connected experience for every user.



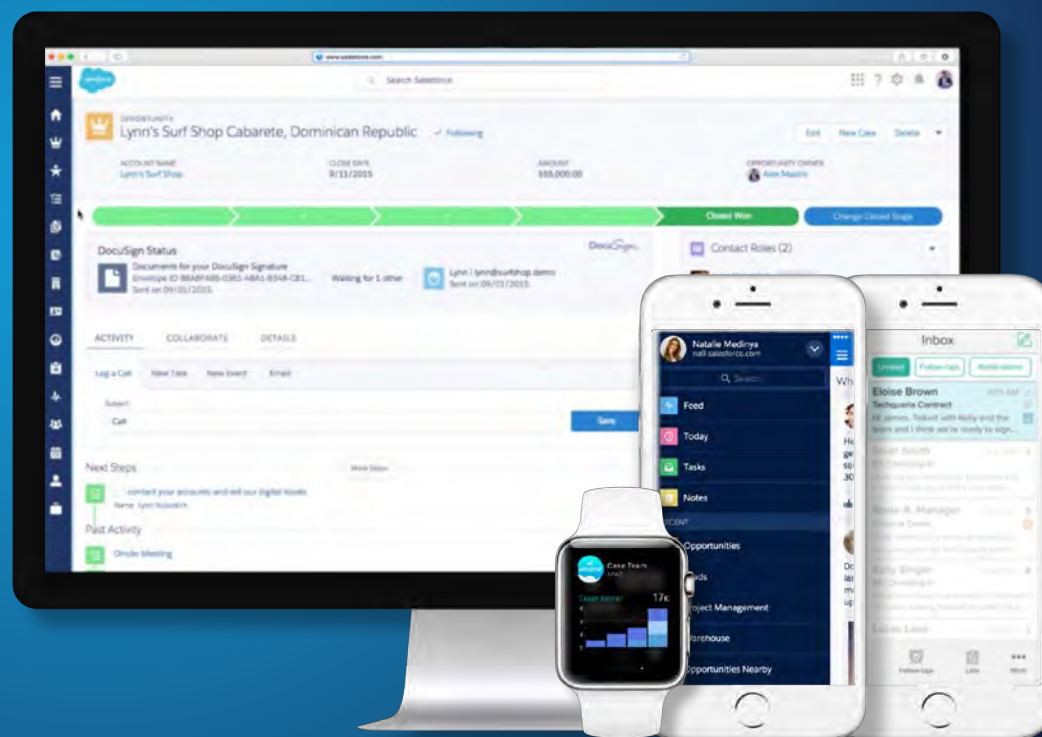
Sales Cloud Lightning

#1 Sales App, Reinvented

Salesforce has been on a continuous journey to completely re-imagine CRM for the modern era. In 2015, we delivered Salesforce Lightning based on the customer success from nearly two decades of pioneering enterprise cloud computing.

Built on a metadata, multi-tenant platform, Sales Cloud Lightning is an entirely new Salesforce experience for users. Used today by more than 150,000 companies worldwide, Sales Cloud has become the world's leading sales application through a steady drumbeat of innovation.

Sales Cloud Lightning is our #1 sales app, completely reinvented for the connected customer and full of game-changing new developments. It's the next generation of sales, designed to help your team sell smarter and faster, from any device at any time. With Sales Cloud Lightning, your team has the power to win more deals, increase productivity, and keep the pipeline filled with solid leads.



