

# How to select the right Sales Cloud edition



SELL. SERVICE. MARKET. SUCCEED.

With Sales Cloud reps get one central place to manage all sales-related activities. That means they'll spend less time on administration and more time closing deals. For sales managers, Sales Cloud gives real-time visibility into their teams' activities, so forecasting sales with confidence is easy.

Best of all, Sales Cloud is 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. 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.

This is 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 more than 100,000 customers that now have happy reps, higher user adoption, improved data quality, and better management visibility.

“Salesforce helps us connect more closely with our 600,000+ customers.”

Dan Page, ADP VP Sales Automation

- **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 lets you sync with Microsoft Outlook. You also get to upload, store and share documents using the content library and can manage your contacts from the road with the Salesforce1 Mobile App.
- **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 to generate leads and reports, and dashboards to manage through the sales cycle. You also get one app from the AppExchange.
- **Professional Edition** – Complete sales app 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 the sales app 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 APIs. You also get extensive customization capabilities — a key to user adoption. It's the edition used by most of our larger customers.
- **Performance Edition** – Maximize performance across sales and service. Performance Edition combines the world's #1 CRM apps and platform — Sales Cloud, Service Cloud and Salesforce Platform — together with Salesforce Knowledge, Live Agent web chat, clean, targeted lead and customer data from Data.com, coaching and feedback tools from Work.com, and trusted identity services from Salesforce Identity. Performance Edition also includes the Premier+ Success Plan, multiple sandboxes, and unlimited customizations, to help you tailor Salesforce to meet your needs.

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

Contact Manager	Group	Professional	Enterprise	Performance
Contact management for up to five users	Basic sales and marketing for up to 5 users	Complete CRM for any system	Customize CRM for your entire business	Extend CRM to accelerate performance
\$5/user/month	\$25/user/month	\$65/user/month	\$125/user/month	\$300/user/month

Existing Unlimited Edition customers can choose to upgrade to Performance Edition or continue to use, add on and renew Unlimited Edition. Unlimited Edition will continue to receive enhancements and innovations during salesforce.com's regular upgrade cycles.

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.

## Sales Cloud Edition Comparison

Feature	Contact Manager	Group	Professional	Enterprise	Performance
Accounts & contacts	✓	✓	✓	✓	✓
AppExchange app integration*	✓	✓	✓	✓	✓
Chatter collaboration	✓	✓	✓	✓	✓
Content library	✓	✓	✓	✓	✓
Document attachments	✓	✓	✓	✓	✓
Google Apps integration	✓	✓	✓	✓	✓
Mobile access, customization, & administration	✓	✓	✓	✓	✓
Mobile offline access ‡	✓	✓	✓	✓	✓
Outlook sync	✓	✓	✓	✓	✓
Reports	✓	✓	✓	✓	✓
Task & activity tracking	✓	✓	✓	✓	✓
Case management		✓	✓	✓	✓
Customizable sales process		✓	✓	✓	✓
Standard dashboards		✓	✓	✓	✓
Email templates & tracking		✓	✓	✓	✓
Lead scoring, routing, & assignment		✓	✓	✓	✓
Opportunity tracking		✓	✓	✓	✓
Partner collaboration (Salesforce to Salesforce)		✓	✓	✓	✓
Web-to-lead capture		✓	✓	✓	✓
Analytic snapshots			✓	✓	✓
Campaigns			✓	✓	✓
Contract management			✓	✓	✓
Customizable dashboards			✓	✓	✓
Collaborative forecasting			✓	✓	✓
Ideas community			✓	✓	✓
Mass email			✓	✓	✓
Order Management			✓	✓	✓
Outlook Side Panel			✓	✓	✓
Product tracking			✓	✓	✓
Real-time quotes			✓	✓	✓
Role permissions			✓	✓	✓
Integration via Web Services API			\$	✓	✓
Profiles & page layouts			\$	✓	✓
Custom websites				✓	✓
Deal trending				✓	✓
Enterprise analytics				✓	✓
Knowledge read-only				✓	✓
Record types				✓	✓
Territory management & sales teams				✓	✓
Visual workflow				✓	✓
Workflow & approval automation				✓	✓
24x7 toll-free support			\$	\$	✓
100+ administration services			\$	\$	✓
Unlimited online training			\$	\$	✓
Service Cloud features: Entitlements, Console for Service Cloud, Service Contracts				\$ (Service Cloud only)	✓
Console for Sales Cloud				\$	✓
Knowledge read & write				\$	✓
Live Agent web chat				\$ (Service Cloud only)	✓
Data.com corporate (clean & prospector)	\$	\$	\$	\$	✓
Work.com perform			\$	\$	✓
Sandboxes			\$ Dev. Pro	\$ Full; \$ Partial \$ Dev.Pro; 1 Developer	1 Full; 1 Partial 5 Dev.Pro; 30 Developer
Partner & customer community				\$	\$
Data storage**	1GB per org	1GB per org	20MB per user	20MB per user	120MB per user
File storage**	2GB per user	2GB per user	2GB per user	2GB per user	2GB per user
Maximum custom applications	1	1	5	10	Unlimited

✓ = Included in base user license    \$ = Additional fee applies    \*Available as a downloadable application via the AppExchange

‡ Available in Salesforce classic; Available for Files in Salesforce1 Mobile App

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



### For More Information

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

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