THE STATE OF
SALESFORCE

HUNDREDS OF SALESFORCE.COM CUSTOMERS SHARE THEIR INSIGHTS

2013-2014 | *annual* **REVIEW** | **bluewolf**™

DATA & METHODOLOGY

The State of Salesforce is Bluewolf's annual analysis of how the best companies use Salesforce. Based on data collected and analyzed in collaboration with the MIT Sloan School of Management, this annual review distills insights from hundreds of Salesforce customers.
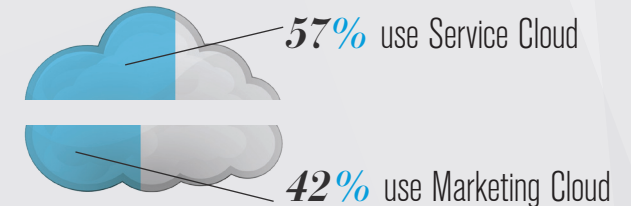
450+
PARTICIPANTS

51%
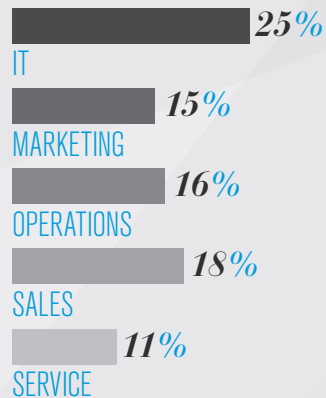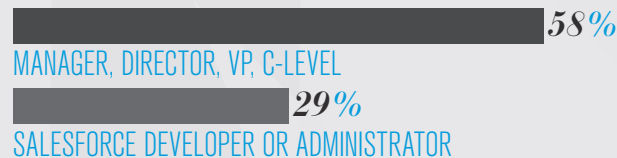OWN OR INFLUENCE THEIR COMPANY'S **SALESFORCE BUDGET**

86%
ARE USING EITHER THE **ENTERPRISE OR UNLIMITED EDITION OF SALES CLOUD**

57% use Service Cloud

42% use Marketing Cloud

BY BUSINESS FUNCTION

- *25%* IT
- *15%* MARKETING
- *16%* OPERATIONS
- *18%* SALES
- *11%* SERVICE

BY ROLE

- *58%* MANAGER, DIRECTOR, VP, C-LEVEL
- *29%* SALESFORCE DEVELOPER OR ADMINISTRATOR

BY YEARS OF SALESFORCE EXPERIENCE

- *18%* 6 - 10+
- *16%* < 1
- *38%* 3 - 5
- *29%* 1 - 2

Survey powered by clicktools

CONTENTS

EXTENDING CUSTOMER OBSESSION ACROSS THE ENTERPRISE

Bluewolf developed the annual State of Salesforce report in 2012 to benchmark how companies use Salesforce and to separate market reality from marketing hype. Our experience and leadership, demonstrated over the past thirteen years, uniquely positions Bluewolf to collect, analyze, and turn data on how companies are using Salesforce into actionable advice companies can use to increase customer engagement. Additionally, IDC MarketScape recently named Bluewolf a worldwide leader within the salesforce.com ecosystem.[1]

In last year's report we focused on the rise of social and important growth trends with salesforce.com's products. This year's report goes deeper. We expanded our survey to more customers, collaborated with the MIT Sloan School of Management on data collection and analysis, and worked with Bluewolf experts from around the world to provide insight into how the best companies are using Salesforce to become customer obsessed.

We are excited by many trends that have emerged. Leading organizations no longer view Salesforce through a CRM application lens, but now see salesforce.com's products and Platform as a complete solution to transform how they manage their businesses in the new customer engagement economy.

Future budget projections validate the success customers are experiencing and reflect a move to rapidly deploy Salesforce across the enterprise. In the coming year, 73% of organizations will redeploy budgets from on-premises applications toward cloud initiatives and 60% will increase their investments in custom cloud development.

Ninety-seven percent of Salesforce customers believe they can deliver more innovation through Salesforce, but turning belief into reality is where the work begins.

At Bluewolf we believe customer obsession is the single biggest contributor to growth. Becoming what salesforce.com calls a "customer company" means looking at business differently, from the outside in. It means continuously evaluating policies, processes, and operations from the customer's perspective.

Bluewolf's mission is to partner with our clients on this journey and produce extraordinary customer moments that ultimately transform their businesses.

We hope you enjoy Bluewolf's second annual State of Salesforce report.

Eric Berridge
Founder & CEO
@ericberridge

TOP TRENDS AT A GLANCE

90%
SAY SALESFORCE IS **MORE VALUABLE TO THEIR COMPANY** TODAY THAN IT WAS ONE YEAR AGO

69%
WILL **INCREASE** THEIR SALESFORCE **BUDGET**

NO CHANGE: *27%*
DECREASE: *4%*

56%
SEE **SUBSTANTIAL INNOVATION POTENTIAL** WITH SALESFORCE AT THEIR COMPANIES

The best companies know that investing in technology is just the beginning when it comes to bridging the gap between innovation potential and reality. Success with Salesforce requires focus and investment in four areas:

1 *Customer Engagement*

2 *Platform Innovation*

3 *Cloud Governance*

4 *People*

HOW THE **BEST** COMPANIES USE SALESFORCE

1 *Customer Engagement is the New Bottom Line*

84% believe **customer engagement will overtake productivity** as the primary driver of growth

