bluewolf

2015-2016

THE STATE OF SALESFORCE

Annual Report

➡ Insights on how the best companies use Salesforce

The State of Salesforce is
Bluewolf's annual report on how
the best companies use Salesforce.

Based on data collected from over
1,500 Salesforce customers, this
year's report uncovers trends and
opportunities specific to each
Salesforce cloud.

Produced in partnership with **informatica**

What's Inside

The State of Things Today

In today's customer-driven market, it's easy to overlook the employee experience. But if companies allow customer focus to override their care for their employees, they will lose the very force that enables customer success.

We're not alone in recognizing the importance of prioritizing the employee experience. This year, nearly one-third of companies cited employee-facing initiatives as one of their top objectives. They know that employee experience is just as important as customer experience in achieving business results.

Innovation is essential to improving employee experience, but innovation is not just about ideas. You have to combine it with data, design, and an employee culture willing to adopt it. Low adoption of new tools and processes causes repercussions that are felt across the entire organization. Talk to employees to find out what information they need and the best way to see it—they will be more productive and will spend more time giving customers what they want. Don't just invest in new technology; take the time to understand your culture and give your employees a better experience.

This year's *The State of Salesforce* Report explores the latest trends in the employee experience, cloud governance, and data, and reveals how consistent innovation of Salesforce drives business success. With a better understanding of how to best use Salesforce to deliver a better employee experience, you'll be able to inspire greater productivity in an energized and committed employee culture.

As always, our goal is to provide Salesforce customers with insights on how the best companies are achieving success with the Customer Success Platform. I hope you enjoy Bluewolf's fourth annual *The State of Salesforce* Report.

← Eric Berridge, Co-Founder & CEO of Bluewolf

This Just In Key Trends

1 Employee experience matters. This year, companies are taking notice.

One-third of companies cited an employee-facing initiative as one of their top three objectives in 2016, and for good reason—**companies are 3X more likely to attribute measurable business outcomes to the use of Salesforce when employees believe that Salesforce makes their jobs easier.**

2 Frequent innovation is the new standard.

In 2014, 44% of companies released changes to their Salesforce instance at least monthly. **This year, there is a 20% jump in companies releasing at least monthly—and 3X as many companies releasing at least weekly.** Companies have realized the importance of frequent innovation and are able to increase the quality and speed of development with application lifecycle management (ALM) and cloud governance.

3 Data is the biggest obstacle. Period.

Nearly half of all Salesforce customers still have problems reconciling data from different sources, including other orgs—it is the top barrier to deriving business insights from Salesforce data. To gain a master view of data beyond charts and dashboards, 68% of companies will be increasing their investments in analytics in the coming year.

Defining the Best

The best companies are dedicated to frequent innovation because it's key to achieving their business outcomes. Business outcomes affect a company's measures of success and fall under acquisition, cost reduction, expansion, and retention.

Bluewolf Innovation Awards

The Bluewolf Innovation Awards recognize the best companies that have achieved business outcomes by completing a large digital initiative on Salesforce and other complementary solutions.

Measurable Business Outcomes Attributed to Salesforce

32% Improved Customer Experience

43% Increased Visibility Across the Organization

46% Increased Collaboration

57% Efficiency/Productivity Gains

2015 WINNERS

WHAT ARE THE BEST COMPANIES DOING TO ACHIEVE BUSINESS OUTCOMES?

EXECUTIVE ALIGNMENT

HIGH-QUALITY DATA

CLOUD GOVERNANCE

APPLICATION LIFECYCLE MANAGEMENT

USER TRAINING

MOBILITY

AUSTRALIA POST

Most Enhanced Customer Experience

Australia Post integrated seven separate systems into Salesforce Service Cloud, gaining visibility into performance and reducing the number of clicks needed to assist the customer from 160 to only 11.

gsk GlaxoSmithKline

Outstanding Digital Transformation

GSK Consumer Healthcare launched an iPad app, iKoach, where field sales reps could access relevant customer information, produce reports, place orders, and predict customers' needs—all from their mobile devices.

·· T··Mobile·

Best Ongoing Innovation

T-Mobile USA's Business Markets division integrated sales and operational processes into the Salesforce1 Platform to ensure that sales reps could own any customer moment, in the moment, from any location or device.

Governance Sets the Best Apart

Companies are becoming increasingly effective at releasing enhancements to their own Salesforce orgs. In 2014, 44% of companies released changes to their Salesforce instance at least monthly. **This year, 64% of companies are releasing at least monthly—a 20% jump.** Furthermore, the number of companies that reported a weekly release increased 3X.

2014
44% released monthly
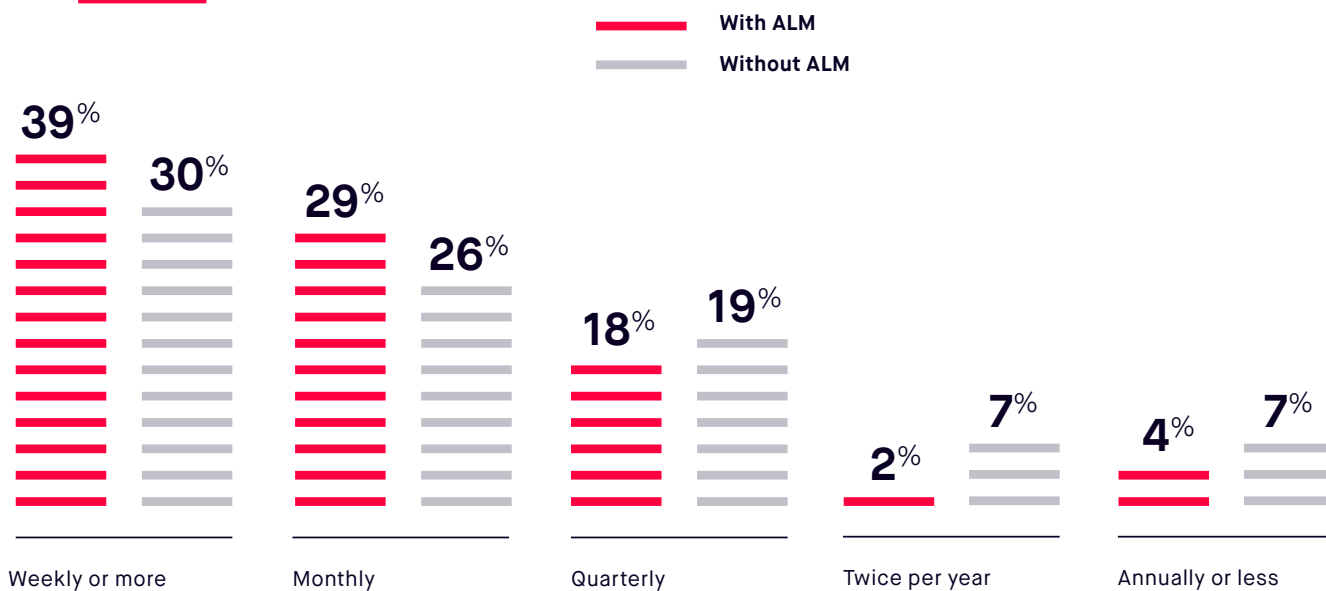
2015
64% released monthly

To be the best, release cadence must be frequent and high-quality. To ensure this, the best companies have an established cloud governance board and have implemented application lifecycle management (ALM) tools in order to evaluate user suggestions, manage releases, and provide training to affected users. A governance board and an ALM tool are key differentiators in achieving business outcomes—companies with both are 3X more likely to attribute revenue growth and 2X more likely to attribute improved customer experience to their Salesforce usage.

