

Welcome to the Real-Time Cloud

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Your success.
Our cloud.

salesforce.com.



Safe Harbor

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How is the Economic Downturn Impacting You?



“ The Credit Business has changed
- but you're still in business ”



Your Challenges Still Exist

Complicated **Sales Model**



Lack of **Standard Sales Process**



Low **Product Penetration**



Customer Confusion and **High Cost of Sales**

No discipline -
Poor Account Planning
& Reporting

Lower Profitability and
Customer Turnover

“ Our former CRM systems were used by less than 50 percent of our commercial banking group. We knew we could do better. ”



In Times Like These, You Need A New Approach

Low upfront costs



Faster return on investment



Reduced risk

Proven Results



Bankers Are Taking Control with Salesforce

More than 1,600 Financial Services Firms Use Salesforce.com

Small Business

square 1 bank



Commercial



Corporate

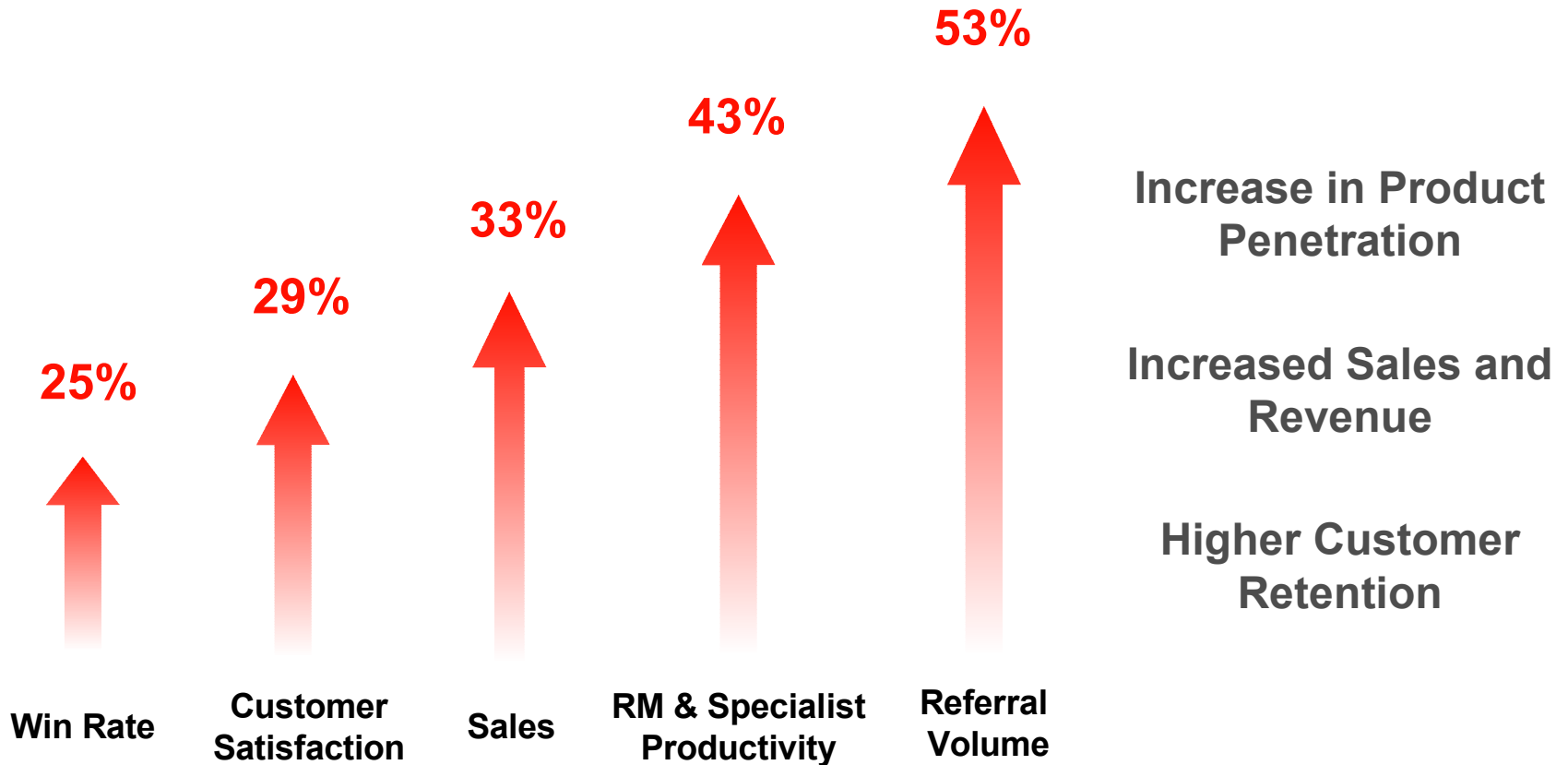


“Gracias a Salesforce.com y a la implementación de Intellect Internacional, su partner local, hemos logrado un mejor control del proceso de ventas. Además, este programa posee un algoritmo de protección muy avanzado que nos permite acceder a la aplicación desde cualquier lugar y a cualquier hora, lo que nos proporciona mucha movilidad y flexibilidad...”