60% rank customer engagement as their **top priority**

2 *The Salesforce **Platform** is the Next Big Opportunity*
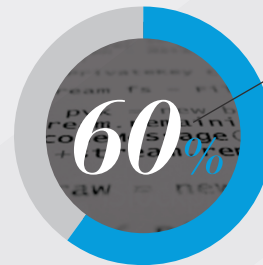
60% are **increasing budgets dedicated to custom app development** on the Salesforce Platform

52% have or are planning to **build a custom mobile application** on the Salesforce Platform
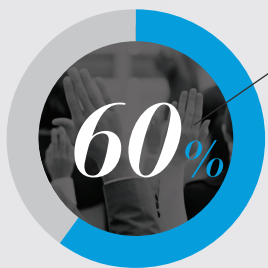
HOW THE **BEST** COMPANIES USE SALESFORCE

3 *Cloud Governance Accelerates Innovation*

4 *People Unlock the Power of The Platform*

93% believe **cloud governance is critical** to accelerating innovation

75% of companies that release Salesforce updates monthly have a **dedicated cloud governance board**
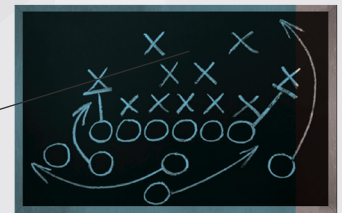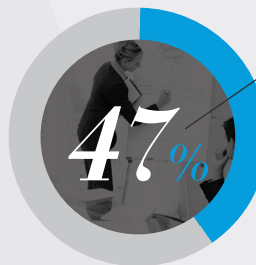
monthly

89% provide Salesforce **training for their administrators and developers**

47% have a **comprehensive adoption strategy**—consulting users before, during, and after changes are made

WHAT KEEPS YOU AWAKE AT NIGHT?

Responses fell into one of four groups.

#1 PEOPLE

- Hiring the right people
- Increasing adoption
- Communicating change

Resource Constraints

Access to skilled resources is vital; demand still outpaces supply within the Salesforce ecosystem.

#2 DATA

- Reducing bad data
- Data security/compliance
- Trusting data

Having a Data Strategy

Creating a data architecture and preventing data loss at a user level requires critical up front planning.

#3 REVENUE

- Increasing sales
- Customer engagement
- Rapid expansion

Engaging Customers

Empowering employees with access to the right information, at the right time, to deliver value with every interaction.

#4 TECHNOLOGY

- Integrating systems
- Budget allocation
- Ensuring security

Executing Rapid Change

Cloud governance plays an important role in uniting IT and the business behind a single vision, while executing meaningful change.

THE NEW CUSTOMER ENGAGEMENT ECONOMY

84% BELIEVE **CUSTOMER ENGAGEMENT WILL OVERTAKE PRODUCTIVTY** AS THE PRIMARY DRIVER OF GROWTH

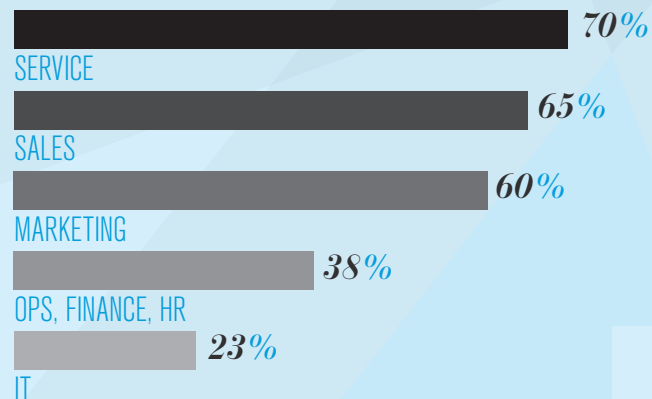In the new Customer Engagement Economy, companies must recast their businesses through the lens of customer obsession. Successful companies are investing in flexible technologies that enable data and knowledge sharing, accelerate innovation, and measure customer engagement. One department is no longer responsible for serving the customer.

60% OF EMPLOYEES SEE **CUSTOMER ENGAGEMENT AS THEIR TOP PRIORITY**

"I am measured on increasing customer engagement"

SERVICE	*70%*
SALES	*65%*
MARKETING	*60%*
OPS, FINANCE, HR	*38%*
IT	*23%*

With employees across every department holding responsibility to increase customer engagement, there must be tight integration between back-end accounting, enterprise resource planning (ERP) systems, front-end customer relationship management (CRM) systems, marketing tools, and social channels. Salesforce.com's products and the Platform have made the transition from CRM business application to enterprise-wide customer management platform—it is the technology that enables extraordinary customer moments.

Every employee must be empowered to recognize a customer engagement opportunity and to deliver on it. Internal silos must become invisible and information needs to flow freely between departments. Employees need to be empowered with data that enables them to solve customer problems and forge lasting customer relationships.

59% AGREE THAT SALESFORCE.COM'S CUSTOMER COMPANY MESSAGE **ALIGNS WITH THEIR COMPANY'S NEEDS**

In early 2013, salesforce.com launched the Customer Company, setting the tone for its product roadmap. Every enhancement will further enable a seamless experience—across customers, partners, and employees.

