

7 NEW WAYS TO MAKE YOUR BUSINESS GO FASTER



THE CUSTOMER SUCCESS PLATFORM



Introduction

Here's a mind-blowing figure for you: About 90 percent of all the world's data was created in the last 12 months alone. Yes, we're facing a new data revolution. This sounds exciting until you realize that you can't tap into this transformational opportunity; in many cases, IT and data analysts are the only ones with access to this new information. And that's a real problem, considering you need the ability to find insights to help market, service, and sell better and faster.

You can overcome that obstacle with the Summer '15 release from Salesforce. These new tools provide customers with cutting-edge capabilities they need to instantly get the most relevant business insights so they too can drive innovation and accelerate business from anywhere at anytime.

As the company's 47th major release, the Summer '15 release is the latest example of how Salesforce is delivering front line technologies three times every year across the Customer Success Platform, empowering businesses with technology to innovate, get ahead of competitors, and quickly engage with their customers in new and meaningful ways.



Table of Contents

- 03** Riding the Data Swell
- 04** Marketing & Sales: The Ultimate Power Couple
- 05** Zipping Through Customer Service
- 06** Build Apps Lightning-Fast
- 07** New Cloud Shapes
- 08** Connecting the Files Fast
- 09** Accelerating Business Solutions
- 10** Thank You
- 11** Conclusion



Riding the Data Swell

In this new age of data, efficiency is more important than ever. But if you don't have the analytics tools you need to understand your data in real time, moving at the speed of innovation can be tough. That's why we've created the Wave Mobile Connector. This new new capability in Wave, the Salesforce Analytics Cloud, allows anyone to import raw data files to their mobile device. A cumbersome and static spreadsheet can now be converted quickly into a rich and interactive dashboard. Now, employees can get the business insights they need on the go. According to McKinsey & Co., companies that use intensive analytics see roughly twice the return on investment than their competitors.

So here's how Wave, the Salesforce Analytics Cloud, can help you: Wave lets you build mobile visualizations of your data into a dashboard, then interact with that information at lightning speed. This means you can quickly spot unexpected trends and gain new insights in real time. Wave helps you get the answers you need to help market, service, and sell better and faster. What's more, your employees can share these, aligning your team, and inspiring new conversations about how to elevate your business.

The more companies integrate analytics into their business, the more successful they are. [According to the International Data Corporation](#), businesses that ramped

up their analytics usage exceeded project expectations 78 percent more often than those that did not.

The Salesforce1 Mobile App will now be able to connect directly to specific data sets, lenses or dashboards in the Wave mobile app. Users can embed Wave links into any Salesforce record, customer object or chatter feed. This seamless connectivity makes it easy to do business from your phone.

Now you can instantly transform columns and rows into insights and actions.



Explore real datasets in the Analytics Playground by downloading this app

Check it out ›

Wave lets you build mobile visualizations of your data into a dashboard, then interact with that information at lightning speed.



Marketing & Sales: The Ultimate Power Couple

Any halfway decent therapist will tell you that bad communication can cripple even the strongest bond. That goes for work relationships, too. So if you're trying to run a successful business, you need your core sales and marketing teams to function with the prowess of a power couple.

Unfortunately, disjointed relationships are getting in the way of sales. Sales cycles are taking longer, [increasing in time by as much as 22 percent](#). Why is this happening? Too many organizations are bogged down by disconnected tools, fragmented departments, and lack of visibility across the entire prospect experience. The potential sale is doomed from the start. It's hard to close deals when your sales and marketing teams aren't in sync; customers need a harmonious, high-quality buying experience.

If that's a concern for your business, you should try Salesforce Engage, an easy-to-use, automated solution that creates a seamless connection between marketing and sales departments. This cloud technology gives your sales reps all the information they need to get the right message to the right prospect at just the right time, guiding them through the buying cycle.