— Rigoberto Pineda
Gerente de Tecnología de ALCANCE



Taking Control Delivers Results



Source: Salesforce.com Financial Services Customer Relationship Survey conducted Feb. 2008, by an independent third-party CustomerSat Inc.

“With Salesforce, we made huge strides in productivity. But it also helped us make powerful changes in our culture”


SUNTRUSTSM
Rick Davis SVP



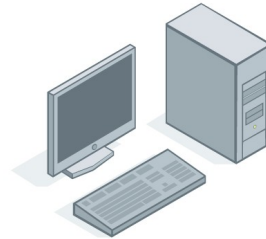
What is Cloud Computing?

Mainframe



Mid 20th
Century Platforms

Client/Server



Late 20th
Century Platforms

Cloud
Computing



21st
Century Platforms



The Cloud Computing Model

“No hubo ninguna complicación. El uso de la herramienta es intuitivo y fácil de manejar, y el proceso de acoplamiento fue rápido. Además, el partner estructuró y documentó la solución e hizo la configuración inicial.”

— Rigoberto Pineda
Gerente de Tecnología de
Alcance

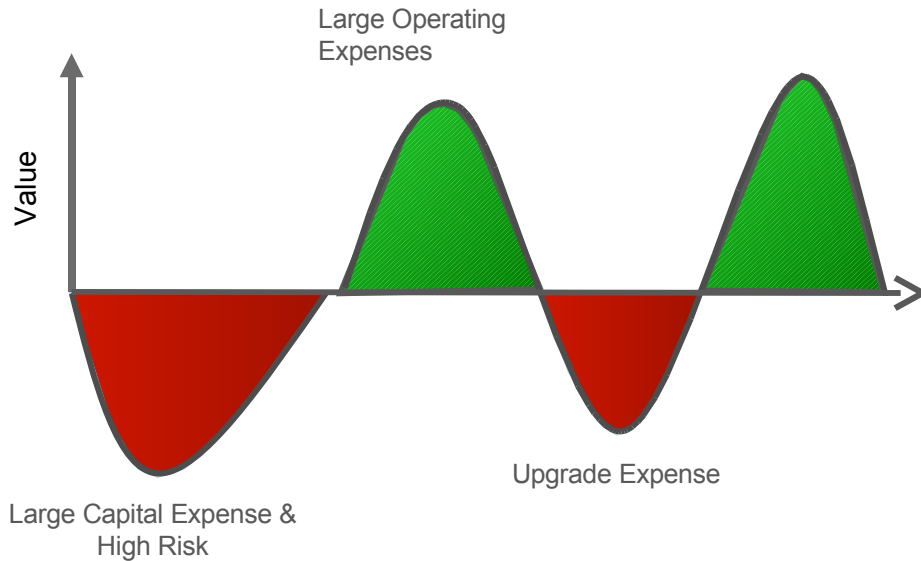


Multi-tenant
Automatic Upgrades
Pay-as-you-go
Elastic
5 Times Faster
Half the Cost



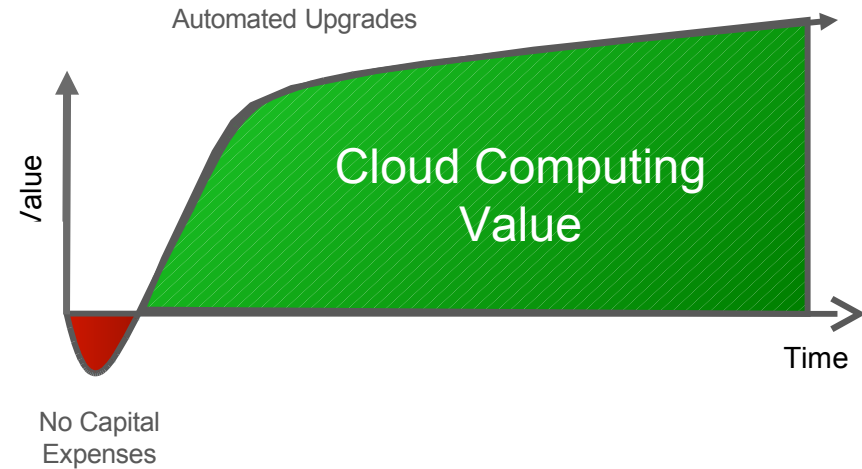
The Cloud Delivers Fast Time to Value

Software



53% of software projects cost
189% of original estimate¹

Cloud Computing



Average **51% ROI**
within 12 Months²

¹ Standish Group, Chaos Report 2006

² Third-Party CustomerSat Research on 3,500 Salesforce.com customers, December 2008