SALESFORCE TECHNOLOGY INVESTMENT TRENDS

BUDGETS
Current Investments & Future Outlooks

🔥 ON FIRE   ✸ HOT   ⬆ GROWING   ☁ STEADY   ❄ COOLING OFF

CLOUD	CURRENT	FUTURE
Sales Cloud	*90%*	☁
Service Cloud	*57%*	✸
Marketing Cloud	*42%*	✸
PRODUCT		
AppExchange	*91%*	🔥
Chatter	*33%*	☁
Communities	*9%*	🔥
Data.com	*15%*	✸
Force.com	*27%*	⬆
Portals	*14%*	❄
Work.com	*8%*	⬆

Salesforce is becoming the platform on which to engage customers, at every stage of the customer lifecycle, for a unified customer experience. More than just a tool for the sales team, investments in Service Cloud and Marketing Cloud are rapidly rising as companies integrate social listening, marketing automation, and case management tools in order to share customer data throughout the enterprise.

The Salesforce Platform is more than just the "clouds"—it is a public marketplace. In recent years, adoption rates for AppExchange applications have dramatically increased:

91%
OF CUSTOMERS HAVE AT LEAST **ONE APPEXCHANGE APPLICATION** INSTALLED

29%
HAVE **FIVE OR MORE APPEXCHANGE APPLICATIONS** INSTALLED

There has also been a shift in the sophistication of products built and delivered through the AppExchange. Highly customized solutions, including industry specific solutions, have formed into standalone businesses.

To see what is hot on the AppExchange, turn to page 21.

SALESFORCE PLATFORM IS THE NEXT BIG OPPORTUNITY

Budgets are Shifting

73%

REALLOCATING FUNDS FROM ON-PREMISES BUDGETS TO CLOUD RELATED INITIATIVES

60%
INCREASING **BUDGET DEDICATED TO CUSTOM APP DEVELOPMENT** ON THE SALESFORCE PLATFORM

52%
HAVE OR ARE **PLANNING TO BUILD CUSTOM MOBILE APPS** ON THE SALESFORCE PLATFORM

The number of customers who strongly **associate Salesforce with platform has grown more than 450%** over the last few years.

Embrace the Salesforce Platform: Focus on Extensions

The most valuable parts of the Salesforce Platform are the Salesforce Clouds. Being able to directly integrate with such a powerful operational tool is invaluable and something other PaaS vendors cannot offer. Focusing on whether the Salesforce Platform can solve for a hypothetical extreme case misses the easy wins that already exist.

PlymouthRock ENERGY — *Client Story*

With Bluewolf's help, Plymouth Rock Energy (PRE) built a custom enterprise resource planning (ERP) application on the Force.com platform.

The custom ERP application provides one version of the truth. It integrates sales, customer service, marketing, and finance on one platform, providing a holistic view of the customer and simplified reporting.

PRE's custom ERP solution allows for further growth and expansion, especially when it comes to integration. Supplementary cloud-based apps already implemented include: FinancialForce, for billing and invoicing; Drawloop, for document automation; Box, for document storage; and Dell Boomi and Informatica Cloud Extend, for customization and process integration. These applications have dramatically increased the accuracy, efficiency, and productivity of PRE's systems.

"It operates at a significantly lower cost than a conventional ERP system does and it functionally blows away any other system we considered."

–JONATHAN ADLERSTEIN CIO, PLYMOUTH ROCK ENERGY

CLOUD GOVERNANCE ACCELERATES INNOVATION

61%
HAVE A **GROUP DEDICATED TO CLOUD GOVERNANCE**

93%
BELIEVE **GOVERNANCE IS KEY TO ACCELERATING INNOVATION**

75%
OF CUSTOMERS **WITH A GOVERNANCE BOARD PERFORM RELEASES AT LEAST MONTHLY**

What is Cloud Governance?
Cloud governance is a framework that helps organizations place a priority on innovations that maximize value. It is specifically designed to align IT and business efforts with the necessary resources to deliver measurable results.

Faster Release Cadence
Cloud governance provides a framework for decision making, clarifies execution responsibilities, and delivers new functionality quickly through optimized development and release processes.

Higher Quality
Cloud governance ensures quality by instating QA and functional testing best practices. New releases are delivered bug free, on time, and on budget.

"The impact of cloud governance can be directly measured in terms of delivering quality innovations with increased speed, but the broader impact is felt by ensuring employees have access to the full set of application functions to help serve and engage customers."

–STEVE FARIS, CHIEF PLATFORM OFFICER, BLUEWOLF

Increased Adoption
Cloud governance assists with feature request capture, prioritization, development scheduling, quality assurance, and production deployment. By implementing user requests faster, the productivity and adoption of end users increases.

Improved Productivity
Cloud governance streamlines development, testing, and deployment functions, boosting the productivity of the teams that deliver new application functionality. If the time needed to build, test, and execute new functionality is reduced, resources are freed to work on new improvements, and a virtuous cycle ensues.

Reduced Risk
Cloud applications need to be deployed in a responsible manner and with full consideration of security, privacy, and integrity of corporate data. Cloud governance helps ensure that all of these are addressed.

DELIVERING CHANGE AS FAST AS USERS CAN ABSORB IT

40_{hrs} to 1_{hr} = THE REDUCTION IN RELEASE DEPLOYMENT TIME

The Standard provides insurance and other financial services to more than 7.5 million customers across the United States. In an industry not typically thought of as cutting edge, The Standard is doing innovative work by taking Bluewolf's cloud governance framework and turning it into a method to deliver value through Salesforce with staggering speed.

The Standard's journey is one to emulate. It deployed Salesforce with the understanding that implementation is only the beginning. To fully take advantage of Salesforce and achieve the highest ROI, it made a commitment to budget for ongoing costs around innovation, resourcing, and training.