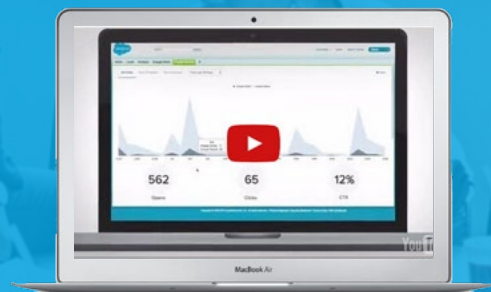
This new technology unites the best of Salesforce1 Mobile App, Sales Cloud, and Pardot marketing automation. Sales reps will now get detailed activity-tracking and tailored

sales campaigns, allowing them to move ready customers through the sales process much faster. With Salesforce Engage, your sales teams can utilize marketing-curated content to create custom emails that'll help them stay connected to potential buyers.

Salesforce Engage provides a library of simple and accessible marketing templates for sales reps to use within their CRM. They can also view a real-time feed of customer engagement within Salesforce CRM or on the Salesforce1 Mobile App and customize those feeds with activities that are relevant to the sales cycle. More importantly, these feeds serve as signals for sales reps so they know when to reach out to customers with real-time alerts and updates, so they can close deals faster.

"With Pardot and Sales Cloud, we can leverage real-time data to maximize each customer touch point," says Doug Johns, vice president of Global Marketing at Precor.

Finally, your marketing department can relax knowing that their hard work is in good hands.



Watch a demo on Salesforce Engage

Watch Now >



Zippering Through Customer Service

Now we've come to that part of the book that'll touch a nerve with just about anyone who has ever shopped anywhere: slow and insufferable customer service.

We've all been there. You call a company's service number and wait on hold for 20 minutes, only to reach a service agent that has no idea who you are or what previous interactions you've had with the company -- and he has no idea how to solve your problem. After multiple transfers and having to re-explain your issue several times, you finally reach someone equipped to solve your problem. Not only have you wasted time, but it is costing the company big bucks for each additional second you spend on the line. Although most companies have made it easy for their customers to make purchases from any mobile device, they fall short when it comes to delivering that same effortless experience for customer service. Leading companies realize that focusing on effortless service pays off. In fact, some [65 percent of customers told Salesforce](#) that they would spend more time with a retailer if it meant they'd get improved customer service, and 75 percent said they have actually spent more money at businesses where they had a positive customer service experience.

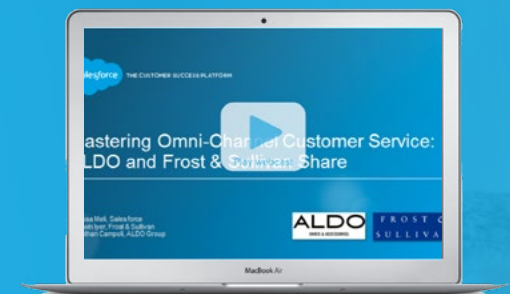
To help businesses deliver faster and smarter service, Salesforce is releasing Omni-Channel, the newest feature of Service Cloud's Intelligence Engine. Instead of your issue going into a queue where service agents can arbitrarily cherry-pick which case they want to work,

Omni-Channel automatically routes your case to the most qualified, available agent. Companies can set up routing rules based on agent skill set, agent availability, case priority, and customer type, enabling service managers to control which agent gets assigned to which case -- and in what order. And all of this embedded right within Service Cloud's Agent Console. This ensures that you, the customer, get your answer resolved as quickly as possible, all while maximizing agent efficiency.

In addition, third-party vendors working with your company can also easily access the channels (email, video chat, text) to further assist customers with their issues.

According to an [Aberdeen Research 2013 study](#), companies that deliver smarter customer service have attained a customer satisfaction level above 90% compared to those that have not.

Needless to say, Omni-Channel creates a much more quick and effortless customer experiences, and thus a much happier customer.



Learn more by watching our webinar.

Watch Now >



Build Apps Lightning-Fast

One of the greatest things about technology is that it can make you look a little smarter than you are. For instance, you don't need to know how to code mobile applications in order to develop innovative apps. Now, the non-developer types (okay, maybe not your grandmother) can build apps that run on both mobile and tablets using Salesforce's new Lightning App Builder.