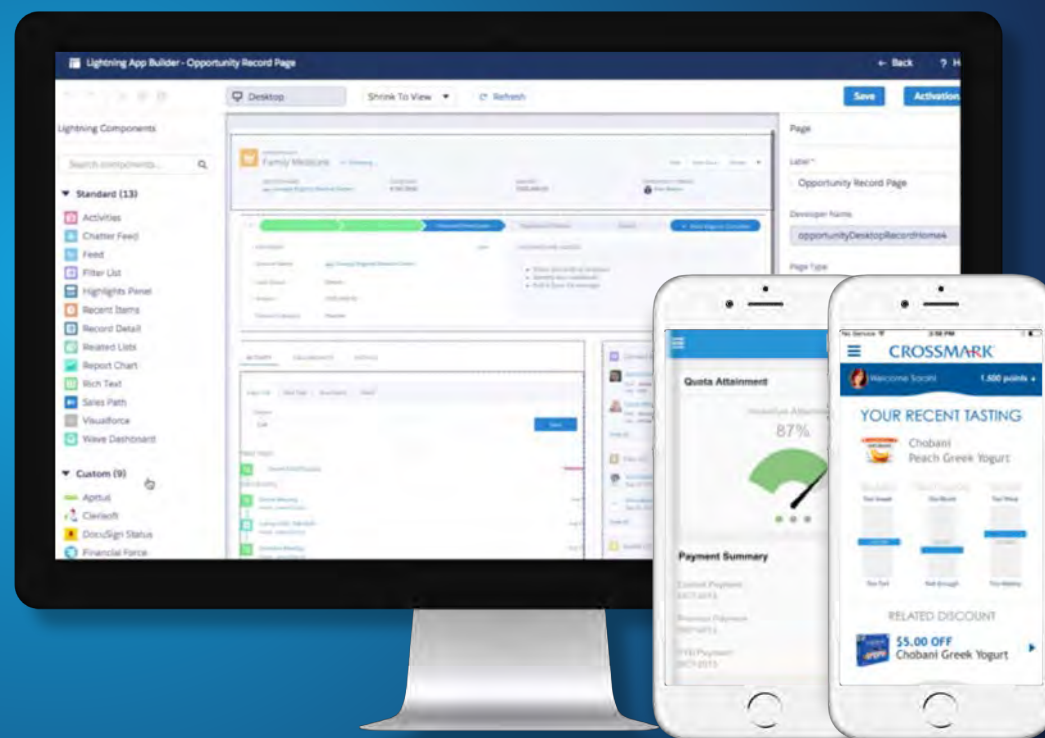
See a demo

One Platform, One Experience

Lightning Platform

With 20+ new Lightning sales components, the Lightning platform is more powerful than ever. Lightning Components are the reusable building blocks of modern apps. They can be as simple as single UI elements, or as robust as microservices with embedded data and logic. These new sales components enable reps to customize their Lightning Experience and drive rep productivity.

New components – Sales Path, Account Insights, Kanban, and more – connect to Lightning App Builder, which allows anyone to customize with clicks, not code, and the Lightning Component Framework, which lets you build your own custom components. And bringing it all together is the powerful Lightning ecosystem and AppExchange, the world's leading business app marketplace.



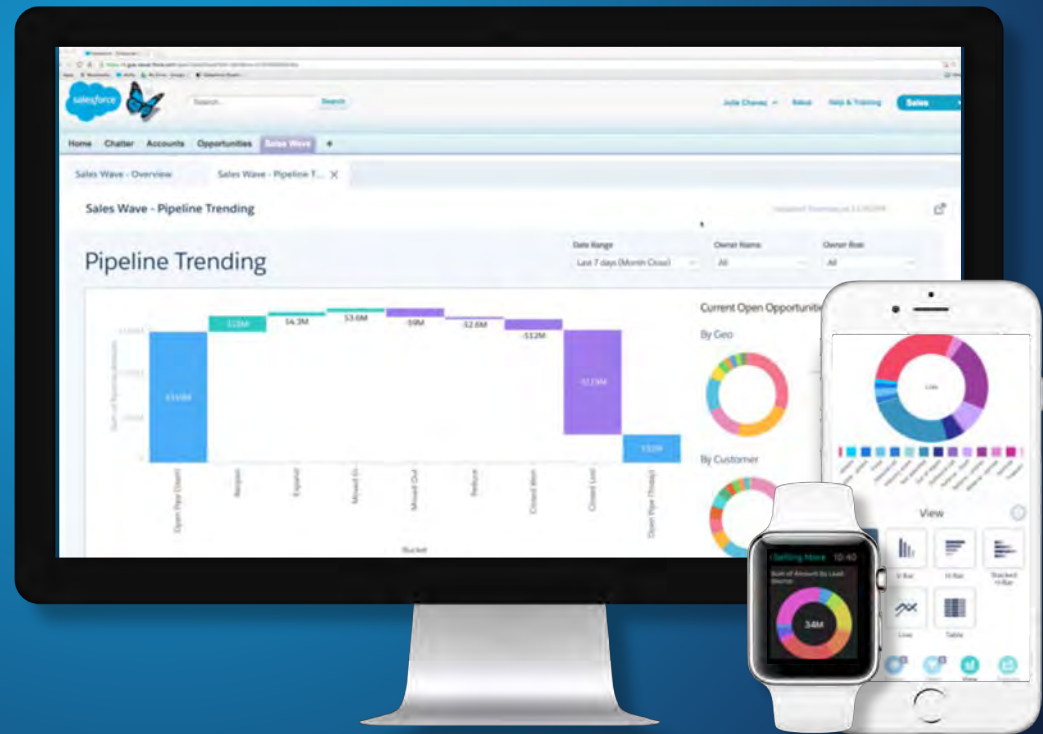
[Learn more](#)