The Standard implemented an executive steering committee (governance board) to set strategy and to make decisions around what work is actually done. Additionally, it established a cross-functional team focused on ongoing execution and supplemented that team with experts from Bluewolf Beyond, a consulting practice that is 100% focused on helping customers innovate on live cloud environments. The Standard understood that end-user training is never complete. As changes are made in the system, it has a communication and training strategy that continually sets the context of each change for employees.

The results? The Standard is delivering change as fast as their users can absorb it, without sacrificing controls and quality. One of the most important things happening at The Standard is that IT and the business are working together, collaborating in a new, transparent way. The Standard has established a real partnership around a common vision for Salesforce, and through a customized cloud governance framework, is engaged in the opportunities ahead. In a matter of weeks, it established the confidence within its organization that Salesforce will be able to adapt and grow with its changing business.

Results
- Reduced Salesforce release deployment time from 40 hours to one
- Launched a collaborative governance board
- Established a monthly release cadence

SUPERCHARGE ENGAGEMENT WITH MOBILE

52% HAVE OR ARE PLANNING TO **BUILD CUSTOM MOBILE APPLICATIONS** ON THE SALESFORCE PLATFORM

71% OF SALES PROFESSIONALS BELIEVE IT IS IMPORTANT TO ACCESS **REAL-TIME CUSTOMER INFORMATION ON A MOBILE DEVICE**

18% OF COMPANIES ARE EXPERIENCING **SIGNIFICANT BUSINESS RESULTS FROM MOBILE** INITIATIVES

Mobile is a growing focus for companies looking to increase employee productivity and customer engagement. While demand is high, daily usage is low, indicating that salesforce.com customers are still experimenting or lack a comprehensive enterprise mobile strategy. Salesforce.com has done a lot to provide the development tools and services necessary for success; a stronger focus on user-driven design is needed to deliver impactful mobile innovation.
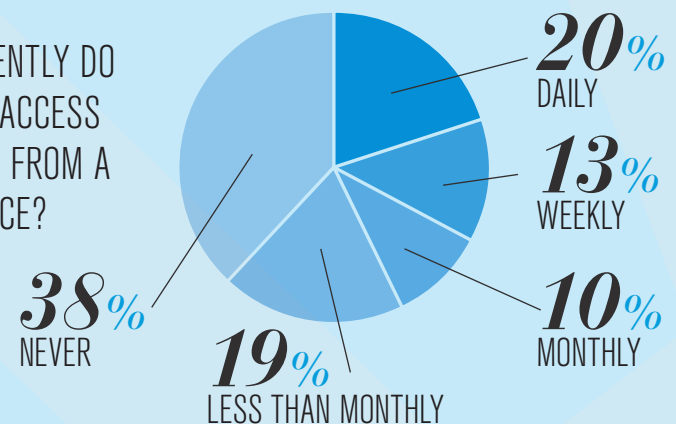
Lead with the right use case. Do not try to replicate Salesforce in a mobile app. It will be too complex to use and maintain. Ride-alongs with users highlight where the pain points are—and ways mobile can enhance workflows.

Invest in design. For mobile projects, design determines how the app works. Layout, navigation, and button and font sizes play a major role in the user experience. Make the design intuitive so that the app is easy to use.

WHAT OFF-THE-SHELF MOBILE APPS ARE EMPLOYEES INSTALLING?

CHATTER MOBILE — 42%
SALESFORCE CLASSIC — 44%
SALESFORCE TOUCH — 23%
THIRD PARTY APPS — 30%
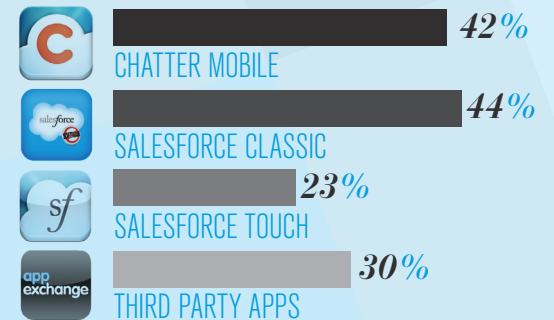
HOW FREQUENTLY DO EMPLOYEES ACCESS SALESFORCE FROM A MOBILE DEVICE?

20% DAILY
13% WEEKLY
10% MONTHLY
19% LESS THAN MONTHLY
38% NEVER

REIMAGINING RELATIONSHIPS WITH HEALTHCARE PROVIDERS

Situated in the highly competitive global pharmaceutical market, GlaxoSmithKline (GSK) wanted to improve its relationship with customers: the healthcare providers who prescribe GSK's products. To raise the quality of customer-facing interactions and maximize the efficiency of GSK's on-the-go workforce, Bluewolf built iKoach—a native iPad application that integrates with Salesforce.

With the iKoach iPad app, GSK sales representatives are able to actively engage and nurture their physician network. Intuitive UX makes it easy for sales reps to view relevant customer data, plan their routes, and place sample orders while in the field. By integrating marketing materials with Salesforce, representatives can "wow" their customers during the buying cycle with interactive materials, video clips, presentations, and PDFs.

More than a record viewer and task management app, iKoach is custom designed for GSK's use cases and internal processes. Offline capability allows GSK's representatives to access the information they need to move business forward anytime and anywhere.

"The iKoach Mobile App has increased customer engagement and elevated our reputation in a highly commoditized market, increasing our brand loyalty and sales revenues."