"Those that budget for innovation and governance prosper."

Steve Faris
Chief Platform Officer, Bluewolf

How ALM Tools Affect Release Frequency

— With ALM
— Without ALM

	Weekly or more	Monthly	Quarterly	Twice per year	Annually or less
With ALM	39%	29%	18%	2%	4%
Without ALM	30%	26%	19%	7%	7%

Bluewolf Now

As companies continue to expand Salesforce's reach within their organizations—by adding new clouds, bringing in different departments, and even managing org merges due to mergers and acquisitions—they must invest in improving governance effectiveness. Governance boards must be reevaluated to make sure they always serve employees and align with a company's desired business outcomes.
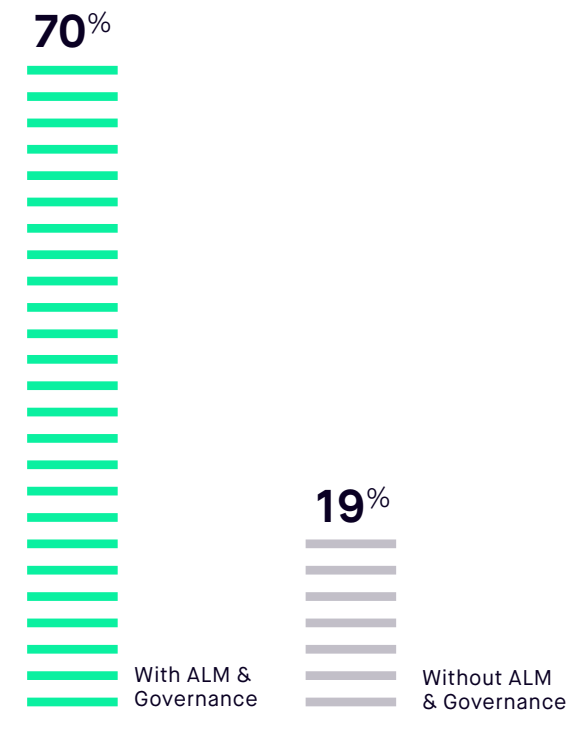
Check in with users often. Ask the following questions:

— Is Salesforce easier to use today than it was 12 months ago?

— Do you understand why changes are being made?

— When you suggest changes, do you know when they will be implemented?

— If they aren't implemented, do you know why?

— Are you trained properly to work with new changes?

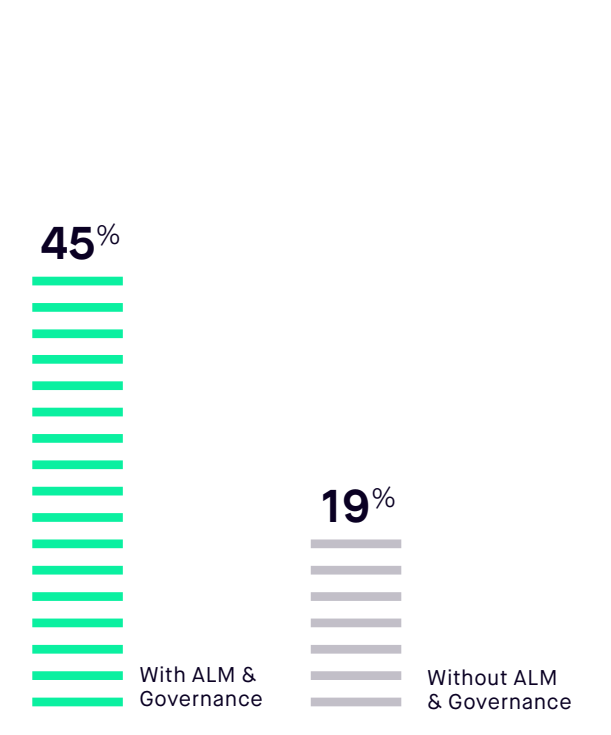— Do you feel changes are making Salesforce more valuable to the company?

Assess the answers. Are there common responses to any questions? If so, what changes to the innovation process would address them?

Companies with both cloud governance and ALM are 3X more likely to attribute revenue growth and 2X more likely to attribute improved customer experience to their Salesforce usage.

Revenue Growth

With ALM & Governance	Without ALM & Governance
70%	19%

Improved Customer Experience

| With ALM & Governance	Without ALM & Governance
45%	19%

The Year of the Employee

The reality today is that there hasn't been enough emphasis on the employee experience. 70% of Salesforce users have to enter the same data into multiple systems, including systems outside of Salesforce, to do their jobs, and 59% say there's a part of their job that would be easier if they were able to complete it in Salesforce. This year, companies are finally taking notice. One-third of companies named an employee-facing initiative as one of their top three objectives in 2016.

Investing in employees is an investment in a company's bottom line—companies are 3X more likely to attribute measurable business outcomes to the use of Salesforce when employees believe that Salesforce makes their jobs easier. Salesforce is a powerful platform, but end users must use it—and be passionate about it—for companies to achieve business outcomes. To improve overall employee experience, companies should first prioritize simplifying the most time-consuming tasks in Salesforce to make employees more efficient and give them more time to spend with the customer.

Users' Most Time-Consuming Tasks

Data Management

Reporting

Release Management

Opportunity Management
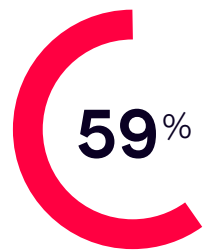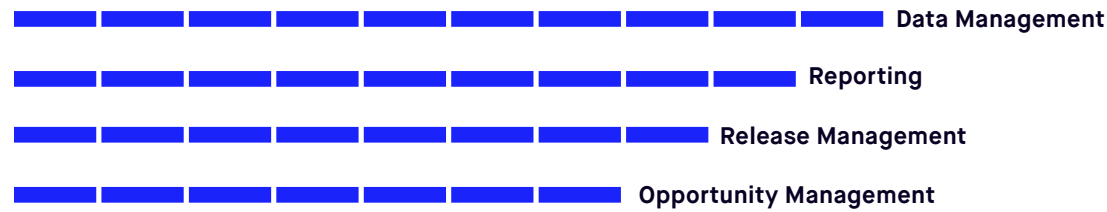
59% of users say it's easier to use their company's Salesforce org today than it was 12 months ago.
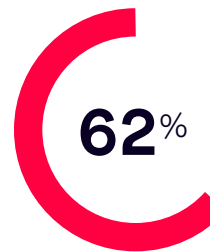
62% of users say that when their company moves a process into Salesforce, it's an improvement.

Bluewolf Now

Since employees are 2X more likely to think Salesforce makes it easier to do their jobs when they can access it from a mobile device, mobile reinvention of the most time-consuming tasks and investments in actionable analytics are the best ways to improve the employee experience with the Salesforce platform. An efficient, intuitive user interface is essential for mobile tools—companies will benefit from more productive employees and the influx of real-time customer data that comes with increased adoption of tools in the field.

Bluewolf In Action

Client: Standard Insurance Company
Industry: Insurance

The Standard, a 100-year-old insurance and financial services company, sought a way to streamline the company's quoting process. Understanding that speed and simplicity were the keys to staying competitive in the insurance industry, Bluewolf built and deployed a Salesforce-based quoting tool using **Apttus** in less than three months.

Results

— The Standard cut time to quote from three days to just minutes.

