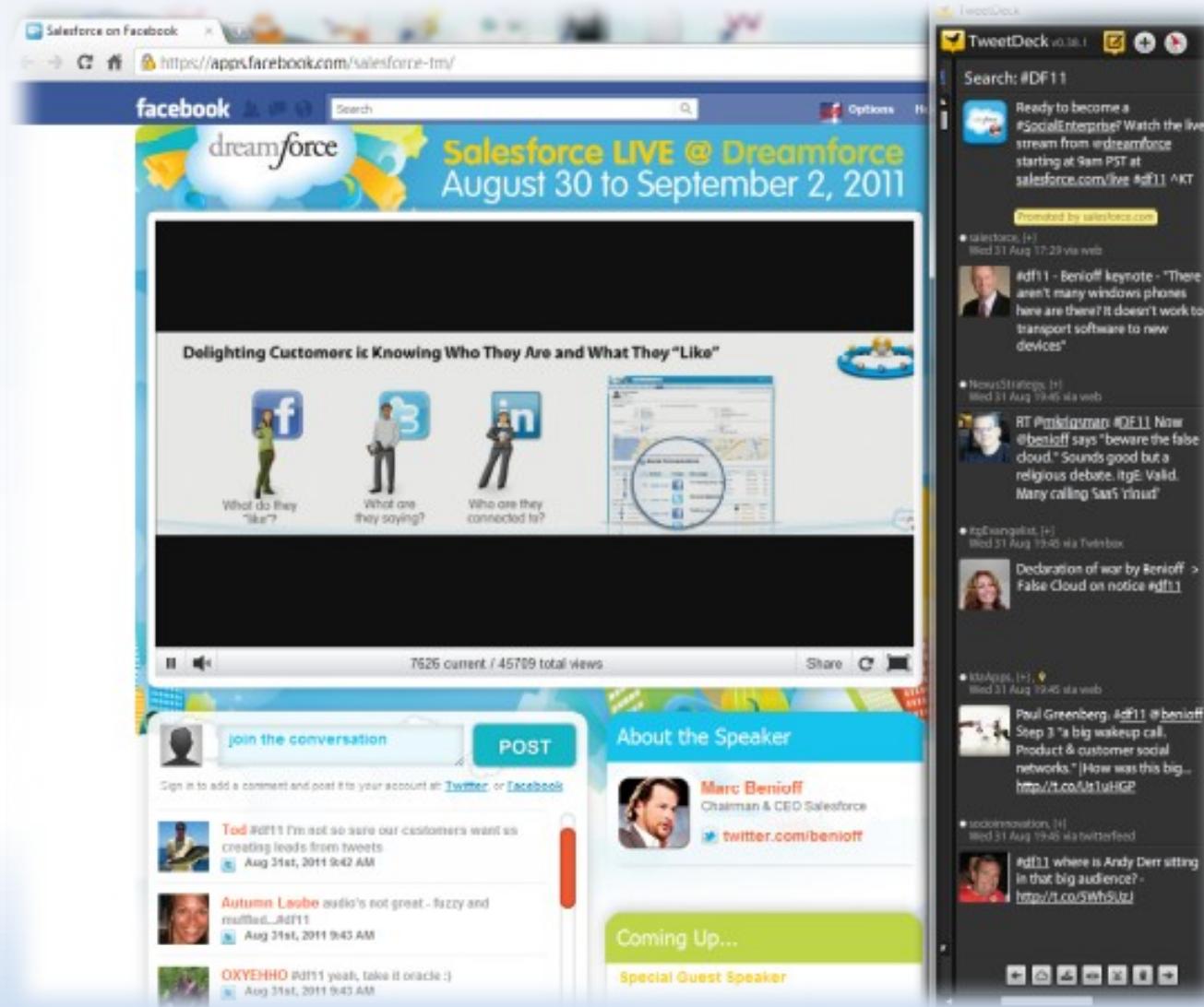


#SFDC #DF11

Screenshots from Salesforce.com
Dreamforce 11 keynote presentation

Live stream for #FB like'rs only



The image shows a web browser displaying a Facebook application for the "Salesforce LIVE @ Dreamforce" event. The application's header features the "dreamforce" logo and the event date, "August 30 to September 2, 2011". Below the header, a large black rectangular box is present, likely a placeholder for a video or live stream. The sidebar on the left contains the text "Delighting Customers is Knowing Who They Are and What They 'Like'" and three icons with questions: "What do they like?", "What are they saying?", and "Who are they connected to?". The sidebar also includes a "join the conversation" button and a "POST" button. The sidebar on the right is titled "About the Speaker" and features a profile picture and bio for "Marc Benioff, Chairman & CEO Salesforce" with a link to "twitter.com/benioff". Below this is a "Coming Up..." section with a "Special Guest Speaker" placeholder. To the right of the browser window is a separate window for the application "TweetDeck v0.56.1". The search bar in TweetDeck is set to "Search: #DF11". The feed displays several tweets from users like "salesforce" and "RT Pinkleymann #DF11". One tweet from "RT Pinkleymann" discusses the "false cloud". Another tweet from "RipEvangelist" mentions a "Declaration of war by Benioff". Other tweets in the feed are from users like "100Apex" and "Paul Greenberg".

Social customer profile

chatter

Search Accounts, Articles... Options...

Kevin Foley Salesforce Chatter

Home Chatter Profile People Groups Files Accounts **Contacts** Dashboards +

Shortcut

Calendar Unresolved items

Recent Items

David Adelson

Show Chatter Follow

Contact Detail

| | | | |
|----------|----------------|--------------|---------------------------|
| Name | David Adelson | Account Name | Hudson Hotels |
| LinkedIn | David Adelson | Title | Sr. Director, Global IT |
| Twitter | @davidadelson1 | Email | dadelson@hudsonhotels.com |
| Facebook | David Adelson | Phone | (212) 555-9612 |

Account Details

Address

Public feeds on contacts

