

# Sage SalesLogix

## Competitive Analysis Salesforce.com

May 2007

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# Battlecard – Sage SalesLogix vs Salesforce.com

## Top Marketed Points for Salesforce.com

Top Marketed Points for Salesforce.com	How to interpret	Sage Counterpoint
<b>(1) Salesforce.com is the leader in on-demand CRM.</b>	Salesforce.com claims to be the most high-profile and successful first generation on-demand (Software as a Service) vendor with nearly 30,000 customers and 640,000 subscribers.	<ul style="list-style-type: none"> <li>✓ The increase in on-demand CRM solutions available has reduced the impact of Salesforce.com's traditional differentiator and highlighted weaknesses in its feature-set.</li> <li>✓ Salesforce.com cannot address the CRM requirements of companies that wish to house sensitive customer data internally.</li> <li>✓ Salesforce.com does not provide companies with equally robust access to information in a disconnected or mobile access scenario.</li> </ul>
<b>(2) Salesforce.com enables high levels of user adoption</b>	Salesforce.com claims significant user-adoption with nearly 30,000 customers and 640,000 users.	<ul style="list-style-type: none"> <li>✓ A study carried out in 2005 by Nucleus Research suggested that 38% of the companies using Salesforce.com were considering moving to another solution.</li> <li>✓ With nearly 3 million CRM customers across its products, Sage has over 4 times as many CRM customers as Salesforce.com.</li> <li>✓ Salesforce.com, a company wholly focused on CRM, is still ranked behind Sage in the global CRM market.</li> </ul>
<b>(3) Salesforce.com provides a low-complexity service that allows users to focus on core business issues, rather than IT considerations, and drive productivity gains</b>	Salesforce.com claims their solution minimizes IT considerations that enable its customers to focus on business issues rather than IT considerations and this helps to increase productivity and effectiveness on an individual level and collectively; across the entire organization.	<ul style="list-style-type: none"> <li>✓ Salesforce.com's limited feature set, particularly around marketing automation and customer support, presents significant process bottlenecks for information workers, requiring them to manually move information from Salesforce.com to another application e.g. reliance on MS Word for mail merge functionality. This reduces productivity.</li> <li>✓ For companies that would like to tailor the solution to meet their unique requirements Sage SalesLogix provides ease of customization and integration. Salesforce.com is great if you want a vanilla application but we have seen that most people don't and once you try to customize or integrate, its gets much more difficult than their promises and more difficult than other vendors.</li> </ul>
<b>(4) Salesforce.com provides a secure, scalable and reliable delivery platform</b>	Salesforce.com claims that the delivery platform for its service has been designed to provide our customers with high levels of reliability, performance and security.	<ul style="list-style-type: none"> <li>✓ Highly publicized service outages exposed Salesforce.com's vulnerability to unplanned service interruption. The company was forced to carry out an urgent upgrade of its infrastructure. It also launched trust.salesforce.com, a site that reports on SDFC performance and availability, in an effort to push back on the negative press coverage.</li> </ul>

## Top Strengths for Salesforce.com [\(go to detailed section\)](#)

Top Salesforce.com Strengths	How to interpret	Sage Counterpoint
<b>(1) Salesforce.com brand recognition and corporate viability</b>	Salesforce.com claims to be the most high-profile and successful first generation on-demand (Software as a Service) vendor with nearly 30,000 customers and 640,000 subscribers. (As of April'07)	<ul style="list-style-type: none"> <li>✓ Sage has 20 years more experience than Salesforce.com in the business applications market.</li> <li>✓ Sage and its partners have deep business applications knowledge, encompassing both CRM and ERP applications.</li> <li>✓ Sage is ranked the #2 CRM provider globally by Gartner and #1 SMB CRM supplier compared to Salesforce.com's #4 ranking.</li> <li>✓ Sage is a truly global provider of CRM solutions, Salesforce.com is weak outside of North America.</li> </ul>
<b>(2) Salesforce.com is perceived to provide ease-of-deployment and ease-of-ongoing-administration</b>	Salesforce.com's mantra of no software appeals to non-IT decision-makers because of the perception that the solution can be rolled out rapidly and that it requires limited IT capabilities going forward.	<ul style="list-style-type: none"> <li>✓ Salesforce.com only delivers a framework and the basics of SFA, therefore companies with functional needs beyond generic sales force automation will require IT capabilities, either internally or externally-sourced, to deploy and integrate.</li> <li>✓ For companies that would like to tailor the solution to meet their unique requirements, Sage SalesLogix provides ease of customization and integration to make it easy. Salesforce.com offers the basic vanilla application but we have seen that most people need more than just the basic deployment. However once you try to customize or integrate, its gets much more difficult, complicated and costly than other CRM vendors</li> </ul>
<b>(3) Perception that Salesforce.com provides a lower total-cost-of-ownership</b>	Salesforce.com claims that its customers achieve significant cost savings compared to the traditional enterprise software model and that they benefit from predictable future costs which are calculated on a per-subscriber basis and include upgrades.	<ul style="list-style-type: none"> <li>✓ Other than the actual product installation of Sage SalesLogix, the cost of implementation is about equal between the two products.</li> <li>✓ Gartner estimates that companies using Salesforce.com will incur significant additional cost for more complex integration and customization requirements.</li> <li>✓ Salesforce.com levies additional charges on users for incremental usage of the Salesforce.com service beyond what is provided for in their specific edition.</li> </ul>
<b>(4) Perception that Salesforce.com provides functional breadth through AppExchange</b>	AppExchange provides a way to browse, test-drive, share, and install applications developed on the Salesforce.com on-demand AppExchange platform.	<ul style="list-style-type: none"> <li>✓ AppExchange is an online marketplace rather than a certified partner development program. ISVs pay a fee to publish their solution on AppExchange but do not have to undergo a specific certification process.</li> <li>✓ Salesforce.com does not guarantee the security or quality of solutions on AppExchange; the publisher of an application is responsible for its capabilities and behavior.</li> <li>✓ Most ISVs in the AppExchange are relatively unknown and prone to instability. In fact, the AppExchange was down for two days recently. (<a href="http://www.internetnews.com/ent-news/article.php/3664711">http://www.internetnews.com/ent-news/article.php/3664711</a> )</li> <li>✓ ISVs work at-arms-length to Salesforce.com. This reduces the opportunity for information sharing and co-ordination on future product strategy or customer requirements.</li> <li>✓ By contrast, the Sage SalesLogix Technology Partner Program ensures that Sage customers benefit from an extensive, global community of partners supported by application testing and joint project partnerships.</li> </ul>