— Proposal activity doubled in the first 60 days of using the new quoting tool.

— The quoting tool and customer information now live on a single platform, so employees can quickly analyze data and better understand customers.
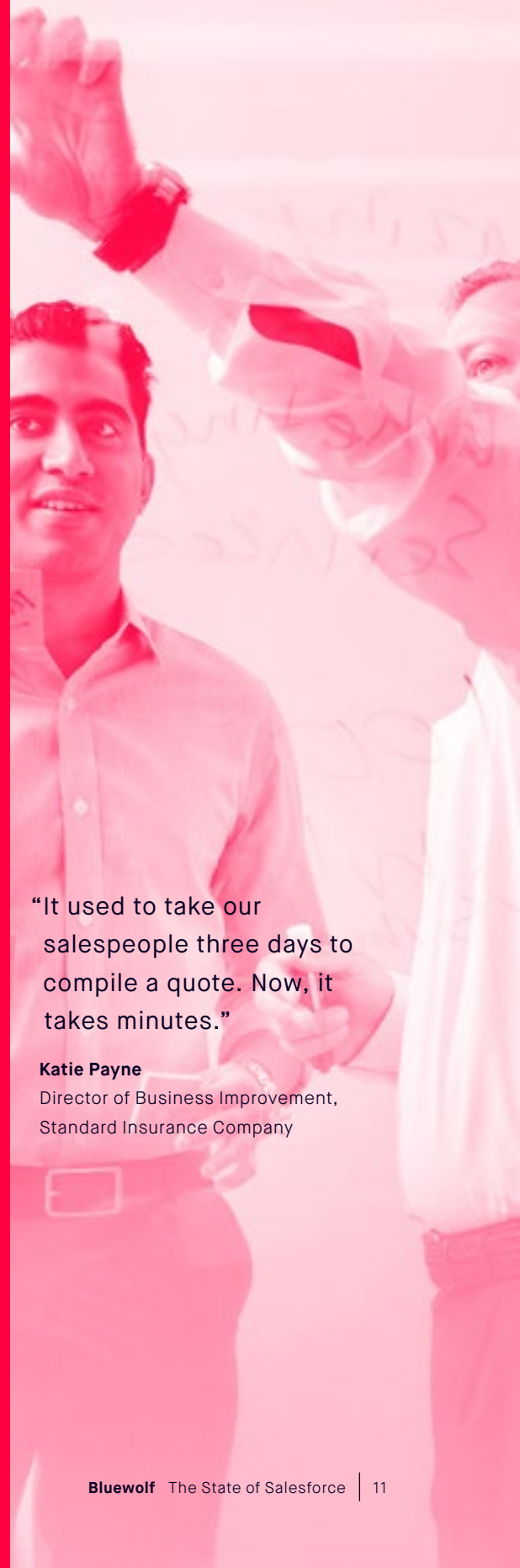
"It used to take our salespeople three days to compile a quote. Now, it takes minutes."

Katie Payne
Director of Business Improvement,
Standard Insurance Company
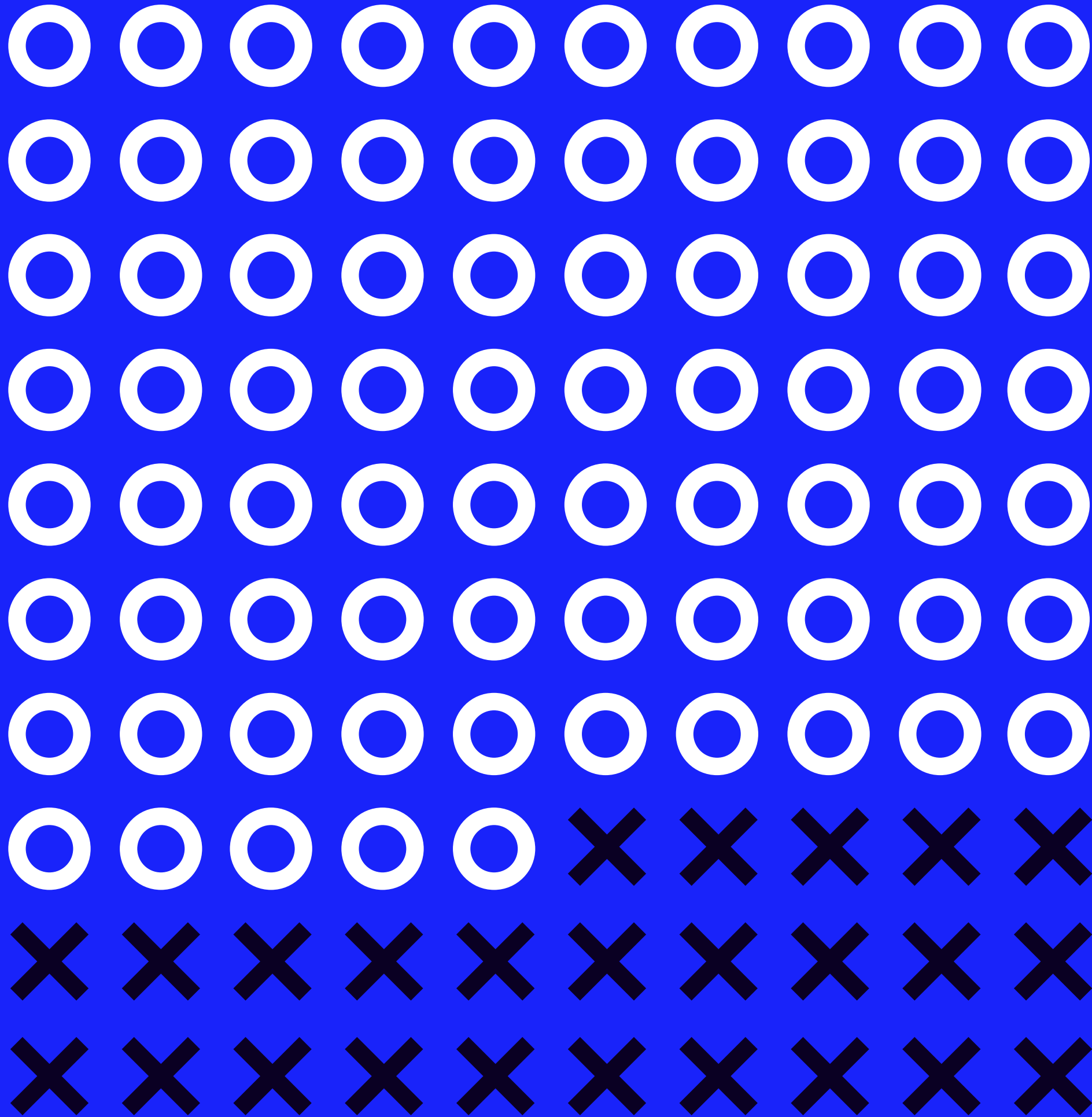
75%