The screenshot shows a Salesforce contact page for "Melissa Le". The top navigation bar includes "Home", "Chatter", "Profile", "People", "Groups", "Accounts", "Contacts", "Opportunities", "Orders", "Dashboards", "Data.com", and "Steve Morton". The "Contacts" tab is selected. The main content area displays the contact's profile picture, name, and social links to LinkedIn, Twitter, and Facebook. Below this, a "Contact Detail" section shows the contact's name, LinkedIn profile, Twitter profile, and Facebook profile. The "Account Details" section includes fields for Annual Revenue, Industry, and Number of Employees. The "Address" section shows a map of New York City with a red dot indicating the contact's location. On the right side, there is a sidebar with "Recent Items" (including "Melissa Le", "Hudson Hotels - 570K", "Citrus and Hudson Hotels", "Steve Morton", "David Adelson", "Enter the Question Title Here", "Hudson Hotels", "Hudson Account Plan", "John Weinberg", "Leslie Gestin") and a "Recycle Bin". The right sidebar also displays "Follow - Global IT", "hotels.com", "Gmail", "41", "50", and an "Entertainment" section with a map of Manhattan.

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

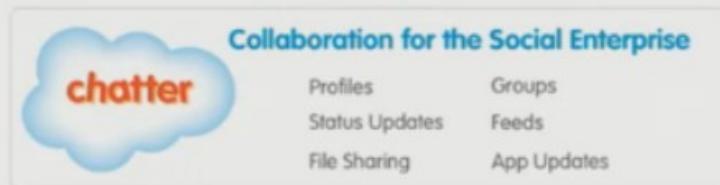
Expected general availability in early 2012

Chatter has become the new SFDC UI

Step 2: Create An Employee Social Network



Chatter is the Leader in Employee Social Networks



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

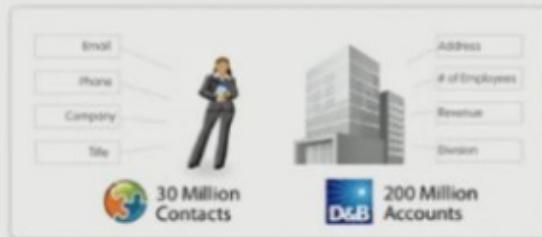
The screenshot shows the Salesforce Chatter Now interface. At the top, the title bar reads "Contact: Stacey Moore - salesforce.com - Enterprise Edition". The left sidebar includes links for "Calendar", "Unresolved Items", and a "Recent Items" section listing "Stacey Moore", "Citrus and Hudson Hotels", "Expense Report", "Kevin Foley", "David Adelson", "VX3 Compatibility Guide", "Jill Foley", and "Data.com 100". A "Recycle Bin" button is also present. The main content area displays a feed of posts. The first post is from "Jane Hart" dated August 24, 2011, at 8:42 AM, stating: "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?". Below this is a comment from "Ken Locklin" dated August 24, 2011, at 8:44 AM, stating: "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." The third post is from "Kevin Foley" dated August 22, 2011, at 1:04 AM, stating: "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?". A note at the bottom indicates that "Anne Watson, Luke Williams, and Jeff Brooks like this." On the right side, a sidebar titled "Chatter Now (1)" shows a list of "Followed People" with names like 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 Grdin, each with a green "Available" status indicator.