## Top Weaknesses for Salesforce.com [\(go to detailed section\)](#)

Top Weaknesses of Salesforce.com	How to Interpret
<b>(1) Lack of deployment choice</b>	<ul style="list-style-type: none"> <li>✓ Salesforce.com is only provided as a hosted service.</li> <li>✓ Salesforce.com customers are exposed to specific risks associated with external hosting that may impact on the performance and availability of their CRM solution, or the integrity of their data.</li> <li>✓ Sage SalesLogix offers deep, rapid customization capabilities, a rich user experience, and a low TCO across Windows, Web, and Mobile deployment.</li> </ul>
<b>(2) Weak offline client</b>	<ul style="list-style-type: none"> <li>✓ The Salesforce.com offline client uses a different interface to the online client.</li> <li>✓ Customization cannot be used in the Salesforce.com offline client.</li> <li>✓ Salesforce.com offline users are restricted in the amount of information that they can take offline.</li> </ul>
<b>(3) Weak integration with MS Outlook and MS Office</b>	<ul style="list-style-type: none"> <li>✓ Contacts must exist in both MS Outlook and Salesforce.com before they can be synchronized.</li> <li>✓ Attachments to Outlook emails cannot be tracked in Salesforce.com.</li> <li>✓ By contrast, Sage SalesLogix provides tight integration with Microsoft Outlook and Office and provides for spreadsheets and documents to be attached to Sage SalesLogix contacts.</li> <li>✓ Exporting reports to Excel in Sage SalesLogix is carried out through a single click.</li> <li>✓ Mail merges can be carried out within Sage SalesLogix.</li> </ul>
<b>(4) Lack of effective marketing automation</b>	<ul style="list-style-type: none"> <li>✓ Salesforce.com provides only basic marketing automation functionality which is largely focused on lead tracking and return-on-investment campaign analysis rather than the full campaign management and orchestration.</li> <li>✓ Sage SalesLogix provides a comprehensive marketing automation platform incorporating full campaign planning, execution and tracking. Marketing groups; dynamic or static, are created through easy-to-use segmentation tools. Mass email programs are deployed and tracked within Sage SalesLogix. User-defined reports can be created with ease. Campaign performance can be tracked against multiple criteria with full drill-down into budget.</li> </ul>
<b>(5) Weaknesses in customer satisfaction</b>	<ul style="list-style-type: none"> <li>✓ High customer churn.</li> <li>✓ At-risk customer base.</li> <li>✓ Customers site reliability of access, as well as heavy restrictions and limitations as the reasons for dissatisfaction.</li> </ul>
<b>(6) Weaknesses for the user</b>	<ul style="list-style-type: none"> <li>✓ Usability &amp; Organization - Counter-intuitive interface - With Salesforce.com users have to scroll pages back and forth and use multiple clicks to try to find the information they need.</li> <li>✓ Sales process capability limited.</li> <li>✓ Users cannot effectively work with Groups or Lists.</li> <li>✓ Inaccurate and irrelevant data.</li> <li>✓ Weaknesses with mail merge.</li> </ul>
<b>(7) Inability to reinforce best practices</b>	<ul style="list-style-type: none"> <li>✓ The ability to document and repeat a sales process is a vital component of CRM success and overall sales effectiveness.</li> <li>✓ The sales process capability of Salesforce.com relies on the end-user to modify drop-down menus as certain steps are completed. This lack of automation can lead to gaps in the process and can cause process bottlenecks.</li> </ul>
<b>(8) Inability to track complex sales opportunities</b>	<ul style="list-style-type: none"> <li>✓ The most difficult aspect of managing complex opportunities is understanding and tracking the complex interweaving of relationships within a prospect account.</li> <li>✓ Salesforce.com only allows you to track parent-child relationships between accounts and contacts, as opposed to tracking any type of relationship that one account may have with another.</li> </ul>
<b>(9) Developer weaknesses</b>	<ul style="list-style-type: none"> <li>✓ Sandbox is their answer for a development environment.</li> <li>✓ Expensive customization and integration.</li> <li>✓ Salesforce.com cannot be easily configured out-of-the-box.</li> </ul>
<b>(10) Limited business intelligence solution</b>	<ul style="list-style-type: none"> <li>✓ Salesforce provides limited out-of-the-box business intelligence capabilities. More advanced capabilities are available through AppExchange partners.</li> <li>✓ Salesforce requires IT to make significant changes to the solution.</li> <li>✓ Sage SalesLogix Visual Analyzer is the only tool that allows for offline analysis.</li> </ul>

# Strengths of Salesforce.com

## (1) Corporate Viability

Salesforce.com is the most high-profile and successful first generation on-demand (Software as a Service) vendor with nearly 30,000 customers and 640,000 subscribers<sup>1</sup>. Initially launched as an on-demand sales force automation (SFA) service provider, Salesforce.com has subsequently expanded its service portfolio to include basic marketing automation and support for customer service. In 2006 it launched AppExchange; an internet market where customers or partners sell or trade applications that they have developed for salesforce.com. The company has approximately 1,300 employees and generated total revenues of nearly \$310m in FY'06<sup>2</sup>.

**Sage Counterpoint:** Sage has operated as an SMB business applications provider since its establishment in 1981. When Salesforce.com launched its service for the first time, Sage already had nearly two decades of product, project and partner experience, with a large global installed-base of business applications customers. In addition, Sage has over 20 years of CRM experience.

Unlike Salesforce.com, which is essentially a single service CRM provider, Sage provides a comprehensive portfolio of business applications that address the full range of front-office, back-office and front-through-back-office customer requirements. In 2006 Sage's business applications portfolio generated revenues in excess of \$1.8 billion; almost six times the \$310m in revenues generated by Salesforce.com during the same financial year<sup>3</sup>. Salesforce.com has only been profitable since 2003, with significant losses accruing before then.

Salesforce.com has struggled to achieve international market penetration, with only 20% of revenues coming from outside North America during 2006. By contrast, Sage is a company with truly global reach; with 53% of revenues in 2006 coming from Europe, 40% from North America and 7% from the rest of the world.

Salesforce.com has 30,000 customers with 640,000 users, while Sage has nearly 50,000 CRM customers and over 2.7m users. Gartner ranks Salesforce.com, a company wholly focused on CRM, as the 4<sup>th</sup> largest CRM provider by customer footprint in the global CRM marketplace. Sage is ranked #2, and the largest SMB CRM provider overall.