–NANCY FERNANDEZ, SR. MANAGER EXPERT SALES OPERATIONS & TELESALES, GLAXOSMITHKLINE

Results

- Increased doctor-to-patient recommendations
- Improved customer engagement
- Ability to predict preferences and strategically target leads
- Increased productivity and efficiency of reps in the field

CLOSING THE CUSTOMER ENGAGEMENT GAP WITH MARKETING CLOUD

42% OF SALESFORCE CUSTOMERS ARE INVESTING IN MARKETING CLOUD

The new customer economy has had a dramatic impact on the amount and type of data companies collect about customers. Data is frequently trapped in individual applications and different departments. The challenge next generation marketers face is working across sales, service, IT, and operations to build a singular view of the customer.

With salesforce.com's $3.5B investment in its Marketing Cloud (including the acquisitions of Social.com, Radian6, and ExactTarget), Salesforce has become a full-featured customer engagement solution and Marketing Cloud will likely continue to be the fastest growing cloud.

Marketing & Customer Service: The Customer Engagement Power Couple

Every department has a responsibility to the customer, but marketing and customer service play a uniquely powerful customer engagement role. Leading organizations are measuring a customer's overall engagement with their brands on all channels—and delivering a seamless experience for the customer across all departments.

Having a way to listen and respond to customers on social is no longer optional. Their social "voice" can impact a brand's reputation—positively or negatively. Failing to communicate via social is now potentially more damaging than ignoring phone calls or emails.

Measured on Customer Engagement

70% OF CUSTOMER SERVICE

60% OF MARKETING

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vodafone *Client Story*

"We knew we couldn't afford not to listen to our customers. Vodafone had to close the gap between customer expectations and delivery. When engaging Bluewolf, we knew monitoring social interactions and how we integrate the social experience into our suite of products and services were the two most important things for us."

–ERIK JACOBSEN, ONLINE SYSTEMS AND STRATEGY MANAGER, VODAFONE

Results

- 4x the number of positive social interactions with its customers
- 2x the number of customers using self-service
- 2x the number of visitors rating online help and support as "helpful"

WHY COMMUNITIES ARE THE NEW CRM

9% ALREADY **INVESTED IN** SALESFORCE COMMUNITIES

The launch of Salesforce Communities marks a shift in the way organizations interact with their customers, partners, and suppliers. By combining a customer interaction forum with internal business processes, communities utilize a more collaborative and social model—a necessary tool for any customer-obsessed organization. Communities are the new CRM.

The Advantage of Salesforce Communities
Private communities allow customers, partners, product specialists, employees, suppliers, and distributors to connect and collaborate. They are also fully customizable, mobile friendly, and enable the sharing of dashboards.

Steps to a Successful Deployment
A community platform alone does not make a successful community strategy. A successful Salesforce Communities deployment starts with:

1. A vision
2. Objectives
3. Success metrics
4. A launch plan
5. An adoption plan
6. Resources for ongoing management

21% PLANNING TO PURCHASE SALESFORCE COMMUNITIES LICENSES IN THE NEXT YEAR

Invest in the Right Skills
To take advantage of Salesforce Communities, a multidisciplinary group is needed. Community managers who run the community, a community owner responsible for measuring its effectiveness, and technical resources who continuously evolve the user experience are all necessary.

How Companies are Using Communities
- Engage customers and partners around new product launches
- Share best practices across departments
- Crowdsource answers and provide customer service
- Collaborate on accounts and sales opportunities
- Create conversations between thought leaders and customers

PEOPLE UNLOCK THE POWER OF THE PLATFORM

The most frequently reported business challenges for Salesforce customers are related to:

Resources

Adoption

ACCESS TO ENOUGH OF THE **RIGHT SKILLS**

GETTING USERS TO FULLY **EMBRACE SALESFORCE**

"It's very easy with Salesforce to configure the system and just start using it—but that is like trying to run before you learn to walk. Bluewolf helped us take the time to design the system: to understand the change management, data, and internal sales challenges and then go live once we understood the expected results."

—HIZMY HASSEN, GROUP DIGITAL DIRECTOR, COATS PLC

Simply deploying Salesforce will not result in success

Success with Salesforce must include a comprehensive change management strategy specific to a company's business structure and objectives. Understand that Salesforce adoption is more than training. A successful change strategy has a clear vision, value proposition, and communication strategy that engages all levels of the organization across geographies and cultures.

When implementing a new technology, it is critical to address the changes occurring and how they will affect everyone involved. Executives, managers, and end users must contribute to and agree on the benefits of the change.

1 IN 4 COMPANIES ARE STRUGGLING WITH SALESFORCE USER ADOPTION, TRAINING, AND RESOURCES

Most organizations don't consider the full impact of low adoption. Low adoption can negatively affect employee morale and trust, the ability to meet business objectives, and customer engagement.

Top 10 Warning Signs of Poor Adoption

1. No global vision, strategy, or defined business goals
2. Treated as a technology project instead of a business solution
3. Lacking a sense of urgency from both users and management
4. No communication from executives down to managers and end users
5. Critical business metrics not aligned with reports and dashboards
6. No defined metrics or baselines to benchmark success
7. Training and education that ends after implementation
8. Misalignment of departments, user groups, or executives
9. Failure to engage users early and to gather user feedback
10. No value proposition for users to want to adapt to changes

THE TRAINING & ADOPTION CADENCE

47% HAVE A **COMPREHENSIVE ADOPTION STRATEGY**—CONSULTING USERS BEFORE, DURING, AND AFTER CHANGES ARE MADE

Companies with the highest adoption rates understand training never ends.