Jigsaw is now Data.com

Winter '12: Shorten Sales Cycles with Data.com



Leading Data Providers



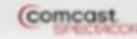
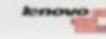
Import accurate data
Clean your data
Access millions of contacts and accounts

Customers include:



websense

SUNGARD



Data.com social profile enrichment

salesforce

Search All... Search

Steve Morton Help & Training Sales

Home Chatter Profile People Groups Accounts Contacts Opportunities Orders Dashboard Data.com +

Melissa Le

More Information

Show Chatter Follow

Back to List

Contact Detail

Name: Melissa Le **Account Name:** Hudson Hotels

LinkedIn: [Melissa Le](#) **Title:** Senior Director - Global IT

Twitter: [@melissale1](#) **Email:** mel@hudsonhotels.com [Gmail](#)

Facebook: [Melissa Le](#) **Phone:** (212) 555-5341

Account Details

| | |
|--|---|
| 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



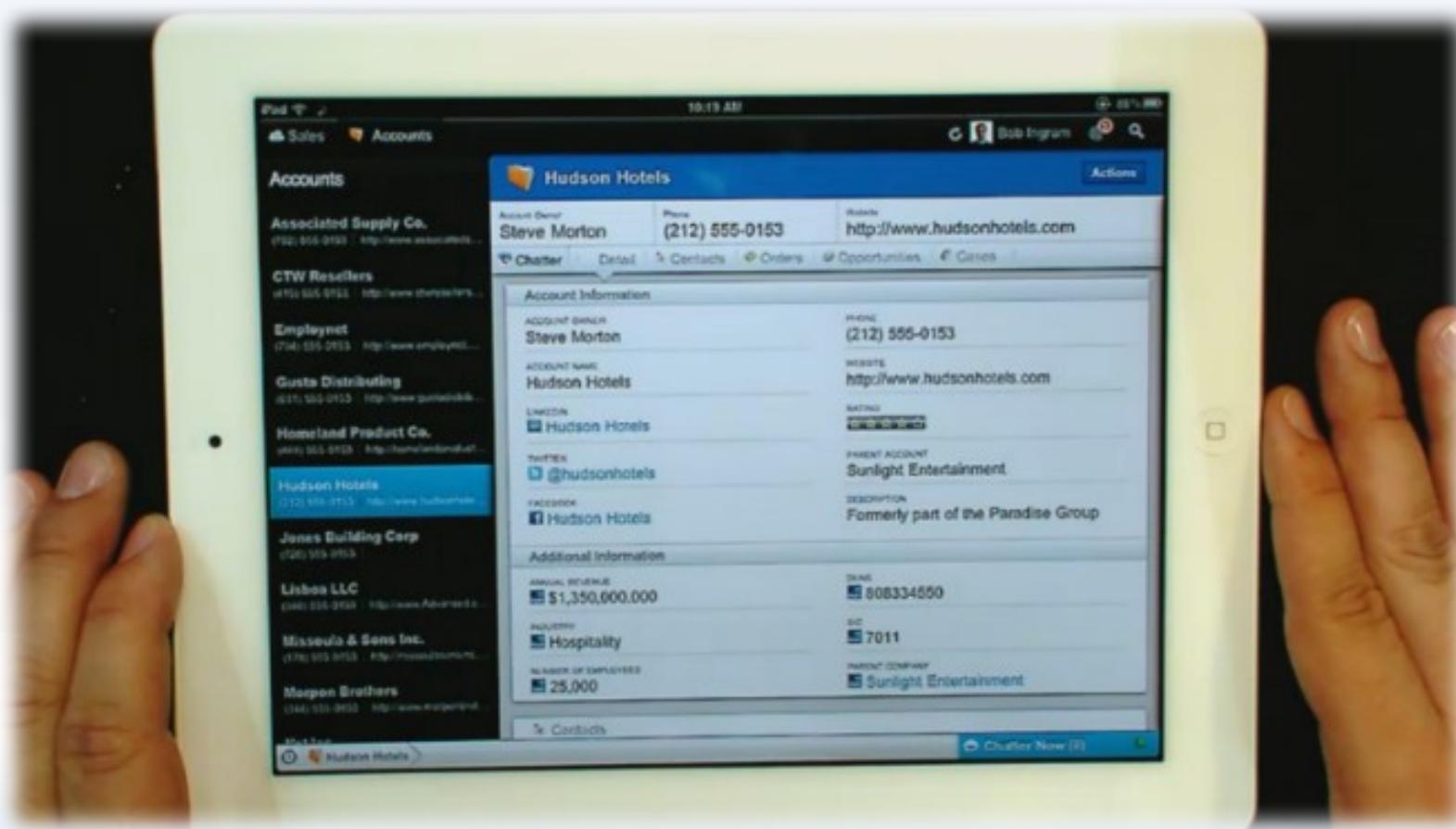
Fast: Quickly Deploy Salesforce & Custom Apps