	Sage	Salesforce
Experience as a business applications vendor	25 years	6 years
Employees <sup>4</sup>	13,000	1,300
Globalization; % of revenue from outside home territory <sup>5</sup>	79%	20%
Business applications revenue for FY'06	\$1.8bn	\$310m
Number of CRM customers	50,000	30,000
Number of CRM users	2.7m	640,000
Gartner Top 10 ranking of CRM providers by user footprint	#2 <sup>6</sup>	#4

## (2) Salesforce.com is perceived to provide ease-of-deployment and ease-of-ongoing-administration

Salesforce.com claims its on-demand service can be deployed rapidly and provisioned easily, since customers do not have to spend time installing or maintaining the servers, networking equipment, security products or other infrastructure hardware and software necessary to ensure a scalable and reliable service.

**Sage Counterpoint:** In many cases Salesforce.com's "no software" mantra has been translated by business executives to mean that they don't have to wait in the long line of IT projects to get their SFA systems deployed, further enhancing the product's appeal to business decision-makers. However, once the basic system has been implemented, complex

<sup>1</sup> These figures include non-paying, trial subscriptions. According to the Salesforce.com Annual Report 2006 the company had approximately 20,500 customers, equating to approximately 399,000 paying subscriptions as at January 31, 2006.

<sup>2</sup> Source: Salesforce.com Annual Report 2006

<sup>3</sup> Source: Sage Group PLC Annual Report 2006, Salesforce.com Annual Report 2006

<sup>4</sup> Source: Sage Group PLC Annual Report 2006, Salesforce.com Annual Report 2006

<sup>5</sup> Based on annual reports for FY'06, Sage home territory defined as UK and Ireland.

<sup>6</sup> Siebel is number one with a large user count in the enterprise space.

sales organizations, regardless of size, find they are restricted by Salesforce.com's limited sales force automation. Salesforce.com does not provide a functionally-rich sales feature-set. It delivers a framework and the basics of SFA, leaving customers or third-party developers to build extensions or special-purpose applications to suit their needs. Therefore, companies that require more complex capabilities will require IT capabilities, either internally or externally-sourced, to provide extended support for custom functionality and data integration. This significantly diminishes Salesforce.com's ease-of-deployment and ease-of-ongoing-administration proposition.

All CRM projects are the same regardless of deployment methods. Yes, you don't have to touch every machine and upgrade servers with Salesforce.com, but this accounts for roughly 10% of any installation. The other 90% (Discovery, requirements definition, process flow and business rules, customization and design, implementation and training) are all the same.

### **(3) Perceived lower total cost-of-ownership**

Salesforce.com claims that it enables customers to achieve significant savings relative to the traditional enterprise software model, and that its customers also benefit from the predictability of their future costs since they pay for the service, which includes upgrades, on a per subscriber basis for the term of the subscription contract.

#### **Sage Counterpoint:**

Research carried out by Gartner<sup>7</sup> indicates that once the budget for Salesforce.com is calculated beyond three years, the cost will be greater than that of a complete prepackaged solution, including enterprise CRM solutions such as Oracle and SAP. This is due to the additional IT resources required to carry out the customizations and address functional gaps in the Salesforce.com solution around more complex business requirements. Gartner recommends that companies, when calculating the true TCO of their Salesforce.com deployment, should include the costs associated with making the transition from tactical to strategic usage.

Additionally, users of Salesforce.com have been highly critical of the company's "Nickel and Dime" sales strategy<sup>8</sup>. Salesforce.com levies additional charges on users for incremental usage of the Salesforce.com service beyond what is provided for in their specific edition. Examples include: (1) significant charges for additional user storage, (2) additional charges for data backup and (3) additional charges for the use of Sandbox; Salesforce.com's test environment. Reports from a number of Sage Operating Companies suggests that many companies moving from solutions such as Goldmine to Salesforce.com have only migrated a portion of their legacy customer data because of "punitive" Salesforce.com charges for additional storage capacity. According to Yankee Group 2006 SMB survey, affordability and price are the number one concern of companies trying to adopt new technologies.

### **(4) Salesforce.com perceived to provide functional breadth through AppExchange**

In 2006, Salesforce.com introduced the AppExchange directory, an on-demand application-sharing service and an on-demand platform where Salesforce.com customers can extend their Salesforce.com service through a range of custom-developed applications. AppExchange provides a way to browse, test-drive, share, and install applications developed on the Salesforce.com AppExchange platform. This directory gives users an easy way to find and install applications, to expand their use of the AppExchange platform, and to create new areas of customer relationship management.

**Sage Counterpoint:** AppExchange is an online marketplace rather than a certified partner development program. ISVs pay a fee to publish their solution on AppExchange but do not have to undergo a specific certification process. Salesforce.com does not guarantee the security or quality of solutions on AppExchange; the publisher of an application is responsible for its capabilities and behavior. It also means that only the most popular and revenue generating applications are created.

Because AppExchange is entirely market-driven, ISVs work at-arms-length to Salesforce.com. This reduces the opportunity for information sharing and co-ordination on future product strategy or customer requirements. Customers focusing on a strategic CRM solution need a product that offers breadth across all critical areas of sales, service and marketing without relying on multiple partners to fill gaps.

By contrast, not only is the Sage SalesLogix product more complete, but also the Sage SalesLogix Technology Partner Program ensures that Sage customers benefit from an extensive, global community of partners supported by application testing and joint project partnerships. Sage's business partners will also work with our customers to develop custom extensions for their systems.

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<sup>7</sup> Source: Management Update: Complex Salesforce.com Deployments Will Cost You, Gartner 2005.

<sup>8</sup> Source: www.ThoughtsOnSalesforce.com, user blog.

# Weaknesses of Salesforce.com

## (1) Usability and organization

Sage Software has almost 20 years of experience building applications around trusted interfaces. With Salesforce.com, customers do not have the ability to access data as quickly as they could with Sage SalesLogix since they have to scroll pages back and forth and use multiple clicks to try to find the information they need. Salesforce.com also lacks the visual hierarchy and grouping of related contacts for customers to view their information “at-a-glance.” Sage SalesLogix v7.2 will also support both a scrolling or tabular interface.