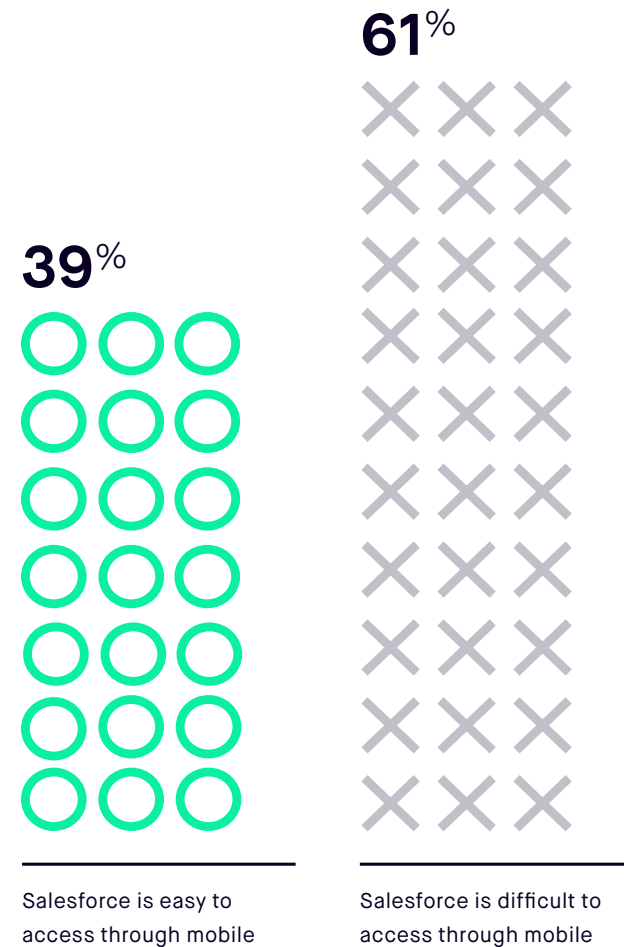of users say Salesforce makes it easier to do their jobs.

Turn Salesforce From Chore to Choice

A sales team should always be able to work away from their desks. To connect and engage with customers, salespeople need the right tools to perform tasks in the field. Whether it's providing a quote in real time, having a client sign electronically, or taking mobile notes, the best companies are supplementing their Sales Cloud instances with products to best serve their end users and allow them to do business with customers face-to-face.

61% of users want the Sales Cloud mobile experience to be easier.

61%

39%

Salesforce is easy to access through mobile

Salesforce is difficult to access through mobile

What is most important to companies' sales strategies in the next year?

90%

Improving the user experience of apps used by sales
— **47% cited it as extremely important**

81%

Increasing the use of predictive analytics

79%

Enhancing sales reps' ability to work on a mobile device

Bluewolf Now

Generating sales quotes and contracts is often a cumbersome process, but a business necessity—and most companies are underestimating the benefit of improving it. The best companies are making it easy for salespeople to generate agreements in real time by extending the Sales Cloud platform with cloud CPQ tools, and improving the quoting experience with mobile apps and e-signature. The simplicity and reduced cycle times enhance both the employee and the customer experience.

59% of salespeople say that when their company moves a process into Salesforce, it's an improvement.

Introducing Salesforce Lightning: 3 Ways to Prepare for the New Sales Cloud

Salesforce launched Salesforce Lightning, a new platform designed to increase sales reps' productivity, no matter where they are. To prepare for the upcoming changes, consider the following:
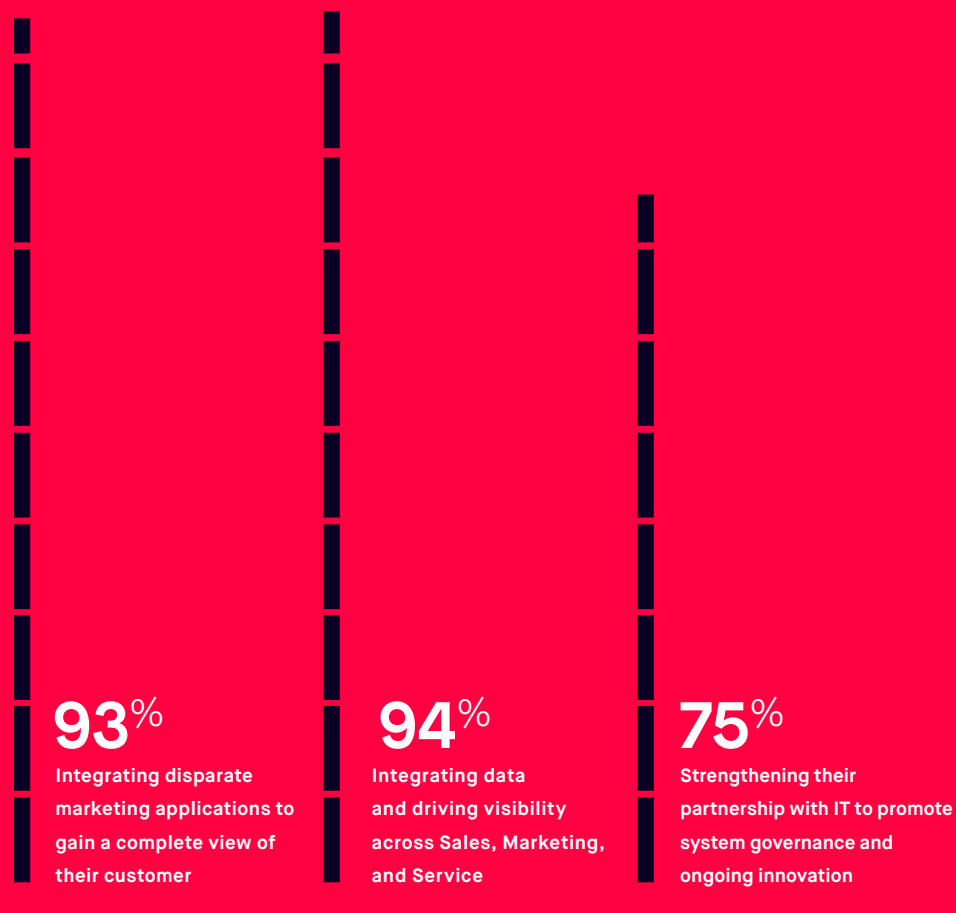
1 **Launch a pilot program.** Turn on a few permission sets, test the new experience with select users, and make the necessary adjustments based on their feedback before launching to the wider organization.

2 **Invest in change management and training.** The user experience will be drastically different. Create a communication plan to ensure that users know what improvements were made, why they were made, and how these changes enable them to work efficiently with the new design.

3 **Think mobile first when rewriting custom pages.** Determine which custom Visualforce pages to rewrite, then prioritize those that need to be available on mobile so that sales teams can quickly access the new features.

For Marketers, Data Is Their Customer

In 2015, an expected 87.9 billion consumer emails will be sent and received each day. [1] Now more than ever, it's crucial that marketers deliver relevant, personalized content to their customers to be heard above the noise—but only 21% of marketers currently believe they're doing so.

Marketers have a data issue—their content is not getting to the right customer at the right time. Quick access to integrated and accurate customer data is the best way for marketers to personalize their campaigns and create a better customer experience. Leading CMOs are making data quality and access the central focus of their marketing strategy in 2016.

The end goals of the data-driven marketer are to increase and measure campaign ROI. To achieve this in the coming year, the best marketers will be focused on:

93% Integrating disparate marketing applications to gain a complete view of their customer

94% Integrating data and driving visibility across Sales, Marketing, and Service

75% Strengthening their partnership with IT to promote system governance and ongoing innovation

Marketers need to integrate the platforms and applications they use to gain access to more and cleaner data. When integration is successful, campaigns are more personalized and their ROI can be effectively measured.