Easy: Automatic Upgrades
Write Once, Run Anywhere

Open: Run on Any Device

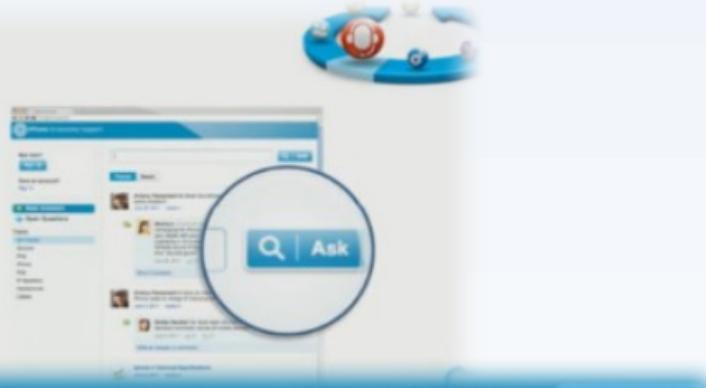


iPad: the be all, end all of SFDC



Customer service through Chatter

Introducing:



Service Cloud now with **Chatter Service** New!

Self-service for the Social Enterprise

Community Feeds
Suggested Knowledge
Crowd-sourced Answers
Connects to Customer Social Networks
Agent Escalation

Customers Experts Agents

salesforce

Search All... Search

Options...

Robert Harris Help & Training Service Cloud

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

All Conversations Edit | Delete | Create New View

| 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 Citrus VX |  |  | Melissa Le | TC-00000001141 | Wall Post |
| <input type="checkbox"/> Edit Del | 8/31/2011 10:40 AM |  | My VX5 Shows No Signal |  |  | James Gartner | TC-0000000655 | YouTube Video |
| <input type="checkbox"/> Edit Del | 8/2/2011 11:01 AM |  | @askcitus I'm having trouble viewin |  |  | Sarah Patel | TC-0000000603 | @Replies |
| <input type="checkbox"/> Edit Del | 8/2/2011 9:19 AM |  | @askcitus thank you |  |  | Client Demo | TC-0000000628 | @Replies |
| <input type="checkbox"/> Edit Del | 8/21/2011 3:07 PM |  | I have a problem with HD video on m |  |  | Jon Atasefdeesee | TC-0000000642 | Wall Post |
| <input type="checkbox"/> Edit Del | 8/16/2011 3:47 AM |  | @askcitus Why don't I see HD vid |  |  | Dan Buckley | TC-0000000618 | @Replies |
| <input type="checkbox"/> Edit Del | 8/16/2011 3:47 AM |  | VX5 In Depth Review - Is it worth the |  |  | Alex Mastro | TC-0000000656 | Blogger Post |
| <input type="checkbox"/> Edit Del | 8/15/2011 12:43 PM |  | Additional cables are needed for HD |  |  | Citrus Corporation | TC-0000000652 | Outbound commen |

FaceTime



Hammer Time

dreamforce

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 #df11 ^AKT](#)

Promoted by salesforce.com

salesforce, [+] Wed 31 Aug 17:29 via web

@Benioff announces the SuperPad at #df11.

CRMNorthwest, [+] 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 20:57 via Ustream TV