



Selecting the right Sales Cloud edition

Wouldn't you love your sales application to be as easy to use as your favorite consumer Web site? Welcome to the Sales Cloud.

Reps love the Sales Cloud because they get one central place to manage all sales-related activities. Suddenly, they're spending less time on administration and more time closing deals. For sales managers, the Sales Cloud gives real-time visibility into their teams' activities. And that means forecasting sales with confidence is easy.

Best of all, it's easy to use and customizable to the way you work. And, because it's all in the cloud, everyone can access the Sales Cloud with just an Internet connection—there's no need for expensive hardware or software. Did we mention flexibility? With the Sales Cloud, you can simply add more seats or upgrade to another edition that has more features when your business grows. There's no disruption to your business because we take care of everything behind the scenes.






Use the below information to gain a quick overview of the main capabilities of each edition. The details of every feature by edition—new features come out three times per year—are in the matrix on the following page. No matter which edition you select, you'll be joining 97,700+ customers that now have happy reps, higher user adoption, improved data quality, and better management visibility.

- Contact Manager** – Contact management for up to five users. With Contact Manager Edition, you can manage your business contacts, customer interactions, and conversations in one place—the cloud. Contact Manager Edition works with any email application, including Microsoft Outlook and Gmail. You also get to upload, store and share documents using the content library and can manage your contacts from the road with Mobile Lite.
- Group Edition** – Sales and marketing for up to five users. With Group Edition, you get basic CRM to help your team succeed, including Web lead capture and Google AdWords to generate leads and reports and dashboards to manage through the sales cycle. You also get desktop integration and one app from the AppExchange.
- Professional Edition** – Complete CRM for any size team. Choose Professional Edition if you want no user limits and a bunch of additional features—campaign management, email marketing, product lists, sales forecasting, customizable dashboards, case tracking, and privacy controls. You can also create more custom objects and use up to five AppExchange apps.
- Enterprise Edition** – Customize and integrate CRM for your entire business. Enterprise Edition includes many Sales Cloud and Force.com platform features, including workflow and approvals, so you can automate any business process you have, create complex sales territories, interact with partners, access additional AppExchange applications, and integrate with any system using our API. You also get extensive customization capabilities—a key to user adoption. It's the edition used by most of our larger customers.
- Unlimited Edition** – The name says it all. With Unlimited Edition, you'll receive the Premier+ Success Plan with 24x7 support, unlimited online training, and administration services to help customize the Sales Cloud for your organization. If you need more storage, lots of custom objects, fully customizable mobile access, and an unlimited number of custom tabs and custom apps, Unlimited Edition is for you.

“The cost to build with Salesforce was similar to our old database, but it was really a choice between a Lamborghini versus a clunker.”

James Truong
Executive Director of Operations
New Leaders for New Schools

Choose the Sales Cloud edition that's right for your business

 Contact Manager Contact management for up to 5 users \$5/user/month	 Group Basic sales and marketing for up to 5 users \$25/user/month	 Professional Complete CRM for any size team \$65/user/month	 Enterprise Customize CRM for your entire business \$125/user/month	 Unlimited Premier Support tailors CRM for your business \$250/user/month
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Sales Cloud Edition Comparison

Feature	Contact Manager	Group	Professional	Enterprise	Unlimited
Accounts & contacts	√	√	√	√	√
AppExchange app integration*	√	√	√	√	√
Chatter collaboration	√	√	√	√	√
Content library	√	√	√	√	√
Document attachments	√	√	√	√	√
Email integration (Gmail, Outlook)	√	√	√	√	√
Google Apps integration	√	√	√	√	√
Mobile access	√	√	√	√	√
Reports	√	√	√	√	√
Task & activity tracking	√	√	√	√	√
Competitor tracking		√	√	√	√
Customizable sales process		√	√	√	√
Dashboards		√	√	√	√
Email templates & tracking		√	√	√	√
Google AdWords		√	√	√	√
Lead scoring, routing, & assignment		√	√	√	√
Microsoft Word mail merge		√	√	√	√
Opportunity tracking		√	√	√	√
Partner collaboration (Salesforce to Salesforce)		√	√	√	√
Web-to-lead capture		√	√	√	√
Analytic snapshots			√	√	√
Campaigns			√	√	√
Contract management			√	√	√
Customizable dashboards			√	√	√
Customizable forecasting			√	√	√
Ideas community			√	√	√
Mass email			√	√	√
Product tracking			√	√	√
Real-time quotes			√	√	√
Role permissions			√	√	√
Third-party sales methodologies*			√	√	√
Offline access			\$	√	√
Profiles & page layouts			\$	√	√
Mobile customization & administration			\$	\$	√
Jigsaw data services			\$	\$	\$
Call scripting*				√	√
Custom websites				√	√
Integration via Web Services API				√	√
Record types				√	√
Territory management & sales teams				√	√
Workflow & approval automation				√	√
24x7 toll-free support			\$	\$	√
100+ administration services			\$	\$	√
Unlimited online training			\$	\$	√
Developer sandbox				1 included	15 included
Configuration-only sandbox				\$	5 included
Full sandbox environment for testing				\$	1 included
Partner & community portal				\$	\$
Visual Workflow				\$	\$
Data storage (1GB minimum for all editions)**	1GB per org	1GB per org	20MB per user	20MB per user	120MB per user
File storage (11GB minimum for all editions)**	1GB per org + 612MB per user	1GB per org + 612MB per user	612MB per user	612MB per user	612MB per user
Maximum custom applications	1	1	5	10	Unlimited
Maximum custom objects	5	50	50	200	2,000
Maximum custom tabs	3	5	10	25	Unlimited

√ = Included in base user license \$ = Additional fee applies

* Available as a downloadable application via the AppExchange

** All editions include a minimum of 1GB of data and 11GB of file storage shared by all users. Additional data storage is available on a per-user basis for each edition.

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.



For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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