Interactive Sales Analytics

Sales Wave App

Optimized for sales, the new Sales Wave App enables data-driven insight and action from any device. New Wave Actions let sales reps collaborate, create and update Sales Cloud records directly within Wave.

Designed for sales professionals, the Sales Wave App unifies all your Sales Cloud data, best practices, and KPIs in a single, user-friendly interface. With Pipeline Trending, you can track pipeline movement and changes. Wave Actions allow your teams to collaborate, create, and update Sales Cloud records in real time, from any device. And our trusted analytics platform means co-located data, all within a single Salesforce identity.



[Learn more about Sales Wave Analytics](#)

Mobile First

Lightning Mobile Apps

Now with full offline capabilities, Salesforce1 Mobile users can enter information anywhere, anytime and sync it whenever they are connected again, for the fully optimized Lightning mobile experience. Salesforce1 also now has enhanced Wave Charts and Dashboards, bringing the power of analytics to mobile devices, so you can take data-driven action from anywhere. The all-new SalesforceIQ Inbox connects your CRM to email so you can make sales decisions that are proactive and intelligent. And the Wave Mobile App allows users to get data-driven insights and take action from anywhere, using any device.

Available on  



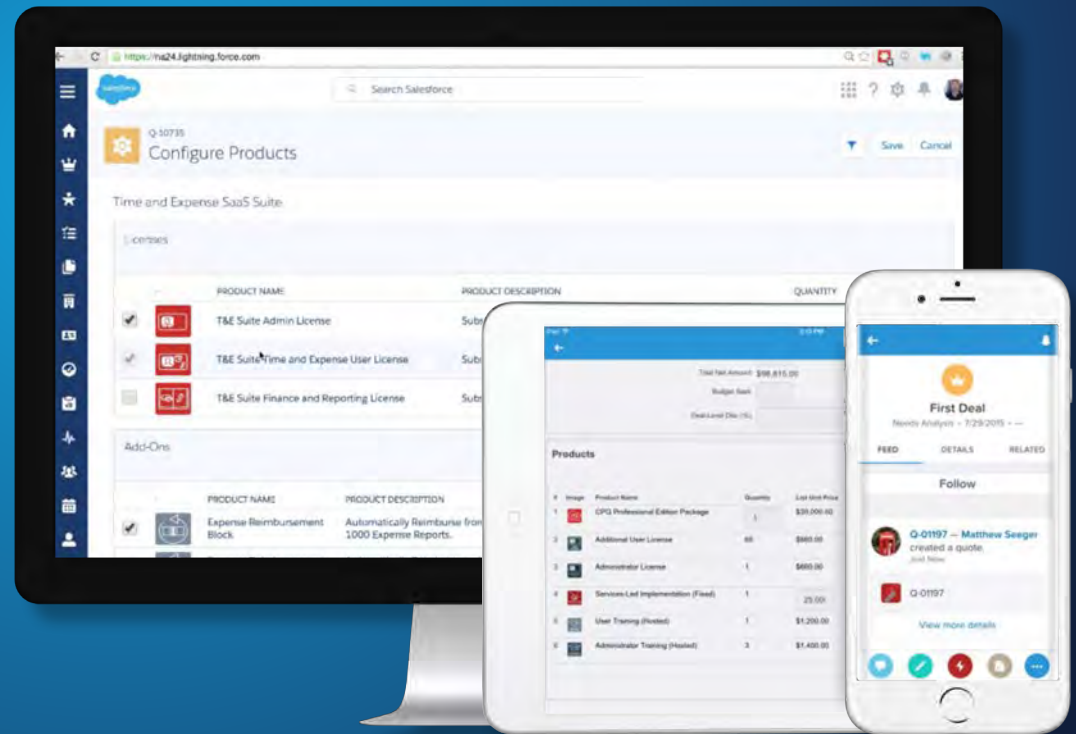
Get the Salesforce1 Mobile App

Introducing Salesforce Steelbrick CPQ

Complete lead-to-cash

With the close of Salesforce's acquisition of SteelBrick on February 1, 2016, Sales Cloud is now the industry's first sales platform from lead-to-cash, helping salespeople sell faster, smarter and the way they want.