But integration without strong data governance—and the bad data that can come of it—are marketers' biggest barriers to success.
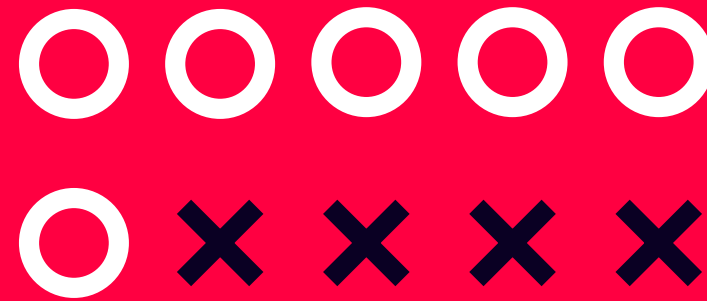
Six out of ten marketers cite poor or inconsistent data quality, or lack of data, as their biggest challenge to producing personalized campaigns. This year, leading marketers are partnering with IT, the traditional leaders in governance, to establish a mature data governance strategy.

Bluewolf Now

CMOs should partner with CIOs to tackle bad data; only clean, accurate data will allow marketers to focus on messaging strategy and creative campaigns. For companies striving for clean data, taking steps toward establishing a data governance strategy will set the foundation for success.

1 **Constrain data input.** Standardize what users can enter into Salesforce (specifically, eliminate free text fields) to move toward cleaner data.

2 **Integrate the right data, not the most data.** Pinpoint the desired outcome of a campaign and find the most relevant data sources to support it. Access to too much data is just as cumbersome as access to too little data.

3 **Reducing bad data is only half the battle.** The other half is keeping it up-to-date. Trusted third-party data sources that consistently update customer information can reduce the manual burden on employees and limit errors.

"Marketers pay lip service to data. It's time for them to take data seriously, partner with IT, and lead."

Corinne Sklar
Global CMO, Bluewolf

3×
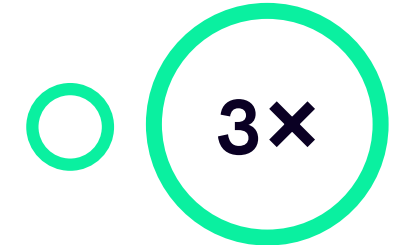
Companies with an effective data governance strategy are 3X more likely to report that their marketing messages are personalized.

1 Radicati, Sara. Email Statistics Report, 2014-2018. Palo Alto: The Radicati Group, Inc., 2014.

Introducing the Customer Executive: The Empowered Agent

Continuously improving the agent experience is key to succeeding with Service Cloud, and the majority of companies are making good progress—**59% of service professionals believe it's easier to use their company's Salesforce instance today than it was 12 months ago.**

To start, Service Cloud customers are overcoming one of the service center's biggest pain points: too many systems. By integrating or replacing multiple systems into Service Cloud, companies can give agents easy access to the right knowledge and create a strong foundation for customer self-service—all of which can lead to improved agent productivity, increased visibility, and a more satisfying customer experience.

What Companies Believe Matters Most to Customer Service

- Very Important
- Moderately Important
- Unimportant
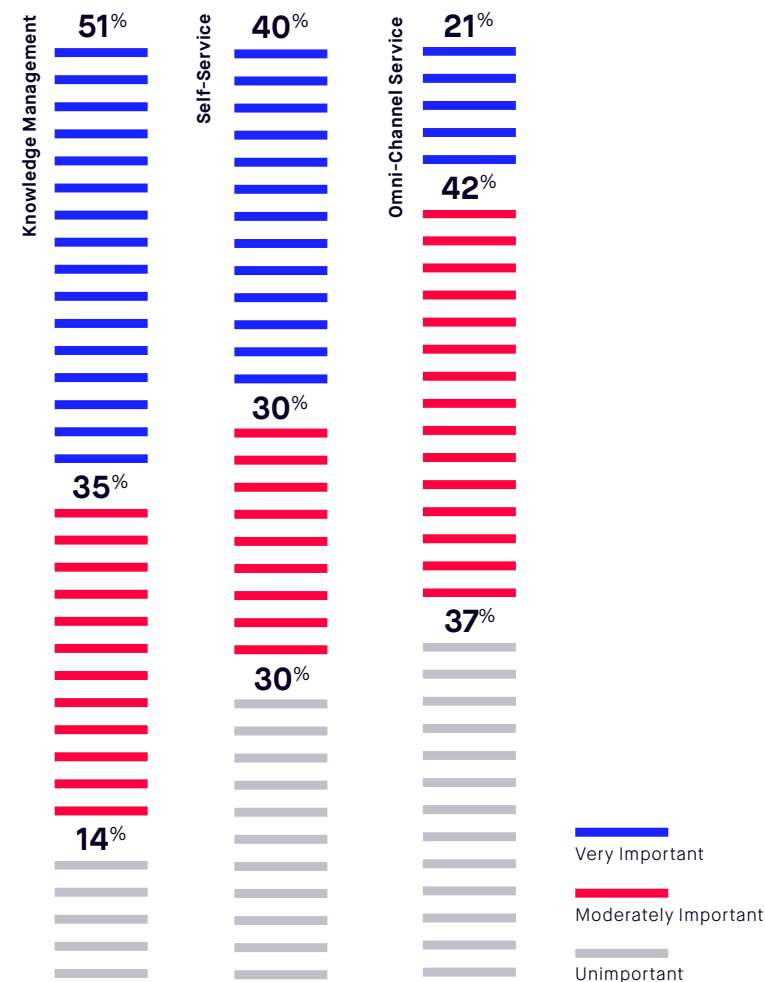
"We've reduced the number of agents' clicks from 160 to only 11. They can now concentrate on the customer instead of navigating through multiple platforms."[2]

Brady Jacobsen
General Manager, Australia Post

18%
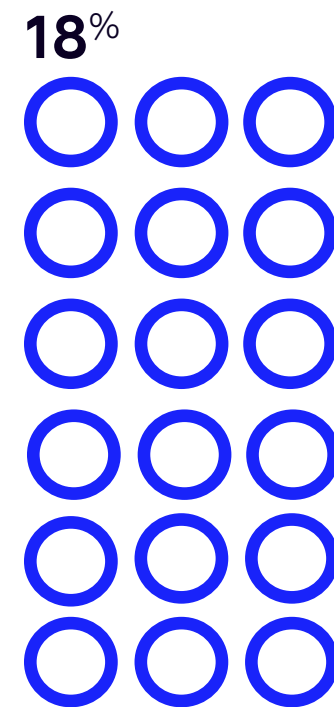
Today, only 18% of customer service reps reported having to enter information into multiple systems to do their jobs.

Bluewolf Now

Empowering agents with the right technology, processes, and knowledge creates a better experience for both the employee and the customer. Here's how the best companies are improving the three key elements of customer service.

1

Knowledge Management

A best practice is ensuring that a contact center relies on "one source of truth" for collaboration and knowledge. The right solution will ensure agents are using the correct, current information, and that knowledge being pulled from multiple systems is integrated and made easily accessible to agents. Knowledge can immediately improve the ease and speed with which customer service reps assist customers, but more importantly, establishing strong knowledge management is a necessary prerequisite to enabling customer self-service.

2

Self-Service

Self-service gives customers more access to information and reduces the need for customer service reps to respond to each individual case. Customers should be able to leverage information from an external knowledge hub where other customers and agents have shared insights or solutions. When customers find better solutions, they can give feedback and improve the knowledge of their peers and of agents, which improves future customer interactions.

3

Omni-Channel Service

Omni-channel service enables agents to handle customers via whichever channel the customer prefers. However, if channels aren't integrated into one system, agents must log into multiple systems and response time is delayed. When integrated, agents have better visibility of all customer communications, and know exactly which requests should receive priority. This creates a level of independence for each agent that can improve job and customer satisfaction.