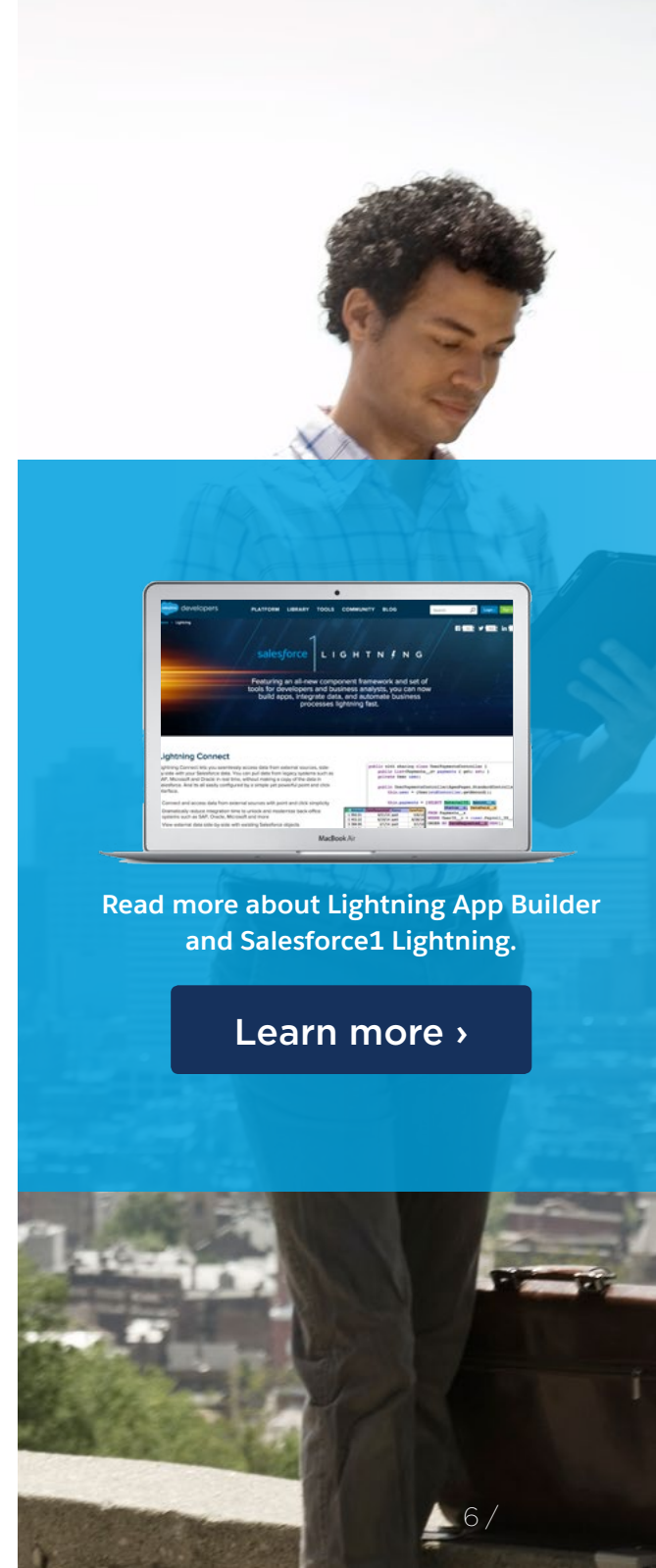
Like it or not, mobile apps are revolutionizing our lives. In a 2013 study of global executives, 60 percent of respondents described mobile apps as "critical." Yet less than half of those said they have their own company mobile apps deployed, leading to what's been dubbed as "an app gap." This gap is directly tied to a business' lack of time, money, and enough developers to keep pace with technology and the increasingly large need to deliver apps faster to users.

Now, with the Lightning App Builder, companies can prevail. Its [easy-to-use drag-and-drop library](#) houses configurable components that you can reuse to build attractive apps compatible with every platform. Simply design apps on a virtual canvas before they go live. No coding necessary. Just point, click, drag, and drop with pre-built Salesforce Components, or build your own custom components (which does require some coding), or leverage partner pre-built components from the [AppExchange](#).