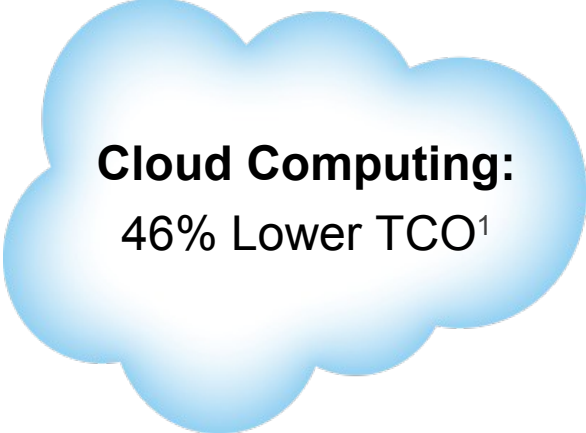
The Cloud Delivers Lower TCO

**On Premises =
Hidden Costs**

Licenses



**Hardware
Consultants
Infrastructure
Maintenance
Dedicated Staff
Upgrades**



**Cloud Computing:
46% Lower TCO¹**

No Upfront License Fees
No Hardware Infrastructure
Lower Implementation Costs
Free Upgrades
No Ongoing Maintenance Fees
Predictable

“A software-as-a-service model will **substantially lower TCO**, especially in the first year.”

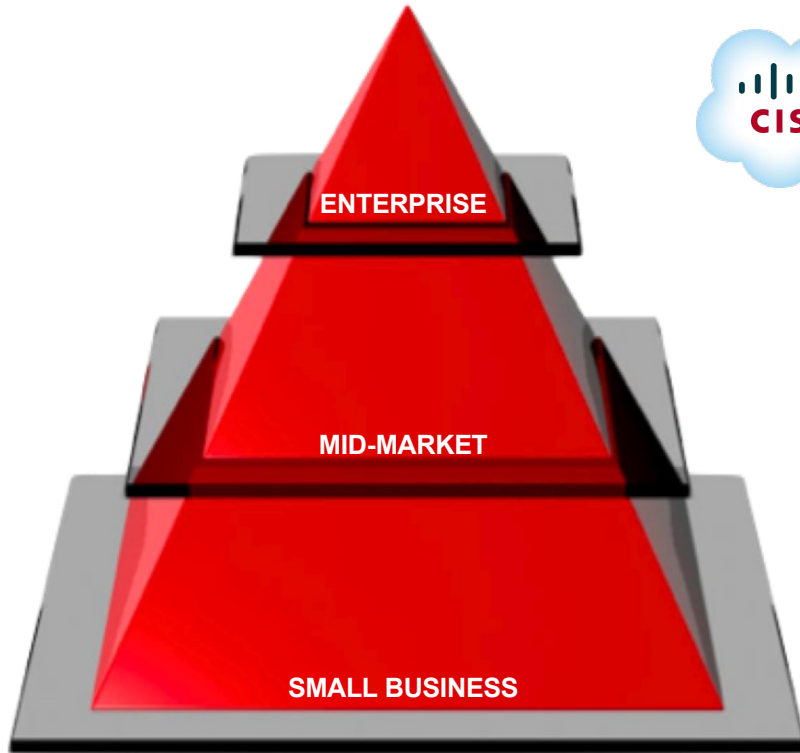
¹Source: Yankee Group: Hosted vs. Premise based Sales Solutions: TCO and Trade Offs



yankee
group



The Cloud Serves Companies of Every Size

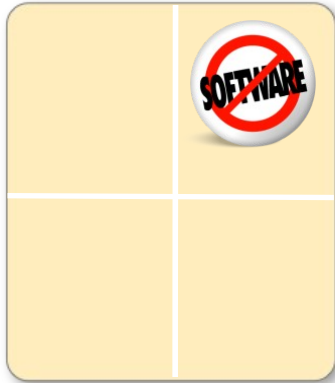


Pineda. “Otro de los mayores beneficios que tenemos con Salesforce.com, es que no se tuvo que comprar ni instalar ningún activo computacional en la empresa, solo se efectuaron pagos en consultoría y los desembolsos por el abono mensual de cada uno de los usuarios, los cuales varían según se vayan adquiriendo más o menos suscripciones”, finalizó.