2 Chanthadavong, Aimee.
"Australia Post personalises contact centre engagements."
ZDNet. Web. 16 October 2014.

Communities, the Cloud for Everyone

Adoption of Community Cloud is growing quickly, especially with companies already invested in multiple Salesforce clouds. **Of companies that have purchased Service Cloud, Sales Cloud, and Marketing Cloud, 36% have also purchased Community Cloud—and 21% plan on purchasing it in the coming year.** Community Cloud is a unique product because it can serve many different purposes within an organization—Service, Sales, and Marketing. Customers as well as partners can also benefit from Community Cloud.

Companies with Community Cloud are more likely to cite **cost reduction** and **productivity gains** as measurable business outcomes attributed to their use of Salesforce.

With Community Cloud
42% Cost Reduction

74% Productivity Gains

Without Community Cloud
23% Cost Reduction

51% Productivity Gains

Top 3 Reasons Companies Implement Community Cloud

25% Customer Service

21% Partner Enablement

17% Internal Collaboration

Bluewolf Now

No matter the size of their Salesforce investment, most companies can benefit from Community Cloud. Here are two recommendations to get more out of investments in Communities.

1
The best partner communities are not just reworked portals.

Take advantage of Community Cloud's shared platform and integration with all other clouds. Extend Salesforce by hosting a digital product catalog on the platform and providing access to partners through the community. Integrate by allowing partners to manage their own opportunities in the community.

2
Invest in the user experience.

Start by establishing clear goals for the community and understanding how users will interact with it. Apply the same level of design and user testing rigor as needed when deploying an initial Salesforce org or launching a new website. Pair that with a project plan to continuously improve and get the most out of Community Cloud.


Integrate for Insight

For companies already using Salesforce, Analytics Cloud is a powerful tool. The best companies aren't simply analyzing their Salesforce data—they're integrating different data sources to speed up their ability to mine huge datasets and uncover new insights. They arm their employees with recommended actions based on insights that help them make smarter day-to-day decisions.

"Analytics can come in all shapes and sizes. It's not just a chart or a graph—it's a story, a conversation, a collaboration."

Adam Bataran
Senior Director of Analytics, Bluewolf

Companies Increasing Analytics Budgets

71%   **68**%

2014   2015
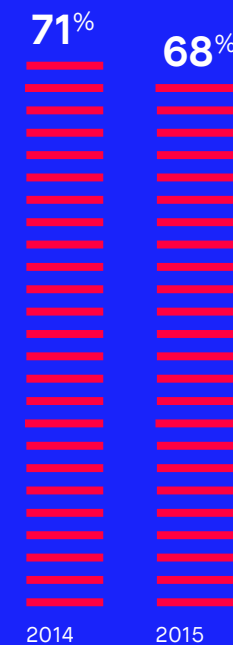
For the last two years, more than two-thirds of companies reported that they are planning to increase their investment in analytics. Consistent budget growth signals that companies are continuing to experiment with ways to get more out of their expanding collections of data.

Analytics Cloud Adoption

6%
have implemented

14%
are planning to implement
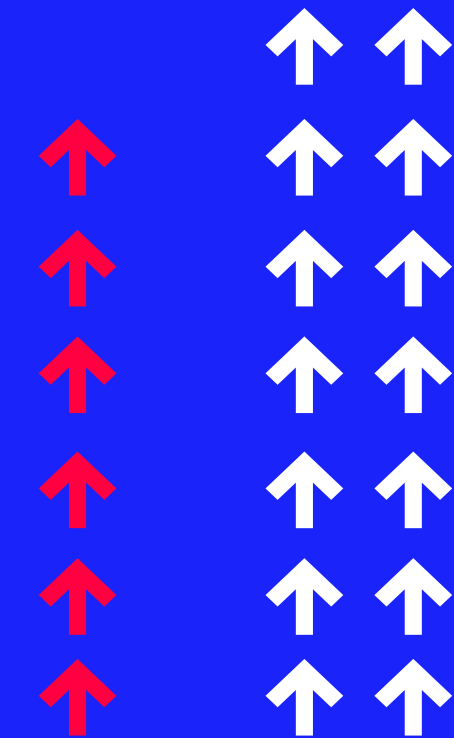
Bluewolf Now

No matter the complexity or goal of an analytics project, approach it with the following steps in mind.

1 **Be predictive.** Be very clear and decide on the project's desired outcome. Without a specific problem or goal to focus the project, knowing when to stop researching becomes very challenging.

2 **Be precise.** Determine how analytics will solve the problem. This helps decide what data is required and which questions need to be asked of the data.

3 **Be prescriptive.** After analyzing, identify specific employee behaviors that will help achieve business outcomes. Continuously test the process and make improvements.

While 68% of companies plan to increase their investment in analytics over the next 12 months, poor data integration and data quality processes continue to hinder reporting quality and accuracy.

The biggest barriers to deriving business insights from Salesforce data include:

5%
Lack of data analysis skills

7%
Lack of easy-to-use visualization tools

28%
Poor or inconsistent data quality

12%
Not enough time to deliver reports

30%
Accessing different types of data

18%
Reconciling data from different sources

informatica

Connected, Clean, and Trusted Data Powers Business Insights

76% of companies struggle with integration and data quality. This past year saw huge growth in analytics and reporting innovation, thanks to the introduction of Salesforce Analytics Cloud. While the best companies feel confident in their analytical skills and visualization tools, most wrestle with the task of assembling and cleaning data used for reporting.

For most employees, reporting is not only a daily task, but often the most time-consuming activity. Clean, easily accessible data reduces the time it takes to produce reports, not only improving productivity and efficiency, but also increasing the impact of analytical data on a company's business outcomes.
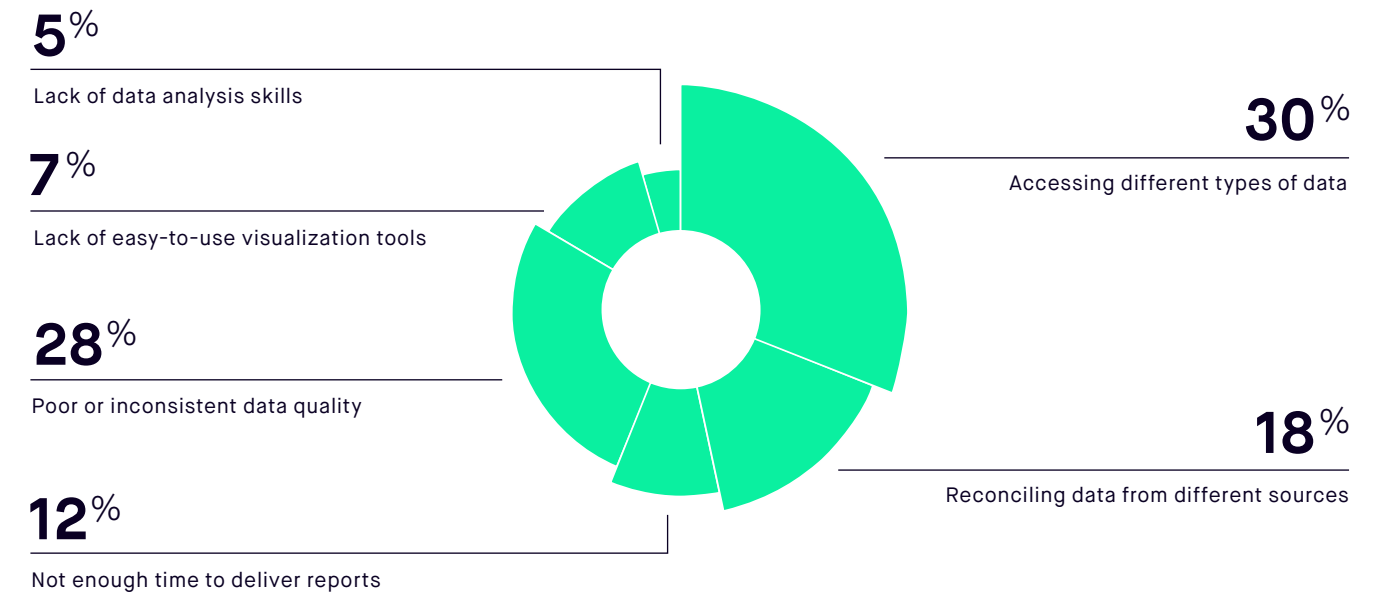
"It's vital that we have a consolidated view of our customer. We implemented a single Salesforce dashboard for quotes, and went from a two-week manual process to a daily automated feed."

