

# #SFDC #DF11

Screenshots from Salesforce.com  
Dreamforce 11 keynote presentation

# Live stream for #FB like'rs only

The image displays a Facebook Live stream interface for 'Salesforce LIVE @ Dreamforce' held from August 30 to September 2, 2011. The main video player shows a presentation slide titled 'Delighting Customers is Knowing Who They Are and What They "Like"'. The slide features three icons representing social media: Facebook, Twitter, and LinkedIn, each with a person standing next to it. Below the icons are three questions: 'What do they "like"?', 'What are they saying?', and 'Who are they connected to?'. A fourth icon, a magnifying glass over a network graph, is also present. The video player shows 7626 current and 45709 total views. Below the video, there is a 'join the conversation' section with a 'POST' button and a list of comments. To the right of the video, there is an 'About the Speaker' section for Marc Benioff, Chairman & CEO of Salesforce, with a link to his Twitter profile. Below that is a 'Coming Up...' section for a 'Special Guest Speaker'. On the right side of the image, there is a side panel showing a Twitter feed for the hashtag #DF11. The feed includes tweets from Salesforce, Benioff, and others, with a search bar at the top.

facebook <https://apps.facebook.com/salesforce-tm/>

**dreamforce** **Salesforce LIVE @ Dreamforce**  
August 30 to September 2, 2011

**Delighting Customers is Knowing Who They Are and What They "Like"**

What do they "like"? What are they saying? Who are they connected to?

7626 current / 45709 total views

**join the conversation** **POST**

Sign in to add a comment and post it to your account at [Twitter](#) or [Facebook](#)

**Ted** #df11 I'm not so sure our customers want us creating leads from tweets  
Aug 31st, 2011 9:42 AM

**Autumn Laube** audio's not great - fuzzy and muffled... #df11  
Aug 31st, 2011 9:43 AM

**OXVEHIO** #df11 yeah, take it or leave it  
Aug 31st, 2011 9:43 AM

**About the Speaker**

**Marc Benioff**  
Chairman & CEO Salesforce  
[twitter.com/benioff](http://twitter.com/benioff)

**Coming Up...**  
**Special Guest Speaker**

**Search: #DF11**

Ready to become a #SocialEnterprise? Watch the live stream from #dreamforce starting at 9am PST at [salesforce.com/live/#df11](http://salesforce.com/live/#df11) ^KT  
Promoted by salesforce.com

• **salesforce, (+)**  
Wed 31 Aug 17:23 via web

**#df11 - Benioff keynote - "There aren't many windows phones here are there? It doesn't work to transport software to new devices"**

• **NewsStrategy, (+)**  
Wed 31 Aug 19:45 via web

**RT @Pinkman: #DF11 Now @benioff says "beware the false cloud." Sounds good but a religious debate. It's Valid. Many calling SaaS' ritus'**

• **EdEvangelist, (+)**  
Wed 31 Aug 19:45 via Twitter

**Declaration of war by Benioff - False Cloud on notice #df11**

• **EdEvangelist, (+)**  
Wed 31 Aug 19:45 via web

**Paul Greenberg, #df11 @benioff Step 3 "a big wakeup call. Product & customer social networks" (How was this big... <http://t.co/5x1uHGP>**

• **EdEvangelist, (+)**  
Wed 31 Aug 19:45 via twitterfeed

**#df11 where is Andy Derr sitting in that big audience? - <http://t.co/5x1uHGP>**

# Social customer profile

The screenshot displays the Salesforce Chatter interface for a user profile. The top navigation bar includes the Chatter logo, a search bar, and user options for Kevin Foley. The main navigation menu shows tabs for Home, Chatter, Profile, People, Groups, Files, Accounts, **Contacts**, and Dashboards. The left sidebar contains a 'Shortcut' section with links to Calendar and Unresolved Items, a 'Recent Items' section listing recent contacts and documents, and a 'Recycle Bin' section.