Recognition for Innovation in the Cloud

Gartner April, 2009



Sales Leader



Customer Service Leader



Platform Visionary



2009 Sales & CSS
Leader



Third Fastest Growing Hi-
Tech Company 2009



2009 Top Knowledge
Management Vendor



2009 Enterprise and SMB
CRM Winner (ISM)

THE WALL STREET JOURNAL

Innovations Awards
Computing Systems
Winner 2008



Technology of
The Year



Market Leader
Enterprise CRM



PC Magazine Editor's
Choice: UE



Top 100 Innovative
Companies



2008 Best CRM &
On-Demand Platform



Forrester
Groundswell Award

FORTUNE

Top 10 Entrepreneurs &
Cool Company

The Real-Time Cloud



The world's most **complete** cloud applications
(software-as-a-service)




The **fastest** way to build apps on a cloud platform
(platform-as-a-service)



Real-time cloud infrastructure
(infrastructure-as-a-service)

The Real-Time Cloud

Unlimited Real-Time Customization




Programmable User Interface



Programmable Cloud Logic



Real-Time Workflow & Approvals



Real-Time Web Sites



Real-Time Mobile Deployment



Integrated Content Library




Real-Time Analytics



Granular Security & Sharing




750+ Integrated Applications

ISO 27001 Certified Security

>99.9%

Proven Reliability




Proven, Real-Time Scalability

<300ms

Real-Time Query Optimizer

trust

Real-Time Transparent System Status



Real-Time Upgrades

>100 million API calls/day

