

Salesforce Partner Edition Overview

Elay Cohen

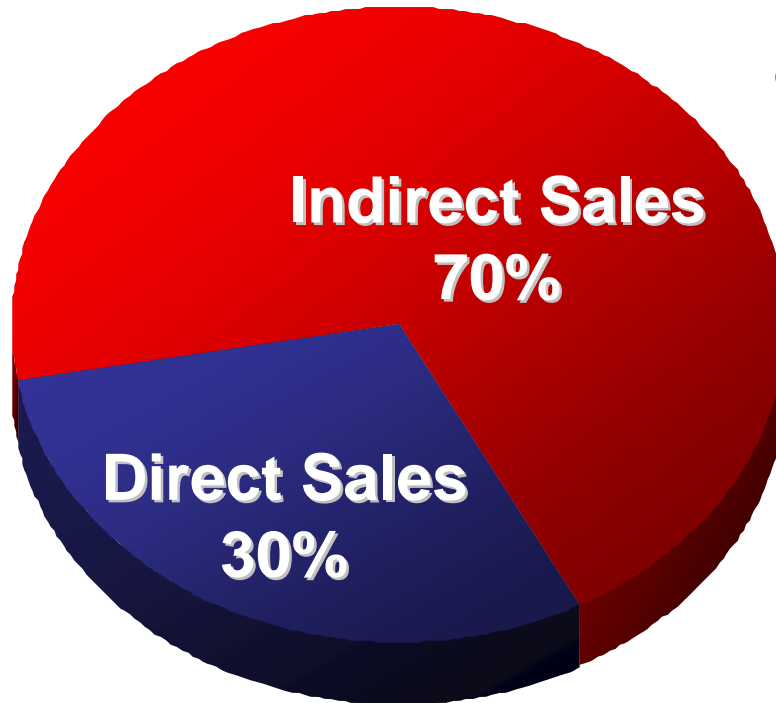
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Most of your customers have a direct and indirect sales model

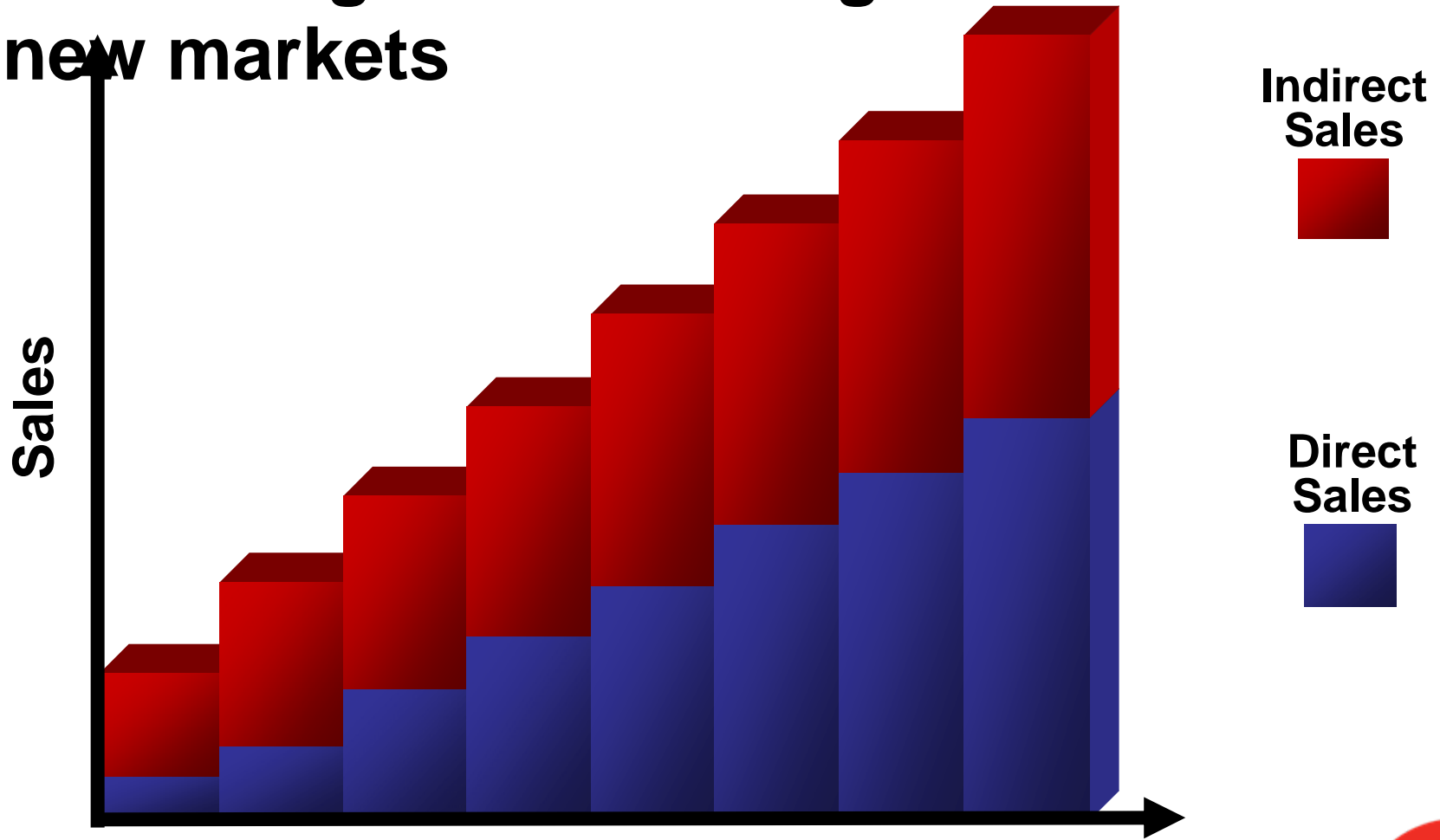
“Do you know what your customers are doing?”