Chris Hammond
Project Director, BT Business

To take the first steps to achieving cleaner, more connected data within your organization, visit informatica.com/cloud-trial today.

What To Do Now

The most innovative companies acknowledge that integration technology forms only part of the analytics solution. For 58% of companies, defining and sharing best practices for analyzing customer data is a top priority because it improves employee productivity and makes it easier for them to serve their customers. While there are many approaches to defining best practices for analytics and reporting, some or all of the steps below are often included.

— Identify a data steward. Choose a specialist who defines and oversees policies, processes, and responsibilities for administering an organization's data.

— Perform a data assessment. Identify issues with the data in order to plan cleansing and enrichment strategies.

— Standardize Salesforce data fields. Ensure data fields have consistent definitions and formats across applications.

— Validate the field values. Confirm that data falls within defined limits or acceptable values.

— Enrich the data. Improve and refine raw data with additional information like DUNS numbers, industry and address information, geographic coordinates, or alternative emails.

— Selectively replicate and synchronize data. Instill a process that transfers only the most valuable data between applications and systems.

— Cleanse data before mastering. Creating a single customer view is always more successful when the data is cleaned first.

— Enforce data hierarchies and relationships. Not all data has a flat, one-to-one relationship, so maintain affiliations and relationships between records.

— Trap data entry errors. Manual data entry is highly error-prone, so capture errors at point of entry to preserve data quality.

Repeat. Establish a process that regularly evaluates the effectiveness of all the steps.

Knowing the Customer, One Cloud at a Time

As more companies recognize the value of Salesforce as a customer engagement platform, their overall investments in Salesforce and in multiple clouds continue to grow.

64% of Salesforce customers are planning to increase their Salesforce budgets in the coming year

11% plan to increase spending by more than 50%

49% of customers are invested in 2+ Clouds

22% of customers are invested in 3+ Clouds

Bluewolf Now

This year, the percentage of companies using three or more Salesforce Clouds more than doubled. The benefit of having three clouds is the common Salesforce platform; it becomes easier than ever to share data and foster collaboration among often-siloed departments. The best companies are focused on integration—of Salesforce products, other cloud solutions, and departmental data—to support each department's business outcomes and drive the company's bottom line.

Current Adoption & Future Outlook

	Current	Budget Projection	
Sales Cloud	86%	↑53%	▬ 44%
Service Cloud	51%	↑44%	▬ 52%
Marketing Cloud	40%	↑36%	▬ 61%

↑ Increase ▬ Steady

	Current	Future	
Community Cloud	17%	33%	↑
Analytics Cloud/Wave	6%	20%	↑↑
Chatter	55%	64%	▬
Salesforce1	89%	99%	▬
Data.com	32%	44%	↑
Pardot	16%	27%	↑
Work.com	10%	19%	↑
Buddy Media	6%	15%	↑
Desk.com	8%	17%	↑
Force.com	31%	39%	▬
Heroku	7%	18%	↑
Radian6	9%	16%	↑

↑↑ On Fire   ↑ Hot   ↑ Growing   ▬ Steady

"Companies are drowning in their own data. Ensuring it is connected, clean, and trusted is the only way to move forward and turn it into something employees can use."

Clive Bearman
Director of Product Marketing, Informatica

66%

of companies believe Salesforce delivers more value today than it did one year ago.

For Many, It's Build and Buy

The AppExchange continues to be a valuable resource for nearly every Salesforce customer. The number of companies using five or more apps nearly doubled over the past year. Whether companies have one app or more than 10, here are two recommendations to get the most out of investments in the AppExchange.
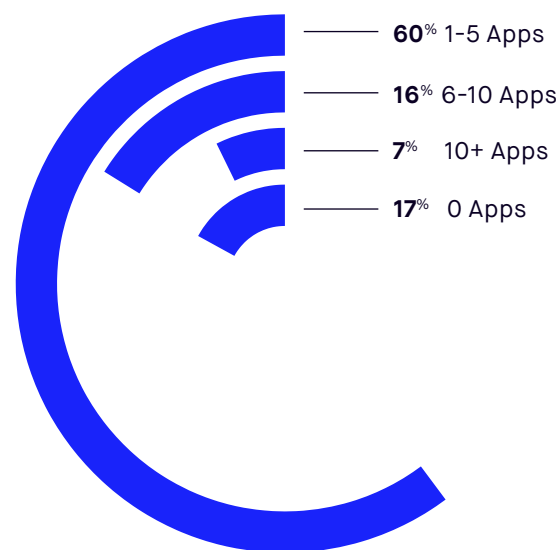
1

Prepare for Salesforce Lightning. AppExchange developers have had plenty of time to adapt their apps to the new platform update. Make sure to review their release notes to confirm compatibility and see what functionality might be impacted before activating Salesforce Lightning.
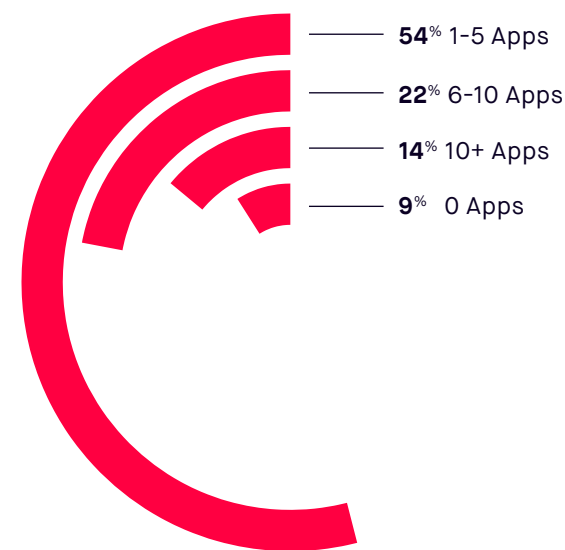
2

App developers, take notes. As Salesforce Developer skills become increasingly prevalent, many companies are choosing to heavily customize apps from the AppExchange. But with customization comes great responsibility. The best companies ensure that custom app development is thoroughly documented so that changes to the primary org don't break functionality and interrupt workflows.