## (2) Weak offline client

Salesforce.com provides an offline client; Salesforce.com Mobile, which is a limited local version, viewed in a browser, of its main CRM interface. Offline sync preferences are cumbersome to configure and the number of contacts, leads, accounts, tasks, opportunities and events that can be taken offline is limited. The user interface of the Offline Edition is different from the online version of Salesforce.com. Additionally, customizations achieved through AppExchange do not apply. Additional limitations include:

- Inconsistent user interface between online and offline application  
Efficiency and adoption are an issue, as the offline user interface is significantly different than the online user interface. Furthermore, offline users only have access to some of, but not all, the functionality in the online product.
- Customizations do not apply generally
- AppExchange does not apply
- Allows only 500 account records in XML format on local hard drive

With Sage SalesLogix, the offline client is the same, full-featured client as the Windows/Network client. All customizations that have been developed are also available in the offline client. Users can easily and quickly define which customer data they want to subscribe to. Sage SalesLogix includes robust conflict resolution capabilities, enabling a very granular level of conflict resolution. In addition, the “What’s New” feature makes it easy for users to quickly see what data is new or has changed since the last synchronization.

## (3) Weak Integration with MS Outlook and MS Office Integration

Salesforce.com provides Outlook Edition as a separate installation from the core Salesforce.com application. Outlook edition is available to download as desktop integration plug-ins during initial configuration and follows a wizard-based installation.

Outlook Edition provides integration between Microsoft Outlook and Salesforce.com. Users can access Salesforce.com contacts within Outlook. By sending a “Salesforce.com email” within Outlook, the email is tracked as activity history within the Salesforce.com contact record. Attachments cannot be tracked using the send “Salesforce.com email” function. Users can email Outlook contacts within the Salesforce.com email interface. Significantly, synchronization of contact details between Outlook and Salesforce.com can only be facilitated where the contact already exists in both systems. Therefore, new contacts must be manually re-inputted into Outlook or Salesforce.com, depending on where the contact was originally captured, in order for synchronization to occur. Tasks and calendar activities are automatically synchronized between Outlook and Salesforce.com.

Salesforce.com Office Edition enables users to export Salesforce.com standard and custom reports into Microsoft Excel or .csv format. Microsoft Excel can then be used to interrogate the data further through pivot tables, formulas or charting. Microsoft Word templates can be uploaded from Word into Salesforce.com. However, mail merges are not facilitated by Salesforce.com; users must launch Word and carry out the mail merge externally and then upload the documents into Salesforce.com. This is a lengthy and cumbersome task. Significantly, Excel spreadsheets and Word documents cannot be attached directly to contact records within Salesforce.com.

By contrast, Sage SalesLogix provides tight integration with Microsoft Word and Excel and provides for spreadsheets and documents to be attached to Sage SalesLogix contacts. Exporting reports to Excel is carried out through a single click. Mail merges can be carried out within Sage SalesLogix, enabling users to merge standard or custom Word templates against static or dynamic user-defined lists for mass emailing or printing purposes.

#### **(4) Lack of effective marketing automation**

While sales force automation is still cited across most regions as the primary driver for CRM projects, marketing automation is becoming increasingly important for SMB organizations,<sup>9</sup> particularly for those looking to maximize the effectiveness of limited marketing budget and resources. These companies now require solutions that extend upstream, beyond traditional sales force automation, to integrate seamlessly with marketing and demand creation. While both Sage SalesLogix and Salesforce.com provide marketing automation functionality, Salesforce.com is still largely a sales force automation solution and provides only limited functionality in its marketing automation suite.

Sage SalesLogix provides a comprehensive marketing automation platform incorporating full campaign planning, execution and tracking. Marketing groups; dynamic or static, are created through easy-to-use segmentation tools. Mass email programs are deployed and tracked within Sage SalesLogix. User-defined reports can be created with ease. Campaign performance can be tracked against multiple criteria with full drill-down into budget.

By contrast, Salesforce.com only provides basic functionality for lead management and analysis of campaign effectiveness. Salesforce.com does not support the creation of marketing lists; dynamic or static, making segmentation for marketing programs particularly cumbersome. Additionally, all mail merge activities must be carried out externally in Microsoft Word before being manually re-imported into Salesforce.com for campaign orchestration. According to Yankee Group's 2006 SMB survey, email marketing and direct marketing are top needs for SMB marketing.

#### **(5) Weaknesses in customer satisfaction**

- High customer churn
  - A significant reason why most companies implement CRM software is to help improve customer retention. A solid measurement to use during CRM software evaluation is to investigate how many companies have actually left and how many companies are currently interested in leaving. According to Nucleus Research, "38% of Salesforce.com customers are planning to or would consider moving to another solution" (May 2005). According to one industry analysis, Salesforce.com has lost an astonishing 35,288 subscribers in the last four consecutive quarters alone (Deutsche Bank Securities, May 2005).
- At-risk customer base<sup>10</sup>
  - **93%** Salesforce.com customers have < 500 users
  - **38%** are open to switching
  - **28%** deployed another CRM solution to supplement
- Reliability
  - Uptime
  - No standard service-level agreement
- Restrictions and limitations
  - Strict limitations on user actions within the application have consistently been a source of frustration for Salesforce.com users. Salesforce has imposed such limitations as data storage ("greater of 20MB per license or 1GB overall"), the number of custom fields allowed ("300 custom fields for most standard objects" and "the creation of as many as 20 custom fields" for activities and users), the number of filters that can be used, and the number of account records allowed in the offline module. Not only are these limitations frustrating to end users, but can also be frustrating financially as well, as the need to exceed these restrictions can result in significant additional charges.

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<sup>9</sup> Source: Magic Quadrant for Marketing Resource Management Solutions 2007, Gartner.

<sup>10</sup> Nucleus Research Finds Salesforce.Com Challenged To Deliver Functionality For Enterprise-Wide Deployments, May 2005

## **(6) Weaknesses for the user**

- Counter-intuitive interface
  - Scroll up-down and sideways
  - Many clicks
- Sales process capability limited
  - Relies on the end user to modify drop-down menus as certain steps are completed
  - Not workflow driven
  - Checkbox to update a probability
- Users cannot effectively work with Groups or Lists
  - Users cannot take actions on lists
  - Difficult to create a list of all companies for an account manager's territory
  - Hard to create follow-up calls
  - Hard to create mail merge
  - Hard to do e-mail marketing
  - Users cannot export a List View
- Inaccurate and irrelevant data
  - Salesforce.com has limited controls over the accuracy and quality of the information sales representatives can enter into the system
  - No de-duplication upon manual entry
  - Poor data quality
    - No filtering of optional data by entity, task, opportunity, event, case, etc.
- Weaknesses with mail merge
  - Users must run a report, export records and utilize Microsoft Word mail merge tool externally
  - Users can only merge with "global" templates; templates stored on the server
  - Mass merging is not supported
    - Limit of 250 e-mails per process
  - Mail merge does not insert the attachment for the user. The user must manually insert all attachments, if desired

## **(7) Inability to reinforce best practices**

The ability to document and repeat a sales process is a vital component of CRM success and overall sales effectiveness. The sales process capability of Salesforce.com relies on the end-user to modify drop-down menus as certain steps are completed. This lack of automation can lead to gaps in the process and can cause process bottlenecks.