19%
USE 1 CHANNEL

34%
USE 2-3 CHANNELS

21%
USE 4-5 CHANNELS

10%
USE 6+ CHANNELS

A MAJORITY OF COMPANIES UTILIZE A **MULTI-CHANNEL COMMUNICATION PLAN**

Communication must be multichannel, have a consistent message and a clear value proposition for users.

Top 5 communication channels:
1. Corporate emails/calls *53%*
2. Tip Sheets *42%*
3. Chatter *41%*
4. Training Manuals *31%*
5. Webcasts *30%*

CREATE A COMMUNICATION CADENCE **THAT INTRODUCES CHANGE IN DIGESTIBLE CHUNKS** AND EDUCATES USERS ON THE BENEFITS

NUANCE *Client Story*

Achieving Rapid Adoption of a Global Salesforce Deployment

With 900 users in 70 countries, Nuance knew implementing Salesforce was a large endeavor that needed clear executive vision and a multichannel communication strategy. Bluewolf helped provide interactive eLearning modules, two-day in-person champion training, sales champion programs, ongoing Q&A sessions to obtain user feedback, and role-based training—sales, non-sales, regional managers, and executives at global sales kickoff.

*In less than a year, Nuance gained global user adoption, resulting in:*
- Visibility into global sales activity
- 95% forecast accuracy
- 30% growth in pipeline
- 5x faster deal approval

"We are in an 'adoption evolution'—there are so many challenges when different languages and cultures are involved. We trusted Bluewolf to help customize Salesforce, satisfy our unique needs, and help us with the training effort and global adoption."
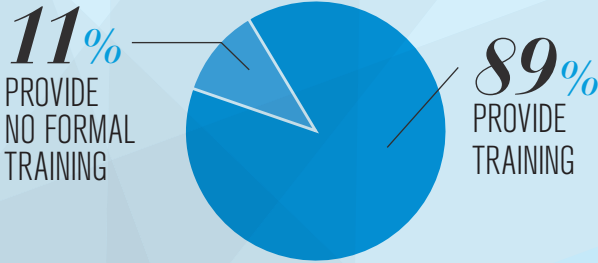
—BILL NELSON, EVP OF WORLDWIDE SALES, NUANCE

ENGAGED EMPLOYEES ACCELERATE INNOVATION

42% OF COMPANIES **PAY FOR EMPLOYEES TO GET SALESFORCE CERTIFIED**

20% NOT SURE

38% NO

42% YES
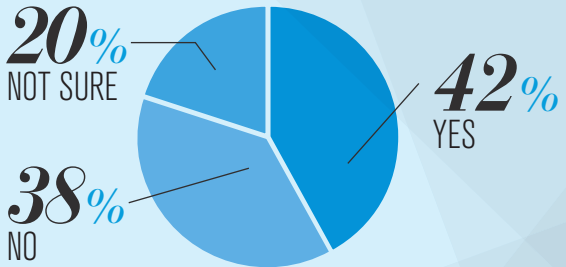
89% OF COMPANIES **PROVIDE FORMAL TRAINING** ON SALESFORCE FOR THEIR ADMINS AND DEVELOPERS

11% PROVIDE NO FORMAL TRAINING

89% PROVIDE TRAINING

THE MAJORITY OF COMPANIES DERIVING VALUE FROM SALESFORCE **PROVIDE END USER TRAINING** TO

79% SALES

55% MARKETING

68% SERVICE
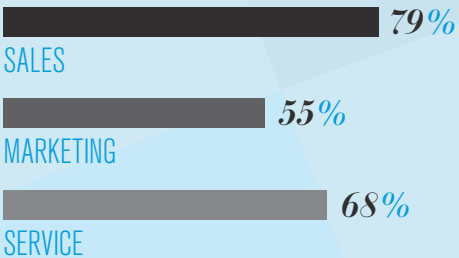
Customer Engagement Starts With Employee Engagement

When trying to increase customer engagement, look early and often at your company's employee engagement strategy. Understand each employee's pain points then develop technology and training that empowers employees at every level. Give them access to information they need, when and where they need it. Streamline their ability to connect with customers, partners, and other employees. As business processes change, new functionalities are implemented, or new employees are hired, both systems and training must be updated to ensure alignment across departments, regions, and teams.

Four Strategies to Increase Adoption

1. **Communication.** Consult end users before, during, and after changes are made.
2. **Resources**. Have resources dedicated to communicating change, repetitively, across all users.
3. **Education**. Provide updated and ongoing training to the affected users when changes are made.
4. **Measurement**. Ensure the development team makes changes with a focus on measuring the effects of that change.

WHAT'S HOT ON THE APPEXCHANGE

Current Investments & Future Outlook

SALESFORCE APPEXCHANGE INVESTMENTS

🔥 ON FIRE ✴ HOT ⬆ GROWING ☁ STEADY ❄ COOLING OFF

SALES	CURRENT	FUTURE
Dashboards	*40%*	✴
Mobile	*30%*	🔥
Document Generation/Management	*26%*	✴
Analytics	*23%*	🔥
Configure Price Quote (CPQ)	*22%*	⬆
Forecasting	*18%*	🔥
SERVICE		
Surveys	*21%*	⬆
Telephony	*14%*	✴
Agent Productivity	*10%*	🔥
MARKETING		
Mass Emails	*38%*	❄
Marketing Automation	*34%*	✴
Campaign Management	*30%*	✴
Website Integration	*21%*	🔥
IT		
Data Cleansing	*39%*	🔥
Integration	*35%*	✴
Admin Developer Tools	*30%*	✴

With over two million installs and 1,900 apps across ten industry categories, the AppExchange is quickly becoming the destination for enterprise apps to meet nearly every business challenge.