AppExchange Apps Installed

2014

- **60**% 1-5 Apps
- **16**% 6-10 Apps
- **7**% 10+ Apps
- **17**% 0 Apps

2015

- **54**% 1-5 Apps
- **22**% 6-10 Apps
- **14**% 10+ Apps
- **9**% 0 Apps

Service Apps	Current	Future	
Agent Productivity	28%	48%	↑
Social Tools	15%	42%	↑↑
Field Service	12%	32%	↑↑
Surveys	26%	52%	↑
Telephony	21%	43%	↑
Dashboards & Reports	53%	73%	↑

Sales Apps	Current	Future	
Compensation Management	14%	29%	↑
Contract Management	22%	45%	↑
Dashboards & Reports	49%	70%	↑
Document Generation	27%	53%	↑
eCommerce	11%	29%	↑↑
Email & Calendar Sync	32%	56%	↑
Forecasting & Territory Management	17%	40%	↑↑
Geolocation	15%	33%	↑↑
Partner Management	11%	28%	↑↑
Productivity	18%	44%	↑↑
Quotes & Orders	19%	41%	↑↑
Sales Intelligence	16%	44%	↑↑
Sales Methodologies	12%	36%	↑↑

Marketing Apps	Current	Future	
Campaign Management	33%	56%	↑
Event Management	20%	44%	↑↑
Marketing Automation	31%	56%	↑
Mass Emails	33%	54%	↑
Website Integration	18%	44%	↑↑

IT Apps	Current	Future	
Admin & Developer Tools	48%	67%	↑
Data Cleansing	38%	65%	↑
Integration	39%	61%	↑
IT Management	27%	52%	↑

Collaboration Apps	Current	Future	
Chat & Web Conferencing	12%	32%	↑↑
Chatter	46%	60%	↑
Document Management	21%	49%	↑↑
Project Management	17%	41%	↑↑

Finance Apps	Current	Future	
Accounting	18%	38%	↑
Payment Processing	15%	34%	↑
Time & Expenses	13%	32%	↑

Other Apps	Current	Future	
Analytics	20%	57%	↑↑
Performance Management	10%	34%	↑↑
Human Resources	9%	25%	↑↑
ERP	9%	26%	↑↑

Marketing Apps Cont.	Current	Future	
Data Cleansing	26%	53%	↑
Social Tools	13%	38%	↑↑
Dashboards & Reports	40%	61%	↑
Email & Calendar Sync	27%	48%	↑
Project/Content Management	16%	38%	↑

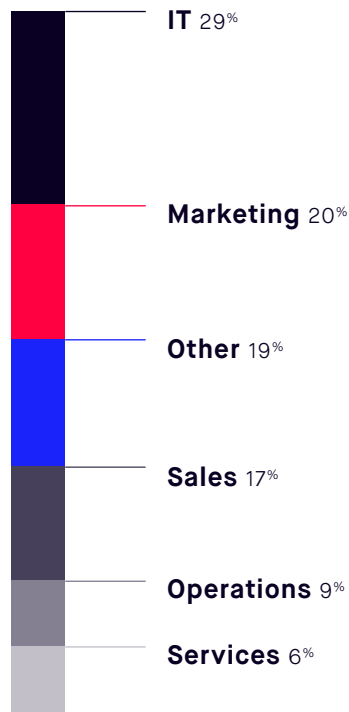↑↑ On Fire ↑ Hot ↑ Growing — Steady

Survey Demographics

Bluewolf conducted a survey of more than 1,500 Salesforce customers. Employees of all functions and titles provided valuable insight on how companies are using Salesforce this year. This survey was conducted in the second and third quarters of 2015.
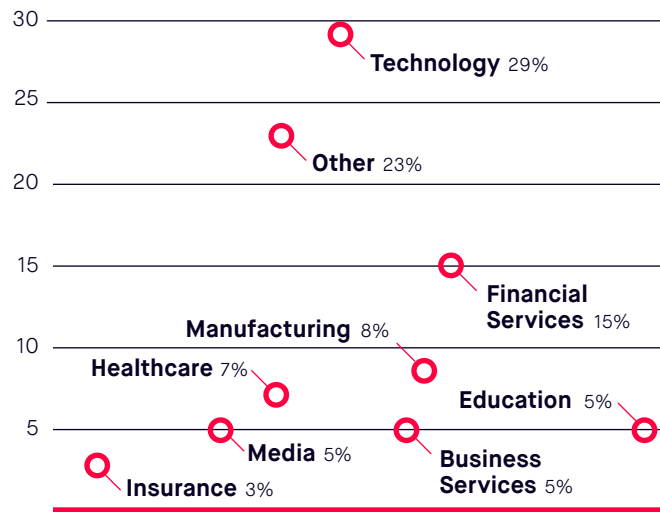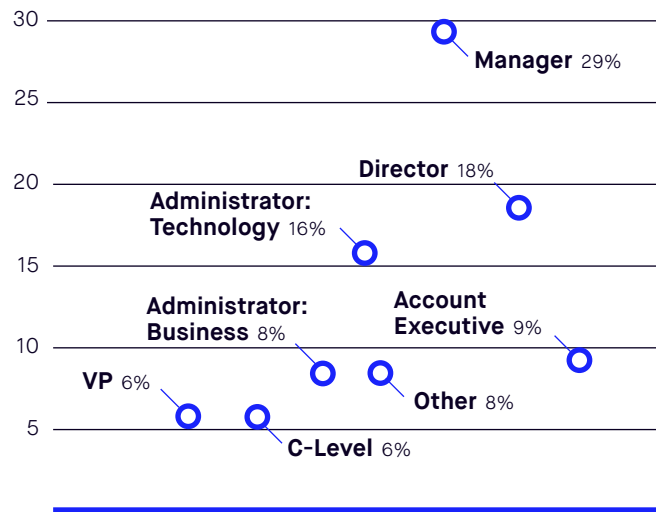
Responses by Company Size

1-500	501-3,000	3,001+
45%	**23%**	**32%**

Responses by Function

- **IT** 29%
- **Marketing** 20%
- **Other** 19%
- **Sales** 17%
- **Operations** 9%
- **Services** 6%

Responses by Industry

- **Technology** 29%
- **Other** 23%
- **Financial Services** 15%
- **Manufacturing** 8%
- **Healthcare** 7%
- **Media** 5%
- **Education** 5%
- **Business Services** 5%
- **Insurance** 3%

Responses by Role

- **Manager** 29%
- **Director** 18%
- **Administrator: Technology** 16%
- **Administrator: Business** 8%
- **Account Executive** 9%
- **VP** 6%
- **Other** 8%
- **C-Level** 6%
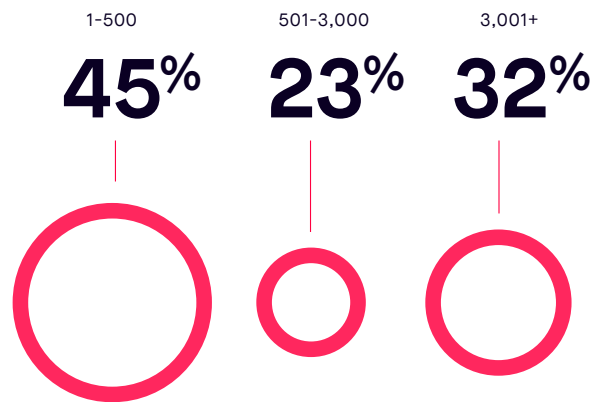
Survey powered by **Clicktools**

Bluewolf is a global consulting agency that builds digital solutions designed to create results. Now.

We're the proven Salesforce strategic partner for a reason—our technology-driven method combines our team's years of expertise with cloud solutions that continually connect our clients with their customers.

Thank You

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