Revenue Breakdown by Channel
For High Tech, Manufacturing, & Consumer Goods

Source: Gartner Research

The channel maximizes revenue by increasing sales coverage and access to new markets



Challenges to Driving Revenue Through Partners



Poor Visibility

“ How do I know what’s going on in my channel? ”



Low Partner Mindshare

“ How do I get my partners to spend more time on my products? ”



Ineffective Partner Tools

“ How do I give my partners the right tools for success? ”



Low Partner Adoption

“ How do I get my partners to use the portal? ”

Make Your Partners as Successful as Your Sales Force



Drive More Business Through Your Partners



Increase Partner **Loyalty**



Rapid Time to **Value**



“We have been using Salesforce the last few years for our direct business... but how do we get the same 360 degree view of the customer when a partner is selling to them? With Salesforce Partners we can now do that.”

–Director of Sales Operations



Drive More Business Through Part



Lead Distribution

Get the right lead to the right partner quickly



Roll-up Forecasting

Complete visibility into partner pipeline

Increased Revenue from Partners

Improved Partner Close/Win Rates



Deal Registration

Reduce channel conflict



Joint Selling

Make it easy for your partners to work with you on opportunities

Steve Hale
VP Channels



Top partners doubled revenues

“ F5 Networks reduced channel conflict, increased deal registrations by 300%, and increased the business of its top partners by 50%. ”

Increase Partner Loyalty



Sales Enablement

Provide the right information to partners at the right time



Partner Ramp-up Tools

Shorten recruitment-to-revenue cycle



Partner Incentives

Automate MDF and Coop programs



Collaborative Business Planning

Align goals and business objectives

Higher Partner Satisfaction
Higher ROI from Partner Programs

David Laverty
Chief Marketing Officer



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Partners are as effective as direct sales

“Salesforce Partners extends our implementation and provides better collaboration between partners and sales reps as they jointly work opportunities and lead follow-up, ”



Gain Rapid Time to Value



On-Demand Portal

Set up a customized portal through point-and-click



Workflow and Notifications

Enable all your partners to execute like your top partners

Faster Partner On-Boarding

Lowered IT Costs to Manage Partners



Salesforce to Salesforce

Directly integrate with partners who use Salesforce CRM



Partner Scorecard

Know who your best partners are

**double
click**

Less than 60 minutes to integrate

“ We went from **0 to 100% visibility into the leads managed by our partners**. Real-time opportunity collaboration is critical to the health of our business .



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Increase channel growth and partner success

Recruit

Market

Sell

Measure



Automate Recruitment

- Partner Recruitment
- Partner Account Management
- Partner Training
- Channel Plans



Generate Loyalty

- Lead Management
- Partner Communications
- Funds & Budgeting Management
- Document Management



Improve Effectiveness

- Deal Registration
- Opportunity Management
- Activity Management
- Pricing Management
- Workflow



View Every Metric

- Sales Analytics
- Forecasting
- Dashboards
- Data Quality Management

David Laverty
Chief Marketing Officer

COGNOS

“

Salesforce Partner Edition makes our partners as effective as our sales representatives.