So what can you build, specifically? Innovative "point" mobile apps that help solve particular tasks, as well as gain insight with dashboard-style apps for every department. For example, apps that are for inventory managers marketing event coordinators, or even an app to monitor your company's expenses.

The great news is that if you're a Salesforce1 user, then you already have access to the Lightning App Builder – you just might not know it! Salesforce's standard components build an app in less than five minutes and includes reports and visualforce pages. Just create app home pages for custom mobile apps and add them to the Salesforce1 navigation menu, which gives your users quick access to the most important objects or items in an app. Now, you can build mobile apps for every department, fast.

Happy apping.



Read more about Lightning App Builder and Salesforce1 Lightning.

[Learn more >](#)



New Cloud Shapes

Aside from being pretty, clouds are fun, giving the non-artist types the chance to visualize new pictures in the sky with the always-changing shapes. It's very much the same with cloud computing. Salesforce is transforming its cloud technology so that you can master the art of connecting with your customers in real time.

Starting in summer 2015, Sales and Service Cloud users will be able to tap into powerful marketing tools that are native to the Marketing Cloud. Salesforce has integrated the Marketing Cloud's automated email capabilities into both Sales and Service Clouds, which means you don't have to waste any more time crafting "thank you" emails for customers.

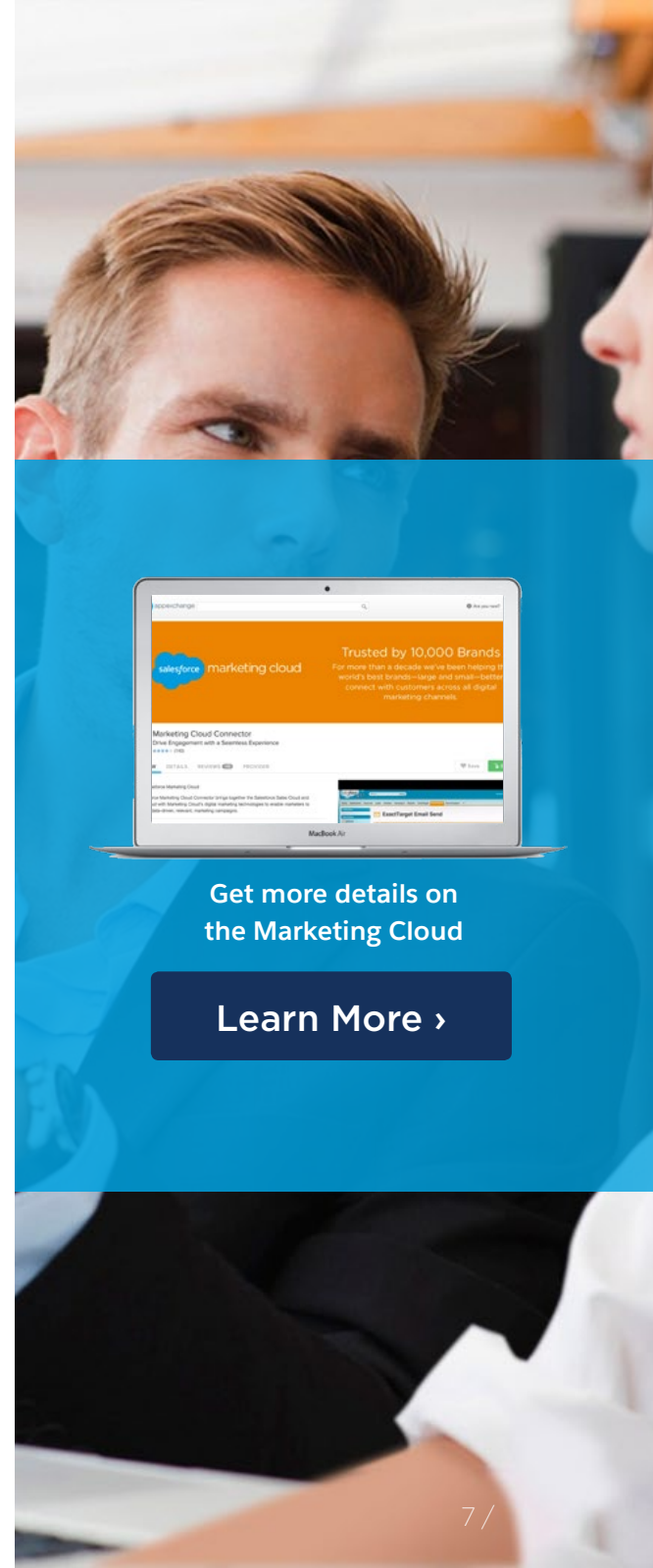
For instance, anytime a new customer contact is created, the Triggered Sends function will automatically fire off a "Welcome" email to that contact. Or, let's say a customer buys something, and it shows up as an "asset" in the Sales Cloud: You can set it so that it triggers a message thanking your customer immediately.