## **(8) Inability to track complex sales opportunities**

Typically, the most difficult aspect of managing complex opportunities is understanding and tracking the complex interweaving of relationships within a prospect account. Salesforce.com only allows you to track parent-child relationships between accounts and contacts. Whereas Sage SalesLogix is very flexible, allowing you to define different types of relationships between accounts and contacts.

## **(9) Developer weaknesses**

- Sandbox is their answer for a development environment
  - Like most of Salesforce.com weaknesses they market this weakness well
  - Customizations do not transfer easily to live environment
  - Not a bundler concept
  - Not a true modification/production environment
  - Severely limited
- Expensive customization and integration
  - Salesforce.com cannot be easily configured out-of-the-box. According to Nucleus Research, "A number of customers noted that they purchased additional middleware to support the integration of Salesforce.com with other solutions because too much coding would have been required to perform the integration using Salesforce.com's integration tools. This strategy lengthens the payback period."<sup>11</sup> Salesforce.com markets an "interface that's easy to use," but when you actually start using it, it is limited and difficult. During the rollout of Salesforce.com at Cisco, integration issues significantly

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<sup>11</sup> Nucleus Research, May 2005, Document F49, "Research Note: Investigating the ROI fromSalesforce.com"

delayed the implementation. From a ComputerWorld.com article: "End user resistance and integration challenges forced the deal to be renegotiated so that the rollout is staggered."<sup>12</sup> Additionally, the article goes on to say, "... analysts said 'due diligence' in their research found that Cisco users have been slow to embrace the system because it doesn't support tools that handle tasks such as territory management, advanced account hierarchies, and forecasting." This statement suggests that incorporating this functionality into the application would require a significant investment in additional resources.

**(10) Salesforce has limited business intelligence capabilities.**

Salesforce provides limited out-of-the-box business intelligence capabilities. More advanced capabilities are available through AppExchange partners.

SalesLogix Visual Analyzer is a superb fit for the mid-market because of the following:

- Faster installation and implementation time.
- Lower cost to maintain – SalesLogix Visual Analyzer technology is less complicated than the competitors, which means less downtime and less resources required to keep the product up and running.
- Greater flexibility
  - Competitors require you to know questions upfront. SalesLogix Visual Analyzer allows you to bring data in at low-level granularity so that new aggregations can be done on-the-fly. You have unlimited number of dimensions to choose from, whereas the cube approach is limited to a few dimensions
- Ability of non-IT personnel to create their own content
  - Salesforce requires IT to make significant changes to the solution.
- Performs very well on hardware that is affordable for the mid-market.
- Offline analysis: SalesLogix Visual Analyzer is the only tool that allows for offline analysis.
- Advanced Visualizations
  - SalesLogix Visual Analyzer offers geographical map visualizations, heat maps, four-dimensional bubble charts, and more.
  - Salesforce.com offers very little in the area of visualization tools.
- Customizability
  - Salesforce.com is difficult to customize.
- Integration with other data sources (like MAS)
  - Salesforce.com is weak in the area of integration.
- Tightly integrated with Sage SalesLogix
  - SalesLogix Visual Analyzer offers export to groups, drill to transaction-level data, etc.

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<sup>12</sup> Songini, Marc L., "Salesforce.com CRM Rollout at Cisco Said to Slow," ComputerWorld, July 04, 2005

# Recommended Sales Strategy

Action	Reinforcement
Don't let Salesforce.com get away with pitching extended capabilities through AppExchange – make the customer ask them what they offer in the core product.	<ul style="list-style-type: none"> <li>Focus on recently released features and guide the customer to a discussion on lack of current functionality in the core product.</li> <li>Highlight Sage SalesLogix's feature-rich offerings in the core product.</li> </ul>
Don't let Salesforce.com over-emphasize on-demand as a key criteria for selection.	<ul style="list-style-type: none"> <li>Emphasize the fact that on-demand is only a deployment model and not a substitute for a rich feature-set.</li> <li>Emphasize Sage CRM's freedom of deployment choice; on-demand and on-premise and this is a choice that the customer can make when initially rolling out the solution as well as later in the solution lifecycle. This ensures that the customer has the most appropriate solution for their business needs at that point in time.</li> <li>Discuss the considerations for both deployments.</li> <li>Emphasize the fact that Salesforce.com only has data centers in North America. This is a key consideration for customers outside of North America.</li> <li>Emphasize the importance of a low-complexity, robust, scalable and extendable platform for SMB businesses.</li> </ul>
Don't get caught in a pricing debate.	<ul style="list-style-type: none"> <li>See pricing details below.</li> </ul>
Don't get blind-sided by analyst coverage of Salesforce.com.	<ul style="list-style-type: none"> <li>Emphasis Sage's 100% business application focus.</li> <li>Highlight Sage's pedigree and experience around business applications in general and CRM specifically.</li> </ul>
Action	Reinforcement
DO differentiate Sage, Sage SalesLogix, and your company.	<ul style="list-style-type: none"> <li>Talk about the Sage Portfolio of CRM Products</li> <li>Not one size fits all</li> <li>Talk about our track record &amp; history (20 years of development and experience)</li> <li>Demonstrate your CRM experience and knowledge</li> </ul>
DO focus on solving business issues not technology issues. Get business sponsors and users involved.	<ul style="list-style-type: none"> <li>Work to understand the pain points the customer is experiencing, associate those pain points with dollars, and do a proof of concept that will demonstrate to the customer how Sage SalesLogix can automate the processes and justify the spend.</li> </ul>
DO understand the customer's requirements and demo user scenarios and have them to do the same.	<p>Demo Scenarios</p> <ul style="list-style-type: none"> <li>Show on a Pocket PC and a BlackBerry</li> <li>Add new Opportunity, Product, Quote, and Activity</li> <li>Review Opportunities/Cases and make phone calls</li> <li>Show depth of core product functionalities through Marketing, Service, and Support features</li> <li>Show a few, simple customizations including a company logo and customized fields that fit the business needs</li> </ul>
DO focus on usability and end user adoption.	<ul style="list-style-type: none"> <li>End users that have previously used ACT! or other CRM products will not be satisfied with the usability and individual workflow in Salesforce.com. We know that CRM implementations will ONLY be successful if the customer buy-in and use.</li> </ul>
DO focus on mobile solution.	<ul style="list-style-type: none"> <li>Salesforce.com relies heavily on 3<sup>rd</sup> party solutions for mobile capabilities.</li> <li>With the acquisition of Corum Technologies, Sage delivers the most complete vendor-owner Mobile CRM solution for Windows Mobile, Pocket PC, and BlackBerry devices.</li> </ul>
DO stress that Sage sells complete business solutions.	<ul style="list-style-type: none"> <li>Integration is a key message since many customers are seeking to integrate the front and back office. Integration is also key differentiator as Sage sells complete business solutions across multiple software categories.</li> </ul>
DO understand the pricing requirements and value proposition (really add up the required "hidden" data storage and customization costs and factor in renting forever).	<p>Key Pricing Points</p> <ul style="list-style-type: none"> <li>Sage Portfolio of CRM gives product selection at all price points</li> <li>Sage SalesLogix offers Concurrent use, Web Viewers, Mobile-only <ul style="list-style-type: none"> <li>Salesforce.com requires full user license for all employees</li> <li>Integration requires full user licenses for all who access the data</li> </ul> </li> <li>Sage SalesLogix offers favorable 2-3 year TCO <ul style="list-style-type: none"> <li>Salesforce.com counters with low cost of entry but always requires at least one-year agreement</li> <li>Salesforce.com will add large, monthly fees for extra data storage</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Sage SalesLogix offers development, backup, and staging servers at no cost <ul style="list-style-type: none"> <li>◦ Salesforce Sandbox is trivial test environment with limited value (see developer weaknesses in Weaknesses section for more details)</li> </ul> </li> <li>• Sage SalesLogix offers a superior feature set across Sales, Marketing, Service, Support</li> </ul>
<p><b>DO get Sage regional sales teams involved early</b></p>	<ul style="list-style-type: none"> <li>• In the larger deals, many customers desire to work directly with the vendor. Get the Sage SalesLogix sales team involved early and often. Discuss how Sage SalesLogix backs the partner, PSG resources that are available, and how they will have a local resource in their BP, the best of both worlds.</li> <li>• Emphasize implementation track record and referenceability by region, vertical or similarity in business process requirements.</li> <li>• Emphasize the Sage business applications partner channel</li> <li>• Emphasize Salesforce.com's shortfalls in this area.</li> </ul>
<p><b>DO demonstrate the importance of solid sales processes and Salesforce.com's inability to map adequately to existing processes or create a best practice framework.</b></p>	<p>Describe or demonstrate Sage SalesLogix ability to create customizable contact, account or sales processes as opposed to forcing the client into how Salesforce.com views customer relationships.</p>

# Avoiding Landmines/Competitor Claims

## (1) Sage operates a multi-product strategy.

**Sage Response:** One-size does not fit all, portfolio of products. Sage CRM Solutions has three distinct product lines; providing true freedom of choice, each suited to a particular set of business needs. Salesforce attempts to address multiple market segments; stretching from small business to enterprise, through a single CRM solution. By covering such a broad addressable market with a single product, Salesforce risks diluting product segment focus or, more likely, disenfranchising SMB customers in order to address enterprise-level requirements for scalability, interoperability, and vertical functionality.

## (2) Sage SalesLogix is expensive to implement.

**Sage Response:** Sage offers flexible per-user and external access licensing options so every employee does not need a full license details:

- Sage CRM Solutions gives product selection at all price points
- Sage SalesLogix offers concurrent use, Web viewers, Mobile-only
  - Salesforce.com requires full user license for all employees
  - Integration requires full user licenses for all who access the data
- Sage SalesLogix offers favorable 2-3 year TCO
  - Salesforce.com counters with low cost of entry but always requires at least one-year agreement
  - Salesforce.com will add large, monthly fees for extra data storage
- Sage SalesLogix offers development, backup, and staging servers at no cost
  - Salesforce Sandbox is trivial test environment with limited value
  - Sage SalesLogix offers a superior feature set across Sales, Marketing, Service, Support

## (3) Sage SalesLogix is written in Delphi.

**Sage Response:** This is not something that impacts developers, IT or our partners. With the release of Sage SalesLogix v7.2, the Web client is written in .NET. Customizations can also be done in both the Windows and Web Client in .NET or VBScript with client-side code available for customization, so Delphi experience is not needed.

## (4) Sage SalesLogix lacks a long term product strategy and compelling product roadmap.

**Sage response:** Sage Software has a long-term product development strategy and roadmap which is focused firmly on enhancing the Sage SalesLogix product feature-set, optimizing its delivery platform and extending its integration capabilities. This strategy is driven by customer requirements and objectives, and ensures that they leverage their CRM installation to maximum effect during its lifetime.

Provide a copy of the Sage SalesLogix Vision and Direction White Paper.

## (5) Sage SalesLogix has an old, outdated architecture, especially the Web platform

**Sage response:** Sage SalesLogix v7.2 is built on a robust, standards-based architecture, including ASP.NET, AJAX, CAB, and Web services. The Sage SalesLogix v7.2 architecture will easily support customer's future growth and change. Sage SalesLogix v7.2 is the first major deliverable based on our long term multi-client strategy of "Write Once – Deploy to Multiple Devices." The architecture is well-suited to adapt to and incorporate new technology. This new architecture easily fits with IT standards and delivers a robust and adaptable platform for Sage to quickly deliver new levels of functionality to Sage SalesLogix customers.

## (6) Sage SalesLogix requires building customizations twice, once for Windows, and once for the Web

**Sage Response:** Most customizations are not typically developed for all users. Customizations are usually developed for a subset of users and with a subset of functionality. For example, companies may utilize the Web client to deliver basic functionality with little customization to a small set of users. In addition, v7.2 includes the Application Architect, a robust Web development environment, which enables rapid development of common customizations.

## Setting Landmines

### **(1) Salesforce.com offers no easy migration path for getting your data out.**

Your data is held on their systems and if you move to another vendor there is no easy migration path out for your data. Salesforce makes it very difficult to migrate to another solution by making it difficult to take ownership of your own company data. With Sage SalesLogix, customers always own their data.