”

PRM has brought tremendous ROI benefits to

many



free-hotspot.com



Sprint

Borland



proofpoint



NEC



CENTERPOINT FINANCIAL

NetQoS Performance Experts



COGNOS

NOKIA



XLHealth Inform. Empower. Excel.

DELL

Panasonic ideas for life



WebTrends. RELENTLESS ABOUT RESULTS

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Dell change's the way it does to market

Why Salesforce PRM?

- Shift from direct to indirect sales
- Missed growth opportunities
- Resolve channel conflict



“ We’re going after new customers with retail partners. ”

Michael Dell, Dell CEO

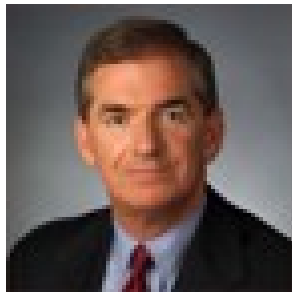
The New York Times
Sunday, September 9, 2007



Sprint reduces customer churn with retail channels

Why Salesforce PRM?

- Reduce churn
- Proactively renew contracts
- Up-sell additional offers



“ We need to hit our goal of reducing churn to 2 %.”

Gary Forsee, Sprint CEO

Earning call

August, 8 2007

Altiris now measures marketing ROI and has real time channel forecasts

“ We now have full visibility to our marketing ROI with our closed loop lead management process. ”

-Director of Channel Marketing



▪ Challenge	▪ Solution	▪ Results
<ul style="list-style-type: none"> ▪ No way to track marketing ROI ▪ NO visibility to channel deals ▪ Inaccurate forecasts ▪ No way to track partner performance 	<ul style="list-style-type: none"> ▪ Lead distribution ▪ Campaign history ▪ Deal registration ▪ Consolidated forecasts ▪ MDF (New) 	<ul style="list-style-type: none"> ▪ Set baseline partner performance metrics after 30 days ▪ Lead follow up in less than 24 hours ▪ Over \$20M in registered deals in less than 6 months

Internal use only



Best practice channel adoption strategies drives channel revenues

“Salesforce PRM is the cornerstone of our entire channel model. The reps love it and our partners are using it.”

GM North American Operations



▪ Challenge	▪ Solution	▪ Results
<ul style="list-style-type: none"> ▪ Shifted from direct to 100% indirect ▪ NO visibility to channel deals ▪ No way to scale across SMB ▪ No way to track partner performance 	<ul style="list-style-type: none"> ▪ Lead distribution ▪ Deal registration ▪ Targeted communications ▪ Training ▪ Certifications 	<ul style="list-style-type: none"> ▪ Partners have doubled revenues Y over Y ▪ 75% adoption ▪ 100% visibility across channel business ▪ 4.2 M transactions in first 6 months

Internal use only



F5 collaborates for higher sales

“ F5 Networks reduces channel conflict, increases deal registrations by 300%, and increases the business of its top 20 partners by 50%. ”

— VP North America Channels, F5



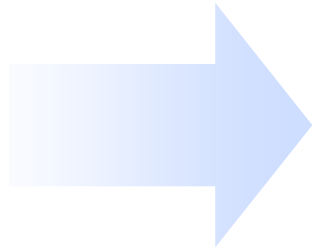
▪ Challenge	▪ Solution	▪ Results
<ul style="list-style-type: none"> ▪ Channel Silos ▪ No visibility ▪ Manual processes ▪ Fragmented channel programs ▪ 90% of business through channel 	<ul style="list-style-type: none"> ▪ Integrated PRM and SFA ▪ Opportunity collaboration ▪ Lead forwarding ▪ Deal registration ▪ Custom quoting (New) ▪ Business planning (New) 	<ul style="list-style-type: none"> ▪ 300% increase in deal registrations ▪ Increased top 20 partner business by 50% ▪ High partner adoption ▪ Increased channel sales to \$78 Million closed

Internal use only



Customers achieve quantifiable benefits with closed loop lead management

Leads are getting in the hands of partners in minutes.



**Reduced lead distribution from 7 days to 5 minutes.
Close rate seen to be as high as 15% with top partners.**

“Every sales lead goes to the channel. We engage early and we engage more often.”