Sales

Accurate dashboards and mobility are critical to both sales leaders and their teams. Additional applications such as forecasting and quote or contract management help increase sales efficiency and accuracy.

Service

Measuring customer service through surveys and CTI integration continues to be a top priority for contact centers. Emerging areas of focus include applications to improve agent productivity with enhanced dashboards, case management, social integration, and time tracking tools.

Marketing

Instead of stand alone solutions, many marketers look to the AppExchange for marketing automation, campaign management, and website integration solutions.

IT

As Salesforce is either integrated with other applications or extended to meet the needs of new user profiles, managing the flow of data and keeping data clean will only become more important.

Other

🔥 *Performance Management*
🔥 *Finance*

UNITE THE CALL CENTER AND SALESFORCE

Five9™

83% OF SALESFORCE.COM CUSTOMERS DO NOT HAVE A TELEPHONY SOLUTION INTEGRATED WITH SALESFORCE

Providing customers with outstanding customer service is essential to building loyalty and a long-lasting brand. The internal discussion happening in leading organizations today is changing—from measuring the "costs-to-cover" customers, to the "cost-of-servicing" customers.

Integrating telephony with a CRM application offers distinct advantages and opportunities in developing more sophisticated and responsive business processes.

Salesforce can be set up to provide all the information and guidance to make every customer interaction successful, but queries need to be routed to the correct queue or individual. IVR, VRU, and CTI ensure the right employee, at the right time, equipped with the right information, can make each customer interaction a success.

Move Your Contact Center to the Cloud and Integrate with Salesforce

- **Hardware and software investments are minimal.** No up-front capital investment is required—and ongoing monthly expenses are easier to forecast.
- **Flexibility is built in**. Add or subtract seat licenses as business needs fluctuate.
- **Speed of innovation.** By eliminating the delays associated with internally managed systems, contact centers can add functionality, boost capacity, change processes, and tap new data sources as needed.
- **Speed of deployment.** Deploy agents or even establish new contact centers with unprecedented speed.
- **Flexible agents, located anywhere.** VOIP technology means agents can be located anywhere in the world—creating an "on-demand" workforce.

# INTEGRATE CUSTOMER FEEDBACK INTO SALESFORCE

clicktools

The empowered customer should not be a threat but an opportunity for organizations to engage more frequently and with greater depth. With the right tools and processes to collect, centralize, and act on feedback, top performing companies can truly bond with their customers and support their needs across the organization.

The Customer Experience Impact of Integrating CRM and Customer Feedback Management

NUMBER OF POSITIVE SOCIAL MEDIA MENTIONS

8.6%
COMPANIES INTEGRATING CRM AND CUSTOMER FEEDBACK

-2.7%
ALL OTHERS

CUSTOMER SATISFACTION

5%
COMPANIES INTEGRATING CRM AND CUSTOMER FEEDBACK

2%
ALL OTHERS
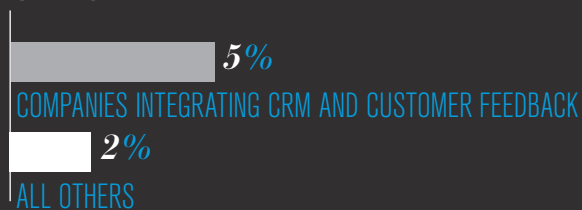
Collect

From customer satisfaction surveys to landing page forms to social media, it is critical to collect customer data across your organization from marketing to sales to support. Combine all these data points and it becomes possible to guide prospects through the buying cycle, increase customer loyalty, and even identify trends.

Centralize

At the core of building a complete view of the customer is centralizing the data in Salesforce. It then becomes accessible across the organization, eliminating departmental data silos, and moving the whole organization toward a customer-centric mentality.

Act

The real value in collecting information and centralizing it in Salesforce is the ability to take one-to-one action in real-time. Responding to an individual customer's needs with the right response at the right time can win a sale over a competitor, turn an unhappy customer into a happy one, and build lasting relationships.

SOURCE: Clicktools, Bond With Your Customers Using CRM, 2013

3 KEY FEATURES OF DOCUMENT MANAGEMENT APPS

box

95%

AGREE THAT **EASY ACCESS TO THE MOST UP TO DATE VERSION OF KEY DOCUMENTS** IS IMPORTANT

Being able to easily find and share the most up to date version of marketing materials, contracts, and product specs is very important to how a company conducts business.