This function also helps your sales reps and service agents keep tabs on how customers are interacting with those automated emails, including how many are actually opening them.

Another cool capability coming to Sales and Service Cloud users in summer 2015: Dynamic Send Preview. This is another native function of the Marketing Cloud Connector, which allows customers to preview emails with dynamic personalized content before the email is sent. The preview will show you exactly what the person on the receiving end of the email will see. That ought to clear up a lot of work-related miscommunications.

Even better, it will help you catch formatting issues on all devices before you hit the send button, which is key, considering 23 percent of marketers don't know what device subscribers are using to read emails, according to the [Salesforce 2015 State of Marketing Report](#).

Rapid marketing automation is now an art that you can master.



Get more details on
the Marketing Cloud

Learn More >



Connecting the Files Fast

Cloud computing has revolutionized the way we store and access information. But with all the different storage options out there, trying to share files located in different places has been painful. If you can access a file at any time from anywhere, why can't you share all those file repositories at any time, from anywhere?

Now you can.

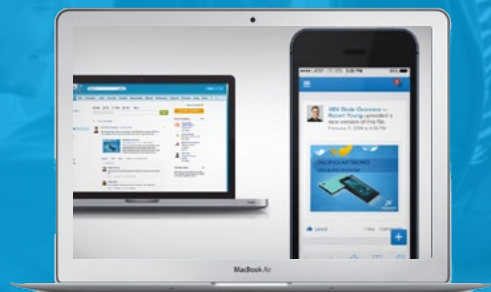
According to [IDC research](#), 36 percent of employees' days are spent looking for and consolidating information, and 44 percent of the time employees can't find the information they need to get their jobs done. Some 61 percent of employees typically access four or more systems to get information that pertains to their job.

In July 2015, Salesforce made [Salesforce Files Connect](#) available in Salesforce1, allowing businesses to view and share files, videos, spreadsheets, and presentations that are stored in various systems such as Microsoft SharePoint or OneDrive using the Salesforce1 Mobile App. For the first time ever, you can unlock files from third-party repositories (Google Drive, SharePoint) and consolidate them so that they can be accessed on your trusted Salesforce platform. [Salesforce Files Connect](#), which you can access from your mobile device, will grab all relevant information when searching documents across all connected repositories, then centralize those results in Salesforce.

Employees can share and update those files from any device. If you enable mobile access to external documents, any of your employees can quickly find a file and share it with a group using the @mention feature.

Integrating file sharing into a single platform like Salesforce means that the most up-to-date information will be at your employees' fingertips at all times, making your company that much faster.

"Productivity relies on access to information, people and content as well as the collaboration of those people to gain context around process or decisions," [says Vanessa Thompson, Research Director, IDC](#). "Surfacing relevant content where work is being done is increasingly complex but essential for employee productivity."



Read more about what Salesforce Files can do for you and your business.

[Read More >](#)

Accelerating Business Solutions

So now you have Salesforce and all its useful components, but how do you tailor it to truly fit your businesses needs and grow your business fast? It's time to maximize your Salesforce investment, and here's how:

Customers with [Premier Success plans](#), which provide 24/7 customer support, enhanced online training and success resources, can take advantage of new [Salesforce Accelerators](#). These focused engagements include access to Salesforce specialists who will help you solve your unique business challenges and provide best practices.