Dean Darwin, VP Channels, F5



Make partners successful with sticky tools

“We give our partners up-to-the-minute access to the information and sales leads they need to be successful . “ John Mason VP of Global Channels



One stop shop

750 registered partners



Nokia for Business Channel Program

Learn more about the Nokia for Business Channel Program and how to become a member.

Already a partner?

- Get Certified Now!

Find a partner

Collaborate with another Nokia for Business Channel Partner to complement your offering.

- Find one now!

Manage your partnership Sales & marketing tools Technical tools

Managing your partnership is an important element to your ongoing success as a Nokia for Business Channel Partner. Access to the following business tools is available only for those designated individuals from your organization who manage the relationship with the program:

- Lead management
- MDF program tool
- Program rebate tracking
- Company profile update

Build sustainable competitive advantage by using sales and marketing tools developed by Nokia experts to support day to day business activities such as:

- Sales Training
- Product information
- Collateral material
- Sales tools
- News and information
- Marketing incentives CTA
- Marketing incentives Americas
- Marketing programs
- Brand guidelines
- Invoice library

Technical personnel can enhance their performance and your customer's satisfaction levels by taking advantage of:

- Nokia Support Web
- Ask Nokia Knowledge Base
- Technical Training

Log in

Nokia for Business Partner Center

Manage your Partnership

Managing your Partnership on a day to day basis is key to your success as a Nokia for Business Channel Partner. The Nokia for Business Partner Center is your access point for tools that help you make the most of your relationship with Nokia.

January 1, 2007 is the Launch of the Nokia for Business Partner Center. Over the next several months, functionality will be added, providing you with a complete dashboard of all the program benefits and criteria.

4 Approval Requests found, displaying all Approval Requests.

Related To	Type	Status	Date Submitted
MDF-00000108	MDF	Pending	12/15/2006 8:42 AM
MDF-00000107	MDF	Rejected	12/15/2006 8:11 AM
MDF-00000104	MDF	Approved	11/28/2006 1:59 PM
MDF-00000103	MDF	Approved	11/27/2006 11:10 PM



WebTrends Drives High Channel Adoption

“We have a wide network of partners, and these capabilities really help us manage the program and **strengthen our relationship with them.**”

— VP, WebTrends



Challenge	Solution	Results
<ul style="list-style-type: none">▪ Infrastructure needed to grow business▪ Time to market▪ Extend our sales force reach▪ Inside and outside deal collaboration▪ Revenue and forecast visibility	<ul style="list-style-type: none">▪ Integrated PRM and SFA solution▪ Web-captured leads to partners▪ ‘One-stop’ for all partner tasks, leads, documentation and co-op▪ Automated workflow▪ Case Escalation	<ul style="list-style-type: none">▪ Worldwide rollout in 45 days▪ Over 70% partner adoption▪ 454 unique partner users▪ Over 15,000 leads distributed to partners▪ More than 85 Co-op claims processed

Internal use only



It's time to take a look at our service

A day in the life....



Five Key Principles of an Award-Winning Program



1 Streamline Recruitment

2 Build Partner Adoption

3 Optimize Account Coverage

4 Close the Loop on Lead Management

5 Measure Channel Success

Three tiered pricing for Partner Portal

	Basic Partner Portal	Standard Partner Portal	Strategic Partner Portal
Price	\$5 per user per month	\$25 per user per month	\$65 per user per month
Users per license	1	1	1
Pitch	Keep all your partners up to date on your sales tools and programs	Drive loyalty and reduce conflict with deal registration and lead distribution for your partners	Maximize channel productivity with integrated management of pipeline and key business processes
Availability	Available in August	Available in August	Available now

Premier support fees calculated as % of net price (like sandbox)

Price is the same for EE and UE. PRM not available in PE



Partner Edition comes in three flavors

	Basic Partner Portal	Standard Partner Portal	Premium Partner Portal
Price Per License Per Month	\$5	\$25	\$65
User Logins Included	1	1	1
Storage Per License	None	2MB	5MB
Multiple portals	✓	✓	✓
Custom Style Sheets	✓	✓	✓
Documents	✓	✓	✓
My Account Profile	✓	✓	✓
Leads		✓	✓
Approvals		✓	✓
Accounts & Contacts			✓
Opportunities			✓
Custom Objects			✓



You too can realize the benefits of on-demand PRM



- Would you like your own channel management solution including a custom branded partner portal?

For more information: <http://blogs.salesforce.com/prm/>

The World's First Multi-Category SaaS Company