The profile header for **David Adelson** includes a profile picture, social media links, and options to 'Show Chatter' and 'Follow'. The 'Contact Detail' section provides a table of contact information, including Name, LinkedIn, Twitter, Facebook, Account Name, Title, Email, and Phone. Below this, the 'Account Details' and 'Address' sections are visible. The 'Address' section features a map of New York City with a location pin and a callout box showing the address: 310 Henry St, New York, NY 10002, USA.

Contact Detail	
Name	David Adelson
LinkedIn	<a href="#">David Adelson</a>
Twitter	<a href="#">@davidadelson1</a>
Facebook	<a href="#">David Adelson</a>
Account Name	Hudson Hotels
Title	Sr. Director, Global IT
Email	<a href="mailto:dadelson@hudsonhotels.com">dadelson@hudsonhotels.com</a>
Phone	(212) 555-9612

**Address**

David Adelson  
310 Henry St  
New York, NY 10002  
USA

# Public feeds on contacts

The screenshot displays the Salesforce user interface. At the top, the Salesforce logo is on the left, and a search bar with the text "Search All..." is in the center. On the right, the user's name "Steve Morton" and a "Sales" button are visible. Below the header, a navigation bar contains links for Home, Chatter, Profile, People, Groups, Accounts, Contacts, Opportunities, Orders, Dashboards, and Data.com. The "Contacts" tab is currently selected.

On the left sidebar, there is a "Shortcut" section with links to "Calendar" and "Unresolved Items". Below that is a "Recent Items" section listing various items like "Melissa Le", "Hudson Hotels - 570K", and "Cinva and Hudson Hotels". At the bottom of the sidebar is a "Recycle Bin" link.

The main content area shows the "Contact Detail" for "Melissa Le". It includes a profile picture, social media links for LinkedIn, Twitter, and Facebook, and a "Follow" button. Below this, there are sections for "Account Details" (Annual Revenue, Industry, Number of Employees) and "Address".

Overlaid on the contact detail is a "Public Feeds" window. This window shows a list of posts from "Melissa Le1" (New York City, New York). The posts include:

- A post about looking for professional video conferencing integrations with the iPad, posted 2 hours ago.
- A post about Market Metrix Announces First Quarter 2011 Hospitality Index Results, posted 1 day ago.
- A post about executive and hotel management staff adopting iPads, posted 2 days ago.

At the bottom of the "Public Feeds" window, there are buttons for "Find Different Profile" and "Show Photo in Salesforce".

# On-premises database support

## Choose How to Store Your Data

### Database.com Data Residency Option (DRO)



Store sensitive data in your data center...



or in the Salesforce data center.

**Choice** of data storage

**Compliance** with many corporate or government policies

Expected general availability in early 2012

# Chatter has become the new SFDC UI

## Step 2: Create An Employee Social Network



## Chatter is the Leader in Employee Social Networks

**chatter**

**Collaboration for the Social Enterprise**

Profiles	Groups
Status Updates	Feeds
File Sharing	App Updates



**100,000+**  
Active Companies

Third-party Research on  
Average Percentage  
Improvements Reported  
by Customers

Customers include:

100,000+  
employees

94,000+  
employees

55,000+  
employees

20,000+  
employees

18,000+  
employees

14,000+  
employees

13,000+  
employees

8,000+  
employees

6,000+  
employees

6,000+  
employees

5,000+  
employees

4,000+  
employees



# Chatter Now = Lync for SFDC

The screenshot shows a web browser window with the address bar displaying a Salesforce URL. The page title is "Contact: Stacey Moore ~ salesforce.com ~ Enterprise Edition". The main content area shows a profile for "Stacey Moore" with a "Following" status. Below the profile, there is a "Write something..." text box and a "Share" button. A list of "Followers" is shown on the right. The main feed displays a post by Jane Hart about a hotel chain acquisition, followed by a post by Ken Locklin, Product Manager, who is "Following" and has a "Send a message" button. A "Chatter Now" sidebar on the right lists "Followed People" including Ken Locklin, Alex Chu, Anne Watson, Bob Ingram, Christine Brent, Elizabeth Bell, Ely Smith, Heather Ryan, Jeff Brooks, John Moore, Kevin Wagner, Luke Williams, Tim Moore, and Wendy Gradin.