Sales Cloud Accelerators

The data revolution is daunting, which is why you should position yourself to make the most out of all this awesome new information. Salesforce experts can help you set up custom dashboards and create a recognition program to motivate your sales teams, both of which will lead to closing more deals.

Service Cloud Accelerators

Service reps are managing more data than ever while trying to deliver faster and better customer service. Accelerators for Service Cloud will connect you to experts who will, among other things, help you customize your data consoles to improve your overall data visibility.

Marketing Cloud Accelerators

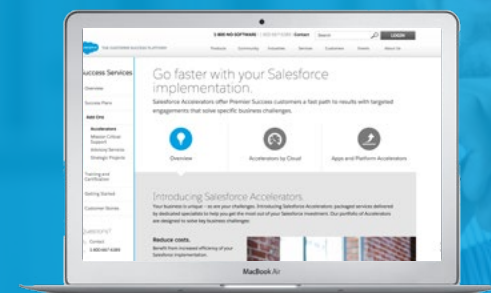
Marketers who have to juggle deadlines, data, and campaigns while delivering tangible business results will like this one. Our specialists will help automate all those tasks, including importing data, executing campaigns, and reporting results.

Community Cloud Accelerators

Companies need to create new ways to engage both their customers and their teams. With that in mind, Salesforce experts can ensure that businesses are getting all they can out of key tools, including the Community Designer and Chatter, and in a way that works for each individual business.

Apps and Platform Accelerators

Successful businesses leverage mobile so their employees always have access to the most up-to-date data at any time. To make sure that happens, our specialists will help your company design a custom proof-of-concept app to drive on-the-go productivity.



Click here to learn more about
Salesforce Accelerators

Learn more >

Thanks, Everyone

At Salesforce, we have the [IdeaExchange](#), a platform where you can suggest and vote on new product enhancements and collaborate with colleagues, partners and our Product Team. So if you have an idea for a feature you'd like to see in Salesforce, then make sure you submit it via IdeaExchange – and get the community to vote for it.

Of course, many of our innovations would not be possible without our customers, specifically those of you who give us ideas and feedback that help us to continually shape Salesforce with cutting-edge products.

Now we'd like to thank four of our awesome customers who contributed to the Summer '15 release:



[Alex Sutherland:](#)

One of our Salesforce MVPs and Salesforce user since 2005, Alex has contributed 124 ideas, which have received a total of 261,850 votes from our Success Community.



[Rhonda Ross:](#)

Rhonda has been a Salesforce user since 2005 and was a member of our inaugural class of Salesforce MVPs in 2010. She's come up with a whopping 209 new ideas for Salesforce products, garnering 61,780 votes.



[Brian Kwong:](#)

A Salesforce MVP and user since 2007, Brian currently blogs at [TheWizardNews.com](#). Aside from being an administrator, developer, and business analyst, Kwong is also an occasional sit-down comedian. He's generated 30 ideas and 15,690 points.



[Aiden Martin:](#)

Aiden is a Salesforce MVP who started as a Salesforce admin in 2003 and is now helping nonprofits. He's come up with 57 new ideas for Salesforce products, winning 30,950 votes. Aiden is a superstar at identifying Ideas needing to be merged and in helping to keep the IdeaExchange clean.

Conclusion

As you can see, there's much to look forward in summer 2015. In between trips to the beach and backyard BBQs, you can now get the insights you need to move your business faster, with all the new features in the Salesforce Summer '15 release.



SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

[Learn more ›](#)

32%

Improvement in win rate.

40%

Increased sales productivity.

32%

Increase in sales revenue.



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.

© 2014 Salesforce.com. All rights reserved.

Resources you might also like:



3 Easy Steps to Automating
Your Sales Cycle

[DOWNLOAD](#)



130 Sales Tips for 2015

[DOWNLOAD](#)



Boost Your Sales With
Channel Partners

[DOWNLOAD](#)



THE CUSTOMER SUCCESS PLATFORM

SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS