

Selecting the right Salesforce CRM edition

“Salesforce Unlimited Edition gives companies the flexibility to turn salesforce.com’s AppExchange vision into reality. Now it’s easier than ever to run your entire business on demand.”

— Denis Pombrant
 Beagle Reserach Group LLC

Find the perfect CRM solution for your unique business needs

Whether you want a solution for your first foray into CRM or a comprehensive system that adapts to fit your unique business, salesforce.com has the perfect solution for you. All our solutions benefit from 29 generations of innovative development and a user experience that is second to none.

The right edition for your business depends on the size of your team, which CRM components you need, and the level of customization and integration you require. Best of all, you can choose the edition that fits your business needs today with the confidence that comes from a seamless upgrade path. Because your salesforce.com solution will easily grow with your business.

Unlimited Edition

Manage and share information across the enterprise

Salesforce CRM Unlimited Edition is salesforce.com’s flagship solution for maximizing CRM success—and extending it across the enterprise. Now you can go beyond CRM to deliver all your processes and systems in the cloud, eliminating the cost and burden of custom-built applications. Our most successful customers run their businesses on Unlimited Edition, including Enterasys, Jobsience, Kaiser Permanente, Ryder, Siemens, and SunTrust Banks.

Unlimited Edition offers unparalleled flexibility to meet the most sophisticated requirements. In addition to exclusive features available only in Unlimited Edition, this package bundles several add-ons at significant cost savings over adding them separately. Unlimited Edition includes all Enterprise Edition features plus new levels of customization and extension possibilities, no limits on application installations from the AppExchange, the one-of-a-kind Force.com sandbox environment, mobile accessibility, Premier Support with Administration, and more storage.

Enterprise Edition

Advanced CRM for even the most complex enterprises

Salesforce CRM Enterprise Edition provides the extensibility the world’s largest organizations need, deploying rapidly across multiple departments and divisions, seamlessly integrating with other corporate systems, and encompassing the most complex customer operations. Successful organizations around the world and across industries—including AMD; Corporate Express; Egencia, an Expedia Inc. Company; The Häagen-Dazs Shoppe Company; and KONE—use Enterprise Edition.

Enterprise Edition customers enjoy advanced CRM features, including extensive customization and integration capabilities; a platform for IT teams to extend CRM and create new applications; support for multiple divisions and processes; workflow automation; sophisticated security and sharing functionality; the Salesforce CRM Partners application for complete SFA/PRM integration and visibility across your company’s entire direct and indirect sales pipeline; and much more.

Professional Edition

Full-powered CRM, without complexity

Salesforce CRM Professional Edition offers companies of all sizes a comprehensive CRM suite for managing every aspect of the customer lifecycle. With unlimited scalability plus essential customization, security, and sharing controls, Professional Edition provides power without complexity. Whether you’re a small business with big ambitions or a larger organization with dispersed employees and offices, Professional Edition is an attractive CRM choice and an unbeatable value.

Group Edition

The small business growth machine

With Salesforce CRM Group Edition, it’s never been easier to expand your business. Generate new leads; manage leads, contacts, and customers; view or update sales data; instantly collaborate with co-workers; and get a bird’s-eye view into your sales and marketing efforts.

Salesforce CRM Edition Feature Comparison

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
User Limit	5 users	None	None	None
Standard Training and Support	Included	Included	Included	Premier included ¹
Storage per User	1GB total	1GB or 20MB/user	1GB or 20MB/user	1GB or 120MB /user



Sales Force Automation (SFA)

Account, Contact, Opportunity, and Activity Management	✓	✓	✓	✓
Document Management	✓	✓	✓	✓
Notes and Attachments	✓	✓	✓	✓
Data Validation	✓	✓	✓	✓
Salesforce CRM Console		✓	✓	✓
Customizable Forecasting		✓	✓	✓
Contract and Renewal Management		✓	✓	✓
Integration with Third-Party Methodologies		✓ ²	✓	✓
Product Catalog		\$	✓	✓
Revenue Schedule Management		\$	✓	✓
Account and Opportunity Team Selling			✓	✓
Opportunity Genius			✓	✓
Client Lifecycle Management ³			✓	✓
Advanced Call Scripting ⁴			✓	✓
Territory Management			✓ ⁵	✓
Mass Quota Updates			✓	✓
Workflow and Approvals			✓	✓
Analytic Snapshots		✓	✓	✓

Partner Relationship Management (PRM)


Full Set of PRM Features			\$	\$
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Marketing Automation

Google AdWords	✓	✓	✓	✓
Web Site Lead Capture and Tracking	✓	✓	✓	✓
Lead Management, Routing, and Assignment	✓	✓	✓	✓
Document Management	✓	✓	✓	✓
Email Templates and Tracking	✓	✓	✓	✓
Mass Email and Tracking		✓	✓	✓
Campaign Management		\$	✓	✓
List Management		\$	✓	✓
Advanced Call Scripting ⁴			✓	✓
Workflow and Approvals			✓	✓

Customer Service and Support

Case Management	✓	✓	✓	✓
Data Validation	✓	✓	✓	✓
Document Management	✓	✓	✓	✓
Case Queues and Auto-Assignment		✓	✓	✓
Advanced Case Escalation and Notification		✓	✓	✓
History Tracking		✓	✓	✓
Knowledge Base and Suggested Solutions		✓	✓	✓
Multilingual Solutions		✓	✓	✓
Agent Console		✓	✓	✓
Service Dashboards		✓	✓	✓

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
Global Business Hours		✓	✓	✓
Call Center		✓	✓	✓
Web and Email Case Capture		✓	✓	✓
Asset Management		\$	✓	✓
Service Entitlements ⁶			✓	✓
Customer Portal			\$	\$
Content Management				
Salesforce CRM Content		\$	\$	\$
Innovation Management				
Salesforce CRM Ideas		✓ ⁷	✓ ⁷	✓ ⁷
Real-Time and Historical Analytics				
Standard and Custom Reports	✓	✓	✓	✓
Custom Report Formulas	✓	✓	✓	✓
Custom Conditional Highlighting	✓	✓	✓	✓
Customizable Dashboards		✓	✓	✓
Analytic Snapshots		✓	✓	✓
Read-Only Report Access			✓	✓
Desktop and Mobile CRM				
Integration with Outlook and Office	✓	✓	✓	✓
Integration with Lotus Notes	✓	✓	✓	✓
Offline Access		\$	✓	✓
Desktop Solution Administration			✓	✓
Mobile Access		\$	\$	✓
				
Data Model Customization				
Custom Fields per Object	100 ⁸	100	500	500
Total Custom Objects	50	50	200	2,000
Custom Object History Tracking	✓	✓	✓	✓
Custom Formulas	✓	✓	✓	✓
Image Fields	✓	✓	✓	✓
Data Validation	✓	✓	✓	✓
Custom Object Sharing Controls			✓	✓
User Interface Customization				
Total Custom Tabs	5	10	25	Unlimited
Visualforce	✓	✓	✓	✓
Drag-and-Drop Custom Layouts	✓	✓	✓	✓
Embedded Mashups	✓	✓	✓	✓
Custom Buttons	✓	✓	✓	✓
Global Translation Workbench		✓	✓	✓
Rename Tabs and Labels		✓	✓	✓
Multiple Custom Page Layouts			✓	✓
Record-Dependent Page Layouts			✓	✓
AJAX Toolkit			✓	✓
Standard Button Overrides			✓	✓
Enterprise Administration				
Account-Based Sharing Controls		✓	✓	✓
Record-Level Security		✓	✓	✓
Field-Level Security			✓	✓
Multidepartmental Administration			✓	✓

	Group Edition	Professional Edition	Enterprise Edition	Unlimited Edition
Profile-Based Departmental Security			✓	✓
Delegated Administration			✓	✓
Opportunity, Lead, and Case-Sharing Controls			✓	✓
Business Process Controls				
Lead and Case Routing		✓	✓	✓
Multistep Approval Processes			✓	✓
Workflow Automation Rules and Tasks			✓	✓
Multiple Business Processes			✓	✓
Force.com (Apex) Code			✓	✓
Web Sites				
Page Views/Month			500,000	1,000,000
Number of Sites			25	25
Sites Bandwidth/24 Hours			40GB	40GB
Sites Service Requests/24 Hours			60 hours	60 hours
Application Environment				
AppExchange Application Installation	✓	✓	✓	✓
Maximum Custom and AppExchange Apps	1	5	10	Unlimited
Force.com Platform Edition			\$	\$
Database				
Force.com Service Delivery	✓	✓	✓	✓
Import/Export Utilities	✓	✓	✓	✓
Import De-Duplication	✓	✓	✓	✓
Weekly Export Service		\$	✓	✓
Real-Time Database Mirroring			✓	✓
Data Loader			✓	✓
Development and Test Environment			✓ ⁹	✓ ⁹
Integration Platform				
Integration with Outlook and Office	✓	✓	✓	✓
Integration with Lotus Notes	✓	✓	✓	✓
Force.com Web Services API			✓	✓
Metadata API			✓	✓
Single Sign-On—LDAP Integration			✓	✓
Force.com Connector for SAP ¹⁰			\$	\$
Force.com Connector for Oracle ¹⁰			\$	\$
✓ = Included in base user license \$ = Additional fee applies				

Group Edition supports less functionality than the 30-day trial. Customers purchasing Group Edition from the trial will have all non-Group Edition functionality and data permanently deleted. Customers may export their trial data at no charge at any time during the trial.

- 1 Premier Support and Administration is included with Unlimited Edition.
- 2 Professional Edition supports integration with certified AppExchange partners.
- 3 Client lifecycle management is currently available on a limited basis.
- 4 Advanced call scripting is currently available in English only.
- 5 Force.com Sandbox (available in Enterprise Edition for a fee) is required for territory management.
- 6 Service entitlements is currently available in English only.
- 7 Additional license fees apply for users who are not Salesforce CRM application, Salesforce CRM Partner Portal, or Salesforce CRM Customer Portal users.
- 8 Group Edition does not support custom activity fields.
- 9 Enterprise Edition includes one limited environment. Unlimited Edition includes one full environment plus additional limited environments. Additional full and limited environments are available for both editions for an extra fee.
- 10 License fees apply to Enterprise Edition and Unlimited Edition. Force.com Connector must be installed on the premises, local to the SAP or Oracle system.

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