Firefox File Edit View History Bookmarks Tools Window Help

Contact: Stacey Moore ~ salesforce.com ~ Enterprise Edition

Contact: Stacey Moore ~ salesfo...

https://preprod1.pre.salesforce.com/apex/chd=003x0000001XE/Xdsfdc.override=1

Google

Calendar

Unresolved Items

Recent Items

Stacey Moore

Cirrus and Hudson Hotels

Expense Report

Kevin Foley

David Adelson

VX3 Compatibility Guide

Jill Foley

Data.com tab

Recycle Bin

Hide Chatter

Following

Write something...

Attach File Link

Share

Followers Show All (14)

Sort by Post & Comment Date

Jane Hart Just met with Stacey. They're acquiring a small boutique hotel chain this month and she's worried about how their current #VX3 video conferencing systems will scale. How do we settle her concerns?

August 24, 2011 at 8:42 AM · Comment · Like

Ken Locklin Product Manager

Following

Send a message

Chatter Now

Ken Locklin We've seen issues in video quality with older and newer models. A SWAT team was created to address and document best practices to resolve these issues.

August 24, 2011 at 8:44 AM · Unlike · 10 people

Write a comment...

Kevin Foley Just met with Stacey. They're acquiring a small boutique hotel chain this month and she's worried about how their current #VX3 video conferencing systems will scale. How do we settle her concerns?

August 22, 2011 at 1:54 AM · Comment · Like

Anne Watson, Luke Williams, and Jeff Brooks like this.

Jeff Brooks @hormonemagnets @Ken Locklin has great tips

Chatter Now (1)

Available

Find followed people...

Followed People

Ken Locklin

Alex Chu

Anne Watson

Bob Ingram

Christine Brent

Elizabeth Bell

Ely Smith

Heather Ryan

Jeff Brooks

John Moore

Kevin Wagner

Luke Williams

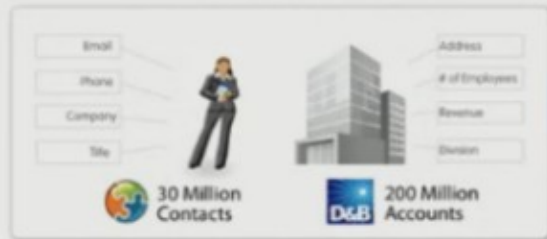
Tim Moore

Wendy Gradin

# Jigsaw is now Data.com

## Winter '12: Shorten Sales Cycles with Data.com

### Leading Data Providers



Import accurate data  
Clean your data  
Access millions of  
contacts and accounts

Customers include:



websense

SUNGARD





# Data.com social profile enrichment

The screenshot displays the Salesforce CRM interface with a contact profile for Melissa Le. The interface includes a top navigation bar with the Salesforce logo, a search bar, and user information (Steve Morton). Below the navigation bar is a tabbed menu with options like Home, Chatter, Profile, People, Groups, Accounts, Contacts, Opportunities, Orders, Dashboard, and Data.com. The left sidebar contains a 'Shortcut' section with links to Calendar and Unresolved Items, and a 'Recent Items' section listing various contacts and accounts. The main content area shows the contact profile for Melissa Le, which is enriched with Data.com information. The profile includes a photo, name, and social media links (LinkedIn, Twitter, Facebook). Below this is a 'Contact Detail' section with fields for Name, Account Name, Title, Email, and Phone. The 'Account Details' section provides information about the account, including Annual Revenue, Industry, Number of Employees, DUNS, SIC, and Parent Company. The 'Address' section shows a map of the contact's location in New York City.