Built on Lightning and connected to all of your Sales Cloud data, Configure Price Quote lets you configure products and pricing to deliver quotes quickly. You can also quickly generate proposals, contracts, and renewals, and easily process orders to recognize revenue faster than ever before.



Service Cloud Lightning

#1 Customer Service Platform

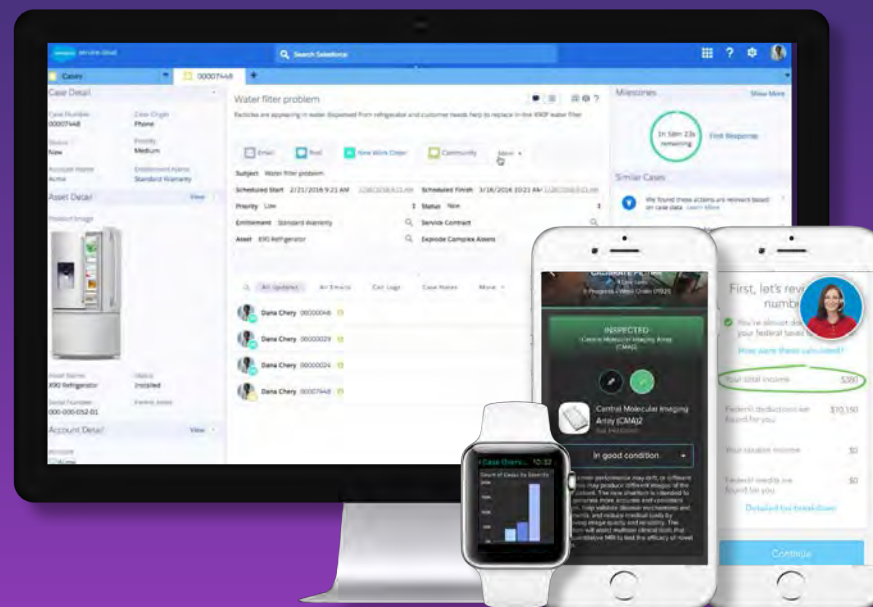
Service Cloud Lightning is the #1 customer service platform, designed to connect you to your customers in brand-new ways.

Lightning Service Console: The new Lightning Service Console makes it easier than ever for agents to access, digest, and edit the right information, without ever leaving the Console. The new user interface aligns with other Lightning features, ensuring consistency across the organization. Agents can now search, edit, and even create new records, right from console Sidebar. And, with the new Enhanced Feed Filters, you can easily sort and filter activities by type, making it easy to review customer communications or internal information.

Omni-Channel Supervisor: New Omni-Channel Supervisor gives call center managers greater insight and visibility into their operations, with capabilities like real-time activity view, operational alerts, and dynamic activity tracking and routing to help allocate resources during high-demand service periods.

[See a demo](#)

Lightning Community Templates: With Lightning Community Templates, any business user can quickly and easily deploy a customized, branded, mobile-optimized community – no coding required. Now, with new Groups and Files, you can drag and drop new objects, such as Groups, to allow private or public collaboration, or share Files with relevant information from objects like Accounts.