### **(2) Salesforce.com lacks critical tools to ensure data quality.**

Salesforce.com requires 3rd party solutions for these capabilities, requiring additional out-of-pocket expense. These key capabilities are included out-of-the-box with Sage SalesLogix, eliminating the additional expense required by Salesforce. Data quality is a critical element to a successful CRM implementation and should not be overlooked.

### **(3) Salesforce.com has limited mobile and offline capabilities.**

Salesforce.com provides an offline client; Salesforce.com Mobile, which is a limited local version, viewed in a browser, of its main CRM interface. Offline sync preferences are cumbersome to configure and the number of contacts, leads, accounts, tasks, opportunities and events that can be taken offline is limited. Additional limitations include:

- The offline user interface is significantly different than the online user interface. Furthermore, offline users only have access to some of, but not all, the functionality in the online product.
- Customizations do not apply generally
- AppExchange does not apply
- Allows only 500 account records in XML format on local hard drive
- Poor mobile application (Sendia Platform) is not intuitive or richly customizable
- Have to install software

With Sage SalesLogix, the offline client is the same, full-featured client as the Windows/Network client. All customizations that have been developed are also available in the offline client. Users can easily and quickly define which customer data they want to subscribe to. Sage SalesLogix includes robust conflict resolution capabilities, enabling a very granular level of conflict resolution. In addition, the "What's New" feature makes it easy for users to quickly see what data is new or has changed since the last synchronization.

Sage SalesLogix Mobile is built with the same intuitive user interface approach as the Windows and Web Clients. The Sage SalesLogix Mobile client provides a rich end-user experience by leveraging the built-in capabilities of each device (ex: handwriting recognition on the Pocket PC). SalesLogix Mobile is easily customized with visual design tools. Finally, SalesLogix Mobile is a Sage owned product, whereas Salesforce must rely on a third-party solution. Sage SalesLogix offers a concurrent user pricing option. Concurrent pricing reduces the overall licensing costs for organizations with users that do not need to use Sage SalesLogix as extensively as other users. Concurrent licenses can be shared across users.

### **(4) Salesforce.com is costly to customize and reliant on the Sandbox environment.**

Salesforce.com cannot be easily configured out-of-the-box. According to Nucleus Research, "A number of customers noted that they purchased additional middleware to support the integration of Salesforce.com with other solutions because too much coding would have been required to perform the integration using Salesforce.com's integration tools. This strategy lengthens the payback period."<sup>13</sup> Salesforce.com markets an "interface that's easy to use," but when you actually start using it, it is limited and difficult. During the rollout of Salesforce.com at Cisco, integration issues significantly delayed the implementation. From a ComputerWorld.com article: "End user resistance and integration challenges forced the deal to be renegotiated so that the rollout is staggered."<sup>14</sup> Additionally, the article goes on to say, "... analysts said 'due diligence' in their research found that Cisco users have been slow to embrace the system because it doesn't support tools that handle tasks such as territory management, advanced account hierarchies, and forecasting." This statement suggests that incorporating this functionality into the application would require a significant investment in additional resources.

With Salesforce, customizations must be recreated in the production environment. By contrast, with Sage SalesLogix customizations are easily bundled and deployed to relevant users without any additional development or testing requirements.

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<sup>13</sup> Nucleus Research, May 2005, Document F49, "Research Note: Investigating the ROI fromSalesforce.com"

<sup>14</sup> Songini, Marc L., "Salesforce.com CRM Rollout at Cisco Said to Slow," ComputerWorld, July 04, 2005

## Case Studies

### **ALZET, a division of DURECT Corporation**

<http://www.sagecrmsolutions.com/company/newsroom>

“We wanted to choose the right CRM system, so the process was long although it has definitely paid off with our selection Sage CRM SalesLogix,” said Jose Gadea, product manager for ALZET. “Our CRM system has taken us to a new level of professionalism when supporting customers, resulting in higher sales and customer loyalty.”

ALZET previously used a proprietary system before seeking out an advanced solution to address its growing business. The company wanted a system to track, search on and segment customer and prospect data as well as automate critical business functions.

ALZET was not satisfied with Salesforce.com’s security capabilities, choosing Sage CRM SalesLogix for its ability to keep all of the company’s sensitive business information in-house, its flexible customization capabilities and easy user interface to help encourage rapid employee adoption.

### **Aspyra**

<http://www.sagecrmsolutions.com/company/newsroom>

Aspyra evaluated alternatives from Salesforce.com, Pivotal and Maximizer, ultimately selecting Sage CRM SalesLogix with Sage MAS 90 ERP based on the integrated system’s breadth of functionality and the expertise of the Sage Software business partner channel.

### **Syndesis Limited**

<http://www.sagecrmsolutions.com/company/newsroom>

Syndesis began its evaluation of CRM vendors in late 2004, during which time Syndesis acquired a subsidiary which had previously implemented Salesforce.com. Following this initial phase of evaluation, the company immediately recognized the need for a single CRM solution that enabled improved functionality and a lower total cost of ownership. Additionally, one of the most important criteria was flexibility. Syndesis needed a solution that provided ease of implementation, but was also flexible enough to integrate with the company’s existing accounting and help-desk applications. Furthermore, as Syndesis continues to rapidly expand its service offerings and customer base, the company required a CRM product that was easily customizable

# Competitor Profile

## Summary

Salesforce.com provides on-demand “hosted” CRM functionality on a subscription basis to various sized organizations. Salesforce.com has been emerging as a primary competitor to Sage CRM in small and core mid-market opportunities.

## Company Information

- Founded in 1999
- Headquartered in San Francisco, California
- Salesforce.com product portfolio:
  - AppExchange OEM Edition (launched May 2006)
  - Unlimited Edition (launched March 2006)
  - Enterprise Edition
  - Professional Edition
  - Team Edition
  - Personal Edition
  -

Professional Edition is Salesforce.com’s most widely sold edition. While it provides an attractive price-point, it is a significantly stripped down version of the core Salesforce.com service which is provided through Enterprise edition.

Key differences amongst the different editions are the features offered and number of customization customers can do.