Proven Real-Time Integration




Real-Time Sandbox Environments



Salesforce to Salesforce



3 Global Data Centers & Disaster Recovery



Multitenant Kernel

The World's Most Complete Sales Application



Sales Cloud

Forecasting & Analytics

Real-Time Approvals & Workflow

Email & Productivity

Integrated Content Library

Genius

Partners

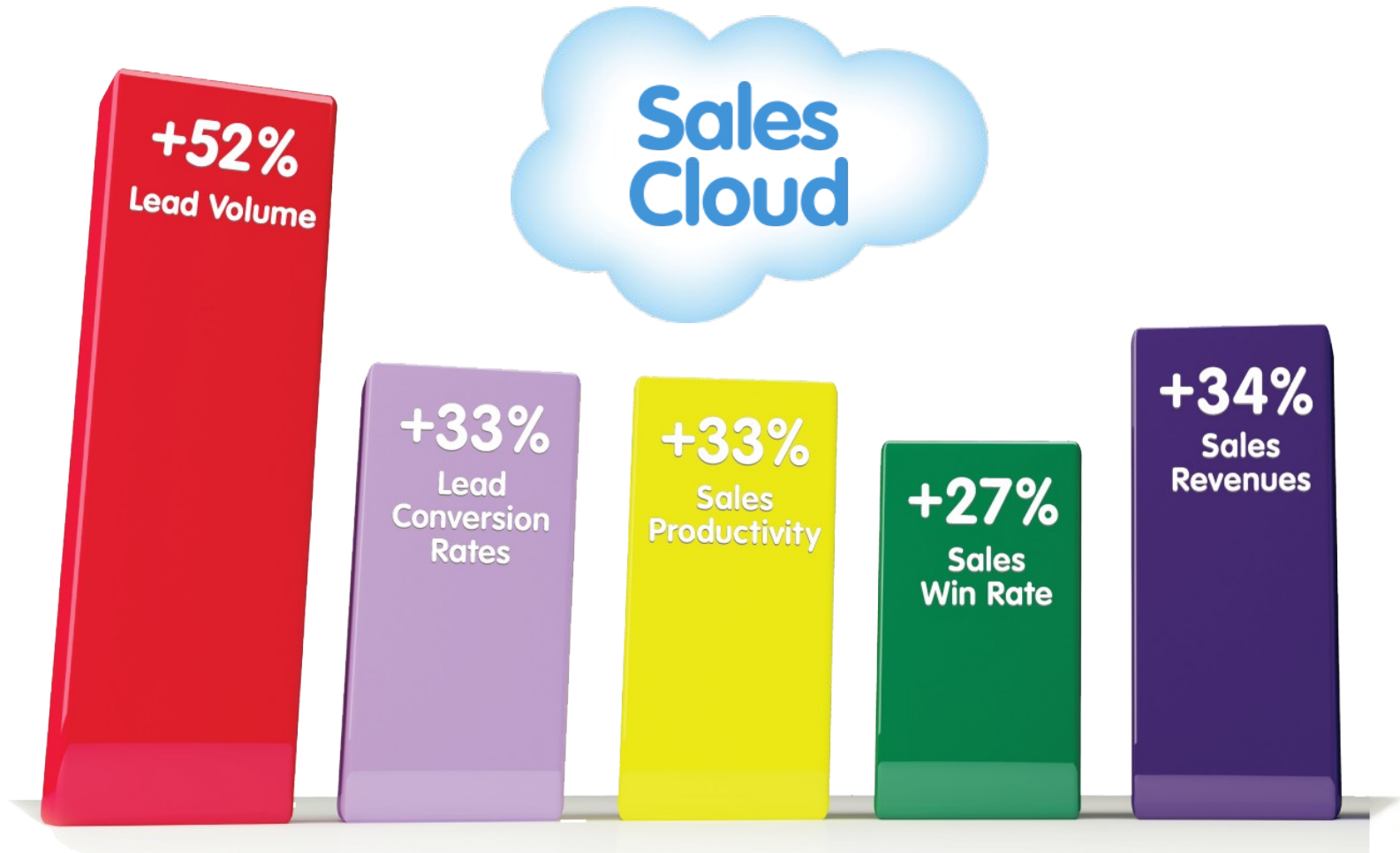
AppExchange

Accounts & Contacts

Leads & Campaigns

Opportunities

Salesforce.com Customers Succeed in the Sales Cloud



Average Improvements of 3,500+ Salesforce Customers Surveyed
by Market Tools, Inc., December 2008

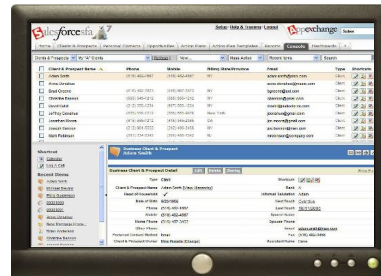


How Firms Use the Sales Cloud For Banking

**Sales Team
Collaboration**



**Standardized Sales
Process**



Cross Sell & Up-Sell



**Coordinated
RM/Specialist Sales
Effort**

**Simplified
Account Plans &
Reporting**

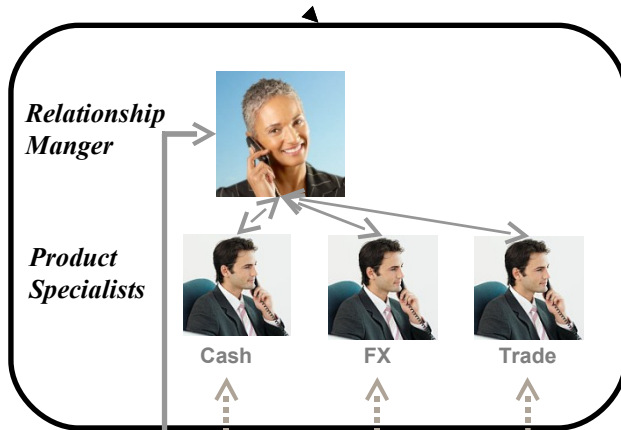
**Increase in referrals
and product
penetration with
better tracking**



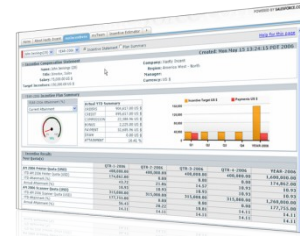
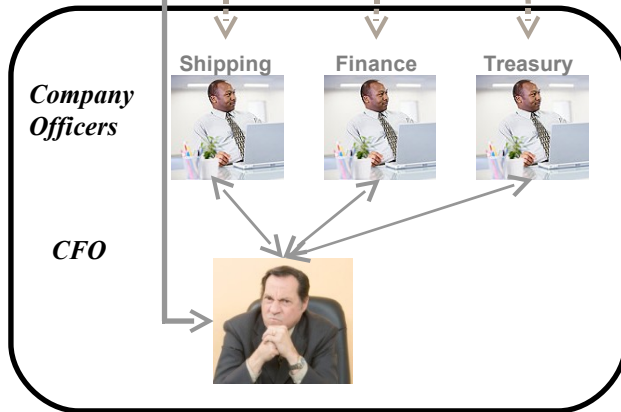
Sales Team Collaboration

Making the whole greater than the sum of its parts

Bank



Bank Customer



Instant 360 Degree Relationship View



Time Savings



Mobility



Interfaces tailored by Role

“Salesforce.com helped us collaborate better... we laid out the CRM infrastructure and customized the application to each of our user groups.”

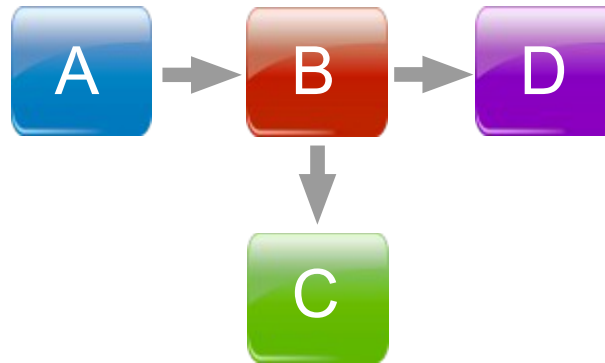


Standardized Sales Process

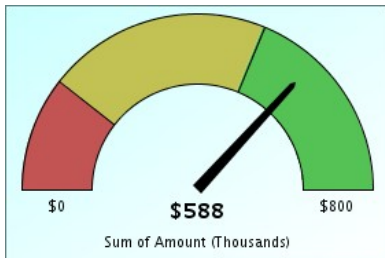
Increasing productivity and accountability



Define Standard
Opportunity Management



Target Relationships
and Track Activity



Forecast revenue with
real-time Dashboards



Allocate RM/Specialist
Resources

Ventajas y valor agregado de Salesforce.com

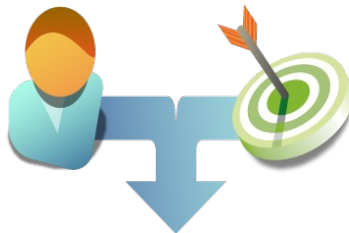
El directivo afirmó que gracias a esta solución, se logró un mejor control del proceso de ventas. “Los supervisores y jefes pueden ver en línea los resultados en base a sus metas y tomar decisiones a tiempo. Además, se ganó en seguridad de datos”, comenta Pineda.



Cross-Sell and Up-Sell

Increase your Cross Selling improving profitability and customer retention

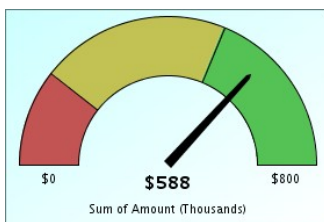
Enable Referrals from
RMs *and* Specialists



Enable Marketing to
Identify potential product
opportunities



Follow-up leads, assign
tasks, and execute



Num Total Opportunities	\$1,850,000
Total Value Opportunities	\$2,000,000
Num Won Opportunities	\$3,500,000

Track Outcomes

“ we were leaving money on the table ”


SUNTRUSTSM
Rick Davis



SunTrust Banks Achieves 997% ROI

Salesforce Delivers Phenomenal Results in Just 2 Years

Capital Markets Sales: ↑67%

Treasury Fees: ↑29%

Wealth Referrals: ↑31%

Productivity: ↑8%



“Salesforce.com was the only on-demand CRM with the capabilities required to handle the complexities of our multi-thousand user implementation.”

—Jim Wilson
Group Vice President, SunTrust Banks

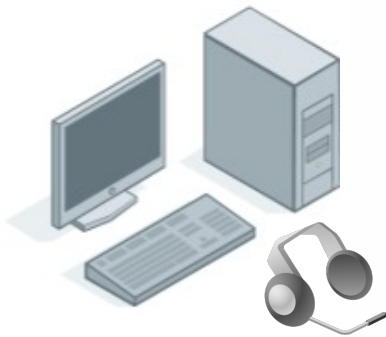




**Service
Cloud**

Yesterday's Contact Center Needs to Evolve

Companies invested here



Contact Center

ORACLE[®]
vantive
CLARIFY
SIEBEL
Microsoft[®]

But customers are here



Discussion Groups



Partner Websites



Social Communities

Customer Portal

Ideas



Partners

Google Search

twitter

facebook

Social



Knowledge

Service Cloud

Join the Conversation

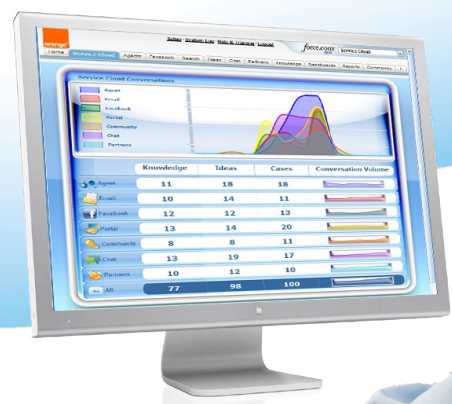
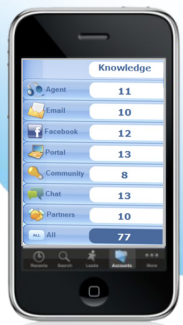
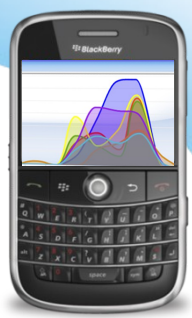
Chat



Email



Call Center



Service Cloud Manager



Customers Succeed in the Service Cloud



“Salesforce.com’s technology is enhancing the agent experience... **agents can quickly, easily and consistently find what they need to serve the customer.**”



Average Improvements of 3,500+
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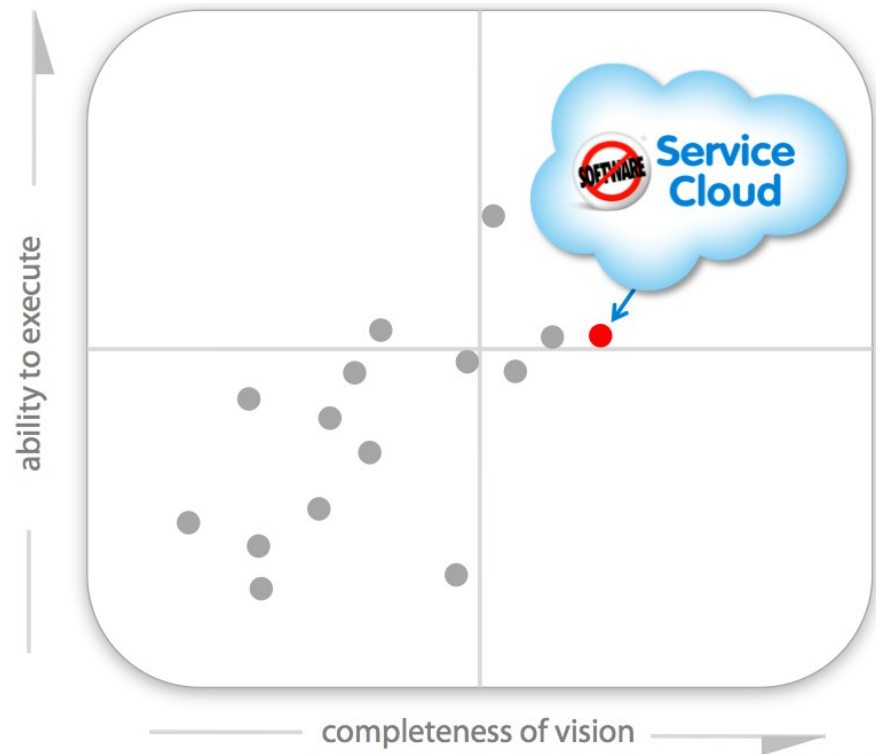
Industry “Leader” for the Service Cloud

Gartner


2009 Magic Quadrant for Customer Service Contact Centers

“...excellent GUI and intuitive navigation,
...good understanding of the importance of web communities,
...SaaS delivery model lowers initial costs and accelerates time to deployment.”

April 3, 2009



The Real-Time Cloud



Unlimited Real-Time Customization




Programmable User Interface



Programmable Cloud Logic



Real-Time Workflow & Approvals



Real-Time Web Sites



Real-Time Mobile Deployment



Integrated Content Library




Real-Time Analytics



Granular Security & Sharing




750+ Integrated Applications



ISO 27001 Certified Security

>99.9%

Proven Reliability




Proven, Real-Time Scalability

<300ms

Real-Time Query Optimizer

trust

Real-Time Transparent System Status



Real-Time Upgrades

>100 million API calls/day

Proven Real-Time integration



Real-Time Sandbox Environments



Salesforce to Salesforce



3 Global Data Centers & Disaster Recovery



Multitenant Kernel



The Fastest Way to Build Custom Cloud Apps



Unlimited Real-Time Customization



Programmable User Interface



Programmable Cloud Logic



Real-Time Workflow & Approvals



Real-Time Web Sites



Real-Time Mobile Deployment



Integrated Content Library



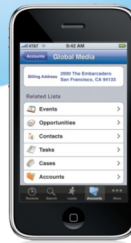
Real-Time Analytics



Granular Security & Sharing



800+ Integrated Applications



The Real-Time Cloud



salesforcecrm™
cloud apps



Sales
Cloud




Service
Cloud



Custom
Cloud



force.com™
cloud platform



Unlimited Real-Time Customization




Programmable User Interface



Programmable Cloud Logic




Real-Time Workflow & Approvals




Real-Time Web Sites




Real-Time Mobile Deployment




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force.com™
cloud infrastructure