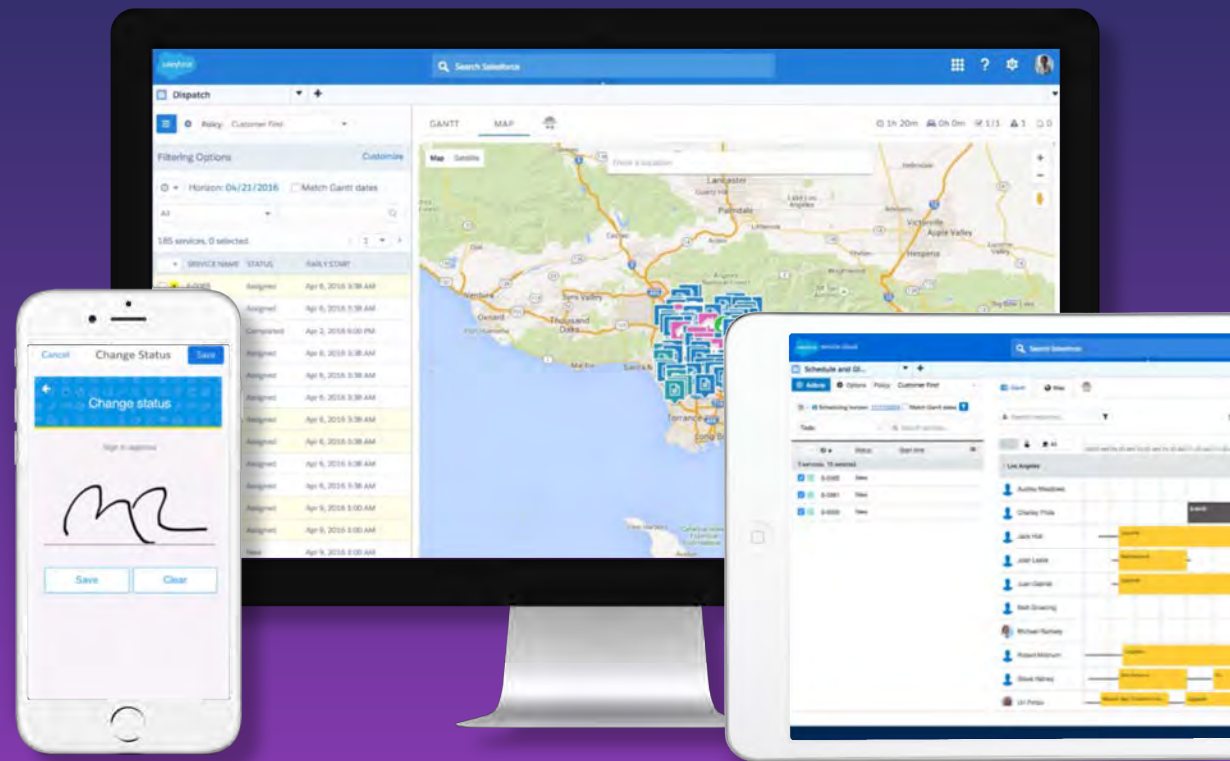


Introducing: Field Service Lightning

Service has changed rapidly over the last decade, expanding beyond call centers to social, email, mobile and in-app. Companies realize that every interaction with a customer is an opportunity to create a memorable experience, but need a unified service platform.

Field Service Lightning gives Service Cloud users a transparent view into their entire service organization.

With Field Service Lightning, you can connect your entire workforce, with tools for agents, dispatchers, and mobile employees. Smart scheduling and dispatch means you can automate scheduling based on skills, availability, and location. You can also manage work in real time: update work orders, change requests, and job status on any device, from anywhere. It's the future of customer experience, delivered to your entire workforce.



What's Next

Our Product Roadmap for 2016

Salesforce: Unprecedented Growth

Since our founding in 1999, Salesforce has grown to new heights. We now process billions of transactions every day, with millions of apps built on our App Cloud platform and thousands of partner apps in our AppExchange, the leading

business app marketplace. It's all part of our continuing commitment to customer success, and to the innovation we deliver in three releases each year.