**Contact Detail**

Field	Value
Name	Melissa Le
Account Name	Hudson Hotels
LinkedIn	<a href="#">Melissa Le</a>
Title	Senior Director - Global IT
Twitter	<a href="#">@melissale1</a>
Email	<a href="mailto:mle@hudsonhotels.com">mle@hudsonhotels.com</a>
Facebook	<a href="#">Melissa Le</a>
Phone	(212) 555-5341

**Account Details**

Field	Value
Annual Revenue	\$1,350,000,000
DUNS	808334550
Industry	Hotel
SIC	7011
Number of Employees	25,000
Parent Company	Sunlight Entertainment

**Address**

Melissa Le  
310 Henry Street  
New York, NY 10002  
USA

# HTML5 for all touch enabled devices

The Next Generation of Software is Emerging

Next Generation Hardware



Next Generation Software



Introducing:

[touch.salesforce.com](http://touch.salesforce.com)



**Fast:** Quickly Deploy Salesforce & Custom Apps

**Easy:** Automatic Upgrades  
Write Once, Run Anywhere

**Open:** Run on Any Device



# iPad: the be all, end all of SFDC

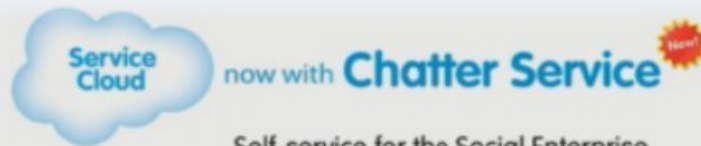


# Customer service through Chatter

Introducing:



Customers · Experts · Agents



Self-service for the Social Enterprise

Community Feeds

Suggested Knowledge

Crowd-sourced Answers

Connects to Customer Social Networks

Agent Escalation



Search All...  
Options...

Search

Robert Harris

Help & Training

Service Cloud

Home Chatter Files Phone Email Social Conversations Live Agent Contacts Cases Groups Dashboards +

Shortcut

Calendar

Unresolved Items

Recent Items

IC-0000000000  
TC-0000000000  
TC-0000001141  
00002153  
Cirrus Corporation  
Facebook Log 2011-08-10  
04:10:06 0319 -0700  
askcircus  
Twitter Log 2011-08-08  
08:17:46 0622 -0700