5% NEUTRAL

37% AGREE

58% STRONGLY AGREE
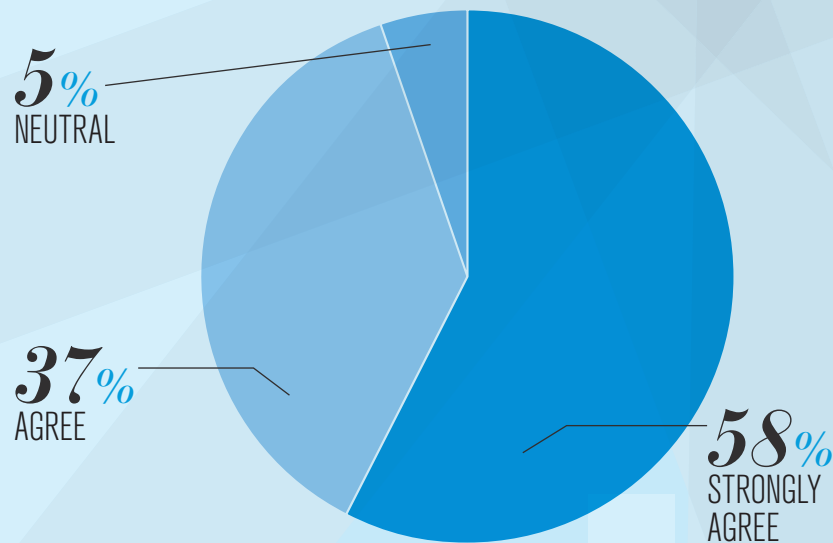
Without proper document management, even the smallest company's shared file storage can begin to resemble a neglected and overstuffed file cabinet. This is likely the reason 58% of Salesforce customers have already or are planning to implement a document management app.

Three features to look for in a document management application:

1. Enables Collaboration

For marketers working on an asset or for sales teams collaborating on contract language, being able to easily make comments without having to reconcile email attachments not only saves time, but reduces errors.

2. Mobile Friendly

Even the most desk-bound employee would not turn down the opportunity to complete quick tasks, such as sharing a requested file, while walking between meetings. For employees who rarely see a desk, being able to easily review, share, and upload from any device is essential.

3. Security

At a minimum, there must be a simple way for end users and administrators to manage who has access, both inside the company and out, and what they can do to any given file. If there is a way to share files with a custom URL, look for a method to expire access to a specific URL rather than all access.

ANSWER THE SINGLE ORG VS. MULTI-ORG QUESTION

Should your company implement a single instance or multi-instance Salesforce strategy? There is no one-size fits all approach. Before deciding it is important to step back and look at organizational processes, objectives, and culture.

	CONSIDERATIONS	SINGLE-ORG	MULTI-ORG
ORGANIZATIONAL STRUCTURE	Detailed analysis of operations structure and culture are needed. Consideration of future enterprise evolution is critical, especially for companies that grow through acquisition.	Recommended for: › Centralized enterprise › Centrally controlled backend system	Recommended for: › Decentralized enterprise › Decentralized backend system
GLOBAL REPORTING REQUIREMENTS	A single org makes it easier to generate a 360-degree view of customer data, forecasting, and real-time executive reports. Under a multi-org approach, master data management strategies become increasingly important and additional work is needed.	› Easier to generate global reports and 360-degree view	› Requires additional effort for global or multi business unit reporting
DATA CONCERNS & ADMIN CAPABILITIES	Regulatory compliance, data security, storage, system integration, and even sheer data volume can all impact the ideal choice in org structure. If the company operates with more regional autonomy, an approach that provides localized control might increase the administrative burden, but ultimately make a company more responsive.	› Recommended for the centralized enterprise	› Recommended for the decentralized enterprise › Increased admin burden
BUSINESS SYNERGY ACROSS REGIONS	While a single org approach can deliver operational efficiency and visibility, mandating standardized processes globally (across cultures) can be challenging. An evaluation and prioritization of real business drivers is required, but also investment in change management processes, to transform behaviors.	› Facilitates cross-sell opportunities › Recommended where similar sales processes exist between business units	› Recommended for more diverse products and varied sales processes › May be needed for regulatory compliance, security or channel conflicts
COLLABORATION NEEDS	When a common customer exists, leveraging a single org can make it easier to share data between geographies and segments, achieve company-wide collaboration with applications like Chatter, and better align marketing, sales, and service processes.	› Recommended where common global customer exists › Collaboration is needed between geographies, departments, or company-wide	› Recommended for geographically segmented customer bases or business lines without cross-sell needs
FLEXIBILITY	Agile custom development is easier with the multi-org approach since there is direct regional control. A single org requires a global governance strategy and changes to modules, fields, and workflows must be agreed to by and/or communicated to all business units.	› Innovation takes longer and requires a strong globally-focused governance strategy	› Agile custom development can be executed more quickly

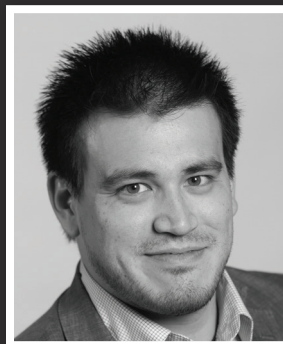# THANK YOU TO OUR PARTNERS AND CONTRIBUTORS

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Bridge the gap between innovation potential and reality. Bluewolf will identify Salesforce Platform, cloud governance, and mobile opportunities as well as a path to implementing them.

bluewolf.com/innovation

Free Health Check

Let Bluewolf discover and prioritize innovations that will improve how sales, marketing, and customer service engage prospects, customers, and each other.

bluewolf.com/healthcheck

Free Adoption Assessment

Let Bluewolf analyze your adoption metrics, identify gaps and provide recommendations to improve your Salesforce ROI and user adoption, relative to business goals and objectives.

bluewolf.com/adoption

Better Together: CRM + Five9

Your contact center is the front line for delivering an excellent customer experience, but how can you improve performance and win the battle to deliver powerful customer connections? Learn how to invest wisely in customer experience.

www.Five9.com

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