FORTUNE
500

FORTUNE
WORLD'S MOST
ADMIRED
COMPANIES²⁰¹⁵

2013 • 2014 • 2015

FORTUNE
100 BEST
COMPANIES
TO WORK FOR²⁰¹⁵

2008 • 2009 • 2010
2011 • 2012 • 2013
2014 • 2015

Forbes
Most
innovative
companies in
the world

2011 • 2012
2013 • 2014
2015

\$8.1B
FY17 revenue guidance

20k
FY16 employees

4th largest software company based on analyst consensus revenue for FY 2017. Salesforce fiscal 2017 guidance provided November 18, 2015; revenue for the company's full fiscal year 2017 is projected to be approximately \$8.0B to \$8.1B.

Announcing:

Sales Cloud Lightning Spring '16

You've already read about some of the key innovations in Lightning, including new features for the Salesforce1 Mobile App: Wave Charts, Dashboards, and Offline for Android. Lightning Objects and Process Builder will transform the way you work, with Reports and Dashboards to bring visibility and collaboration to the entire business. Plus, check out the new general availability of our Financial Services Cloud, built on Lightning.

49th

Major Release
Live February 2016


[Learn more](#)

L I G H T N I N G

Salesforce1 Mobile NEW 
Wave Charts, Dashboards & Offline for Android

Lightning Objects NEW 
Campaigns & Person Accounts

Lightning Process Builder NEW 
Enterprise workflow for Lightning

Lightning Reports and Dashboards NEW 
New Leaderboards, Graphically goal tracking

Lightning for Microsoft Continuum NEW 

Financial Services Cloud | GA NEW 
Built on Lightning

Celebrating:

Sales Cloud Lightning Summer '16

In Summer '16, we'll celebrate our 50th major release, with hundreds of new features designed to keep you selling faster and smarter. The latest innovations in Sales Cloud Lightning include new Lightning Voice, with click to call, auto-logging, and call forwarding; the general availability of Offline for the Salesforce1 Mobile App (available on both iOS and Android), and Files Connect for Box. With Lightning, your sales team can sell faster, sell smarter, and connect with more customers than ever before.

50th

Major Release
Live June 2016



L I G H T N I N G

175+ new features

Lightning Voice NEW 

Click to call, Auto-logging, Call forwarding

Offline for Salesforce1 Mobile | GA NEW 

iOS & Android, view, create, & edit

Lightning for Visualforce NEW 

Lightning App Builder & Process NEW 

Builder | GA

Files Connect for Box NEW 

Box in Salesforce1, Box files in Salesforce

Conclusion

Of course, this is just the beginning of many more innovative products and features from Salesforce, the Customer Success Platform. It's all about making our customers successful in today's connected world.

With Salesforce, you can:

Connect to your customers in a whole new way

Connect customers, partners, employees, communities, apps, and products to build a single, cohesive customer experience.

Run your business from your phone

With more than 6 billion smartphones by 2020, mobile is the future of business.

Build 1:1 customer journeys

Take advantage of the flood of data produced by a projected 75 billion connected things to build personalized customer journeys.

Get smarter about your customers

90% of the world's data has been created in the last 12 months, so companies need to take advantage of predictive analytics, machine learning, and artificial intelligence.



Welcome to the Year of **L I G H T N I N G**



A sales tool as powerful as you.

Even the best sales people need the right tools to close the deal. Salesforce is the industry leader in customer relationship management and was designed with top sales performers in mind. From the world's most loved CRM features, to cutting edge new functionality that is redefining the industry, Salesforce is focused on one thing: making you successful.

Close more deals, get more leads, gain more insight, and accelerate productivity, with Salesforce Sales Cloud.

[Learn more ›](#)

45% Increase in sales pipeline.

44% Increased sales productivity.

37% Increase in sales revenue.





**CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY**



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor or professional engineer to get specific advice that applies to your specific situation.

© 2016 salesforce.com, inc. All rights reserved.