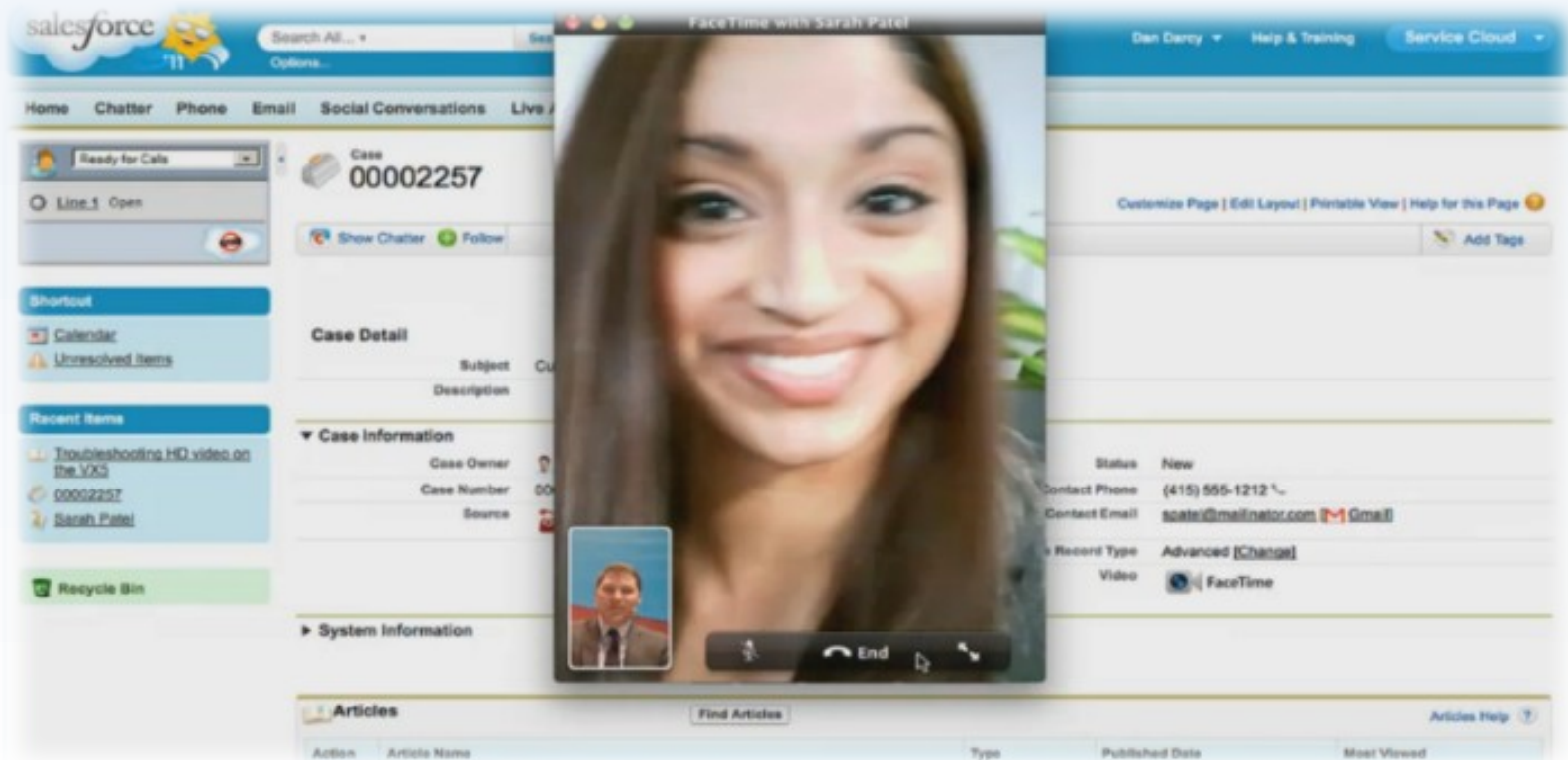
Recycle Bin

All Conversations Edit | Delete | Create New View

Get Author Info Get Conversations Ignore Delete Ignored

<input type="checkbox"/>	Action	Origin Date	Profile Image	Message	Origin	Case Link	Author Full Name	Conversation Name	Type
<input type="checkbox"/>	Edit   Del	8/31/2011 10:40 AM		I don't see HD video on my Cirrus VX	f		Melissa Le	TC-0000001141	Wall Post
<input type="checkbox"/>	Edit   Del	8/31/2011 10:40 AM		My VX5 Shows No Signal	YouTube		James Gartner	TC-0000000655	YouTube Video
<input type="checkbox"/>	Edit   Del	8/2/2011 11:01 AM		@askcircus I'm having trouble viewi	Twitter		Sarah Patel	TC-0000000603	@Replies
<input type="checkbox"/>	Edit   Del	8/2/2011 9:19 AM		@askcircus thank you	Twitter		Client Demo	TC-0000000626	@Replies
<input type="checkbox"/>	Edit   Del	8/2/2011 3:07 PM		I have a problem with HD video on m	f		Jon Altes/deesee	TC-0000000642	Wall Post
<input type="checkbox"/>	Edit   Del	8/16/2011 3:47 AM		@askcircus Why don't I see HD vide	Twitter		Dan Buckley	TC-0000000618	@Replies
<input type="checkbox"/>	Edit   Del	8/16/2011 3:47 AM		VX5 In Depth Review - Is it worth the	Blog		Alex Mastro	TC-0000000656	Blogger Post
<input type="checkbox"/>	Edit   Del	8/15/2011 12:43 PM		Additional cables are needed for HD	f		Cirrus Corporation	TC-0000000652	Outbound commen

# FaceTime





# Hammer Time



**Salesforce LIVE @ Dreamforce**  
August 30 to September 2, 2011



8666 current / 96572 total views

Share

Search: #DF11

Ready to become a #SocialEnterprise? Watch the live stream from @dreamforce starting at 9am PST at [salesforce.com/live](http://salesforce.com/live) #df11 ^KT

Promoted by salesforce.com

- salesforce, (+)  
Wed 31 Aug 17:29 via web
- @Benioff announces the SuperPad at #df11.
- CRWNorthwest, (+)  
Wed 31 Aug 20:57 via web

oh \$hit, don't hurt 'em Hammer! #df11 ( #df11 live at <http://t.co/NBcqVSq>)

- JoshuaMinton, (+)  
Wed 31 Aug 21:52 via UnknownTV