

salesforce

THE CUSTOMER SUCCESS PLATFORM

Salesforce Presentation to:

NIA | National Insulation
Association™

Fall Summit

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Arlington, Virginia

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Agenda

- Insulation Industry opportunities and challenges
- Customer Relationship Management and “Salesforce Automation
- Salesforce Growth, Innovation and our business model
- Salesforce high-level Benefits, ROI
- Benefits of Cloud Computing
- Demonstrate highlights of Salesforce technology
- Q & A

Insulation Distributors looking forward to 2017 and beyond

- Insulation Industry projected to grow by 7% per year over next 3 years.
- How collaborate to protect margins in this competitive industry, volatile cost of raw materials ?
- How do find more projects and win more bids?
- What sales and marketing activities are the most effective?
- How is your company is taking full advantage of trade shows?
- Which contractors have relationships with which architects, engineers, etc?
- How connect all the different systems, processes, documents in your company?
- How leverage collective intelligence of the company?
- How do you maintain superior customer experience consistently in all interactions?
- How do you continue to attract and retain the best Sales Talent ?

What is a CRM ?

Customer Relationship Management

Database to store customers information, notes, products, accounts, activities, etc.

Salesforce Automation

- Automatically produce reports, forecasts, quotes, activities
- Find more business: new customers , new projects/bids, new cross selling opportunities.
- Access all Sales Information – marketing materials, pricing, orders, quotes, inventory, delivery status, any documents
- Communicate / collaborate more effectively with your co-workers to win more deals.

Mobile

Easy to use, intuitive

Make Sales Rep's lives easier

- More Productive: Freeing up your time, allowing to focus on selling.
- More Competitive: Improved Customer Experience
- More Successful: Find more business, close more business, grow your business. Make more money.

A Global CRM Leader



7 industry leading apps.
1 platform.

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The Gartner documents are available upon request from Salesforce.



Sales
Cloud

Gartner

A Magic Quadrant Leader for Sales Force Automation

Gartner, "Magic Quadrant for Sales Force Automation," Rob DeSisto, Tad Travis, 7/9/15



#1 Marketshare in Sales Automation Applications, 2014

IDC's Worldwide Semiannual Software Tracker, June 2015



Service
Cloud

Gartner

A Magic Quadrant Leader for the CRM Customer Engagement Center

Gartner, "Magic Quadrant for the CRM Engagement Center," Michael Maoz, Jim Davies, 4/27/15



#1 Marketshare in Customer Service Applications, 2014

IDC's Worldwide Semiannual Software Tracker, June 2015



Marketing
Cloud

Gartner

A Magic Quadrant Leader for Digital Marketing Hubs

Gartner, "Magic Quadrant for Digital Marketing Hubs," Andrew Frank et al, 1/5/16



Community
Cloud

Gartner

A Magic Quadrant Leader in Horizontal Portals

Gartner, "Magic Quadrant for Horizontal Portals," Jim Murphy, et al 9/15/15



App
Cloud

Gartner

A Magic Quadrant Leader for Enterprise Application Platform as a Service

Gartner, "Magic Quadrant for Enterprise Application Platform as a Service, Worldwide"
Paul Vincent, et al 3/24/16

Salesforce: 4th Largest Enterprise Software Company in the World This Year

FORTUNE
500

FORTUNE
WORLD'S MOST
ADMIRED
COMPANIES 2016

2013 • 2014
2015 • 2016

FORTUNE
100
BEST
COMPANIES
TO WORK FOR*
2016

2008 • 2009 • 2010
2011 • 2012 • 2013
2014 • 2015 • 2016

Forbes

Most innovative
companies in
the world

2011 • 2012
2013 • 2014
2015



\$ 8.92B
FY17Q1 revenue

20K
FY16 Employees

4th largest software company based on analyst consensus revenue for FY2017. Salesforce fiscal 2017 guidance provided November 18, 2015: "revenue for the company's full fiscal year 2017 is projected to be approximately \$8.0B to \$8.1B."

Salesforce Customers are Our Strongest Advocates

93%
will continue to use
Salesforce in the future

88%
recommend
Salesforce to others



Salesforce Drives Customer Success



Opportunity
Volume
+ 32%

Project
Conversion
+ 39%

Sales
Productivity
+ 40%

Forecast
Accuracy
+ 45%



+ 32%
Revenue

Average Percentage Improvements Reported by Salesforce Customers

Source: Salesforce Customer Relationship Survey conducted March 2014 - May 2014, by an independent third-party, Conformat Inc., on 4,100+ customers randomly selected. Response sizes per question vary.



Less Tangible but Equally Impactful Benefits

Customer Experience

Satisfaction
Loyalty
Retention
Competitive Edge



Employee Engagement

Satisfaction
On-Boarding
Training, Ramp-up
Retention



I.T. Empowerment

Support
Design & Deployment
Integration
Training



The Cloud is the Fastest Path to Success

Enterprise cloud computing

Fast



Innovative



Open



Easy



Trusted



No Hardware
No Software
Faster ROI

Flexible
Automatic Upgrades
Continuous Improvement

Any Device
API First
Data Portability

Subscription Model
Real-time Customizations
AppExchange

Secure
Transparent
Performance at Scale

Demonstration

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

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Thank you