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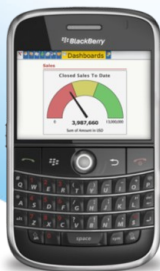
Salesforce to
Salesforce



3 Global Data Centers
& Disaster Recovery



Multitenant Kernel



Salesforce Meets and *Exceeds* Security Requirements for Financial Services

Performance

180M+ Transactions Daily



Average Speed **215ms**

Security



Application Security
Network Security
Physical Security
SAS 70 Type II
SysTrust Certified

“ We verified that the security management of Salesforce is at the highest level in the world. ”

Transparency

trust.salesforce.com[™]

Three Global Production Data Centers



You Focus on Innovation.
We Focus on Infrastructure.

Geographically-dispersed,
mirrored data centers

Near real-time replication

Seamless disaster recovery

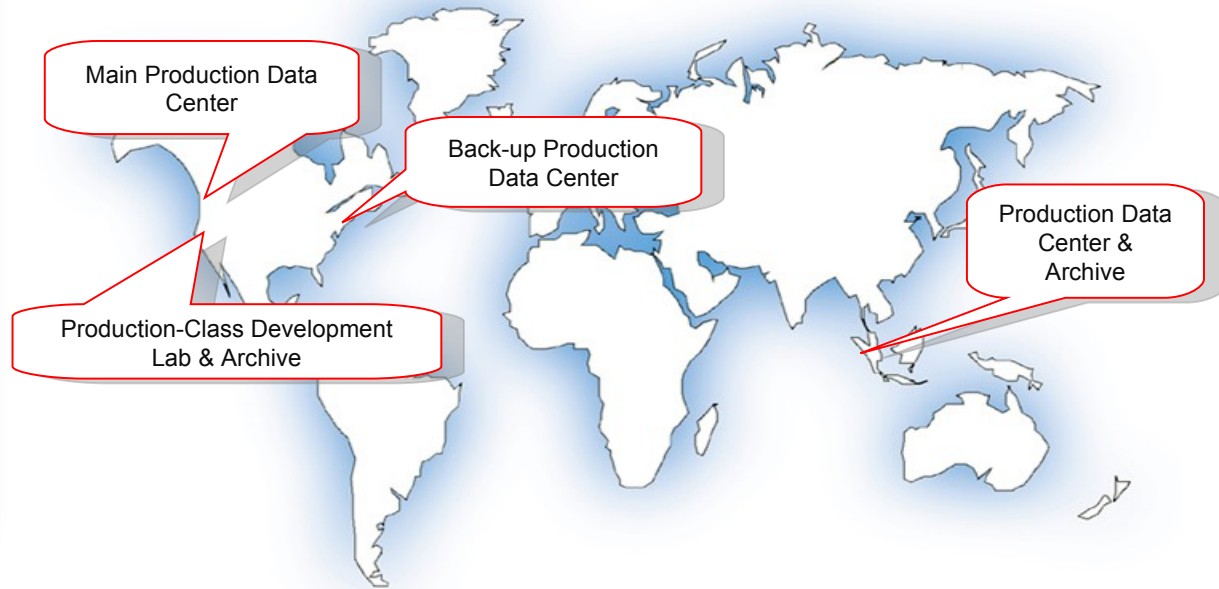
Dedicated, path diverse
network backbone

No single points of failure

Carrier neutral network
strategy



Salesforce.com Data Center Locations



The Real-Time Cloud



The world's most **complete** cloud applications
(software-as-a-service)



The **fastest** way to build apps on a cloud platform
(platform-as-a-service)






Real-time cloud infrastructure
(infrastructure-as-a-service)

Start Today with Our Free Trial

Free 30-Day Trial –
The World's Most Popular CRM Application

force.com.

My Apps

-  Sales Cloud
-  Service Cloud
-  Your Cloud

Prospective Customers:

Start your 30-Day Trial
Today

Ask your Salesforce AE and
SE to work with you in real-
time



Existing Customers:

Extend Salesforce to Your
Customer Service
Organization

Sign-up for a Free
Developer Account



The Real-Time Cloud



Unlimited Real-Time Customization

Programmable User Interface

Programmable Cloud Logic

Real-Time Workflow & Approvals

Real-Time Websites

Real-Time Mobile Deployment

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