- Personal Edition is for single user, and it is not widely marketed by Salesforce.com. It is free and offers very basic contact management and sales automation features and synchronization with Outlook and a PDA. No information on detailed features available with this edition.
- Team Edition features set are focused towards basic sales automation, basic account management and reporting. Salesforce.com targets this edition for businesses which need CRM for five or fewer users.
- Professional Edition offers features for customers across all categories of customer management, including service and support, but no territory management features, campaign management features or advanced security and administration features such as field level security and user permissions.
- Enterprise Edition is targeted to large enterprises (100 employees or more) which need all the advanced CRM features. It includes all the features of the Professional Edition, plus more customization capabilities, a platform for IT to create new applications, features to enable automation of business processes, and more security and sharing functionality. Service and support features such as case management, knowledge management, and history tracking are also included.
- Unlimited Edition has all the features in Enterprise Edition, higher limits for the number of objects that users can customize, and no limits to the maximum number of custom applications that can be developed.
- AppExchange OEM Edition allows Salesforce.com partners to develop, market, and sell new solutions running on the AppExchange on-demand platform, direct to customers, without requiring a separate contract with Salesforce.com.

## Financials

- Annual revenue: Fiscal Year 2006 (ending January 31, 2006) Salesforce.com posted \$309.9 million in total revenue.

## Customers

- Current customer base (as of April 2007): 30,000 companies with 640,000 subscribers
  - Average number of users per site: ~20 users
  - More than 80% of Salesforce.com deployments is less than 20 users (Gartner Group, May 2005)

## Partners

- Salesforce.com sells only through direct channel – telesales and certified sales representatives.

- They do have a partner program with solutions partners and consulting partners. These partners do not sell Salesforce.com licenses to prospective customers. They offer products, services, and tools that complement Salesforce.com applications.
- Solution partners are essentially partners that sell add-on products, and consulting partners are vendors who provide consulting and training services (e.g. Accenture) to Salesforce.com customers.
- Salesforce.com has roughly 140 solution partners and 50 consulting partners.

## Marketing Strategy

### Value Proposition

Salesforce.com claims to be a proven leader in on-demand customer relationship management (CRM). The company claims that they deliver the innovative technology that makes it easy for customers to share and manage business information. They claim a 97% customer satisfaction rate and a number of industry awards.

### Target Market

Primarily targeted at small and midsize organizations with 5-250 users. Recent activity indicated that Salesforce.com is focusing on larger organizations. Product features/functionality and marketing activities primarily target sales management. According to Gartner, most of Salesforce.com's customers have migrated from paper or PIM-based solutions. Salesforce.com is not verticalized, however, it has significant customer footprint in major vertical markets such as healthcare, financial, pharmaceutical, and high-tech. Service organizations and technology partners are Salesforce.com most recent focus.

### Differentiation

- On-demand
- Low TCO
- Flexibility
- Scalability
- AppExchange market

## Recent Releases

Releases in the last two years; Summer '05, Winter '06, Unlimited Edition, and Summer '06, Winter '07 and Spring '07.

Salesforce.com is taking major strides in its attempt to move into the large enterprise market as well as move beyond just providing applications used to manage customer relationships, as evidenced in recent product releases. This could mean that Salesforce.com may no longer be committed to small business organizations. In addition, they may be spreading themselves rather thin with all the new types of application services that they offer.

Some of the key new/enhanced features released with Salesforce.com Spring '07:

### 1. Customizable Forecasting Enhancements

#### Quick Data Access for Greater Productivity

Provide one-click access to key forecast and opportunity information

- Streamline the user experience
- Increase productivity for sales users

*These features are available in Professional, Enterprise and Unlimited Editions.  
This feature is enabled by default.*

### 2. Customizable Search Results

#### A Faster Path to the Information You Need

Find the information you're seeking more quickly

- Narrow searches for more targeted, relevant results
- Customize your search experience

*This feature is available in all Editions.*

### 3. Recent Item Hovers

#### Quick, “No-Click” Access to Timely Data

- Increase efficiency with instant access to recently viewed records
- Tailor multiple hover layouts for your business needs

*This feature is available in all Editions.*

*This feature is disabled by default but can be enabled by your organization’s salesforce.com administrator.*

### 4. AppSpace Customer Portal

#### Where Your Customers Meet Your Company

- Put more power behind your customer self-service strategy
- Enable entirely new self-service processes
- Provide differentiated service to different customers and segments
- Completely customize your portal with the Apex platform

*This feature is available in LIMITED RELEASE to Enterprise and Unlimited Editions; Requires an Additional Fee.*

### 5. Case Hierarchies

#### Streamline the Management of Related Cases

- Increase visibility of related issues by linking cases
- Gain insight into complicated issues by tracking associated sub-cases
- Quickly update related cases

*This feature is available in all Editions.*

*This feature is disabled by default but can be enabled by the organization’s salesforce.com administrator.*

### 6. Rich-Content Solutions

#### Graphical Content for Your Knowledge Base

- Include pictures, diagrams, and other rich content in solutions
- Add graphics to solutions that are difficult to explain with text alone
- Increase customer satisfaction and resolve issues faster

*This feature is available in Professional, Enterprise and Unlimited Editions.*

*Note: This feature will be available in the weeks following the Spring '07 release and will be enabled by default.*

### 7. Partner Role Hierarchies

#### Greater Flexibility and Visibility for Partners

- Create reporting hierarchies within partner companies
- Allow partner sales managers to distribute leads to their reps
- Simplify the process of sharing data with partners

*This feature is available in Enterprise and Unlimited Editions.*

*This feature is enabled by default for Salesforce PRM customers.*

### 8. Enhanced Partner Email

#### Maintain a Branded Experience in Emails to Partners

- Promote your brand in all partner communications
- Improve partner adoption with triggered emails

*This feature is available in Professional, Enterprise and Unlimited Editions.*

*This feature is disabled by default but can be enabled by the organization’s salesforce.com administrator.*

### 9. Joint Selling Enhancements

#### Collaborating with Partners Gets Even Easier

- Get more details on your partners' opportunities
- Enhance collaboration with partner-specific price lists

*These features are available in Enterprise and Unlimited Editions.  
This feature is enabled by default for Salesforce PRM customers.*

## **10. Extended Campaign Member Tracking**

### **Better Visibility into Your Marketing Campaigns**

- Track additional data about your campaign targets and respondents
- See more campaign member details in campaign history related lists

*This feature is available in Professional, Enterprise and Unlimited Editions.  
This feature is enabled by default.*

## **Pricing<sup>15</sup>**

- Subscription-based
- AppExchange OEM Edition - \$25 per user per month (\$300 per year per user)
- Unlimited Edition - \$195 per user per month (\$2,340 per year per user)
- Enterprise Edition - \$125 per user per month (\$1,500 per year per user)
- Professional Edition – \$65 per user per month (\$780/year per user)
- Team Edition - \$995 for 5 users per year (\$199/year per user)

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<sup>15</sup> As per Salesforce.com, April 2007