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BUDAPEST BI FÓRUM

Visual analytics around your customer

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Budapest





# Forward-Looking Statements

"Safe harbor" statement under the Private Securities Litigation Reform Act of 1995: This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, environmental, social and governance goals and expected capital allocation, including mergers and acquisitions, capital expenditures and other investments. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements it makes.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events, natural disasters and actual or threatened public health emergencies, such as the ongoing Coronavirus pandemic; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with our data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

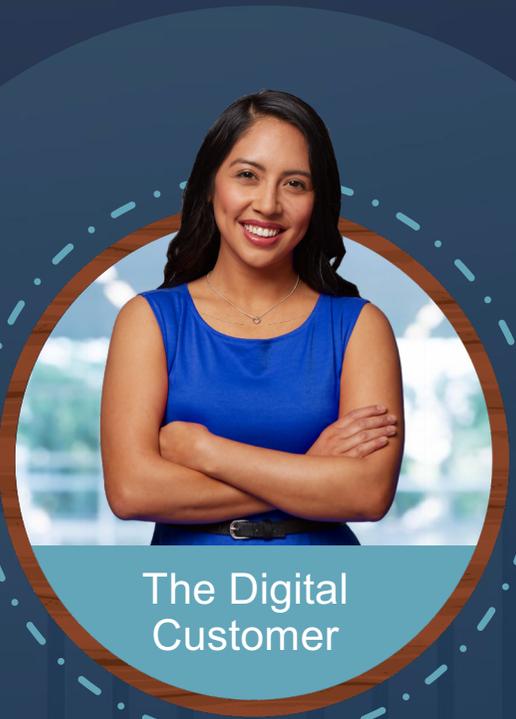
Third party trademarks are the property of their owners.



# THANK YOU



# Digital Imperative: Moving faster than ever before



The Digital Customer

Shift to Digital Channels



Importance of Digital Apps



Support for a Digital, Data-Driven Workforce



Growth of Digital Communities



Rise of Digital Communications



Making Critical Decisions



Every digital transformation is a data transformation



# Salesforce Customer 360

#1CRM | Trusted | Smart | Fast Time to Value | Scalable and Adaptable





+  + tableau®



**WE ♥ DATA**



## Pick the right product based on use case

**Tableau Desktop, Online,  
Server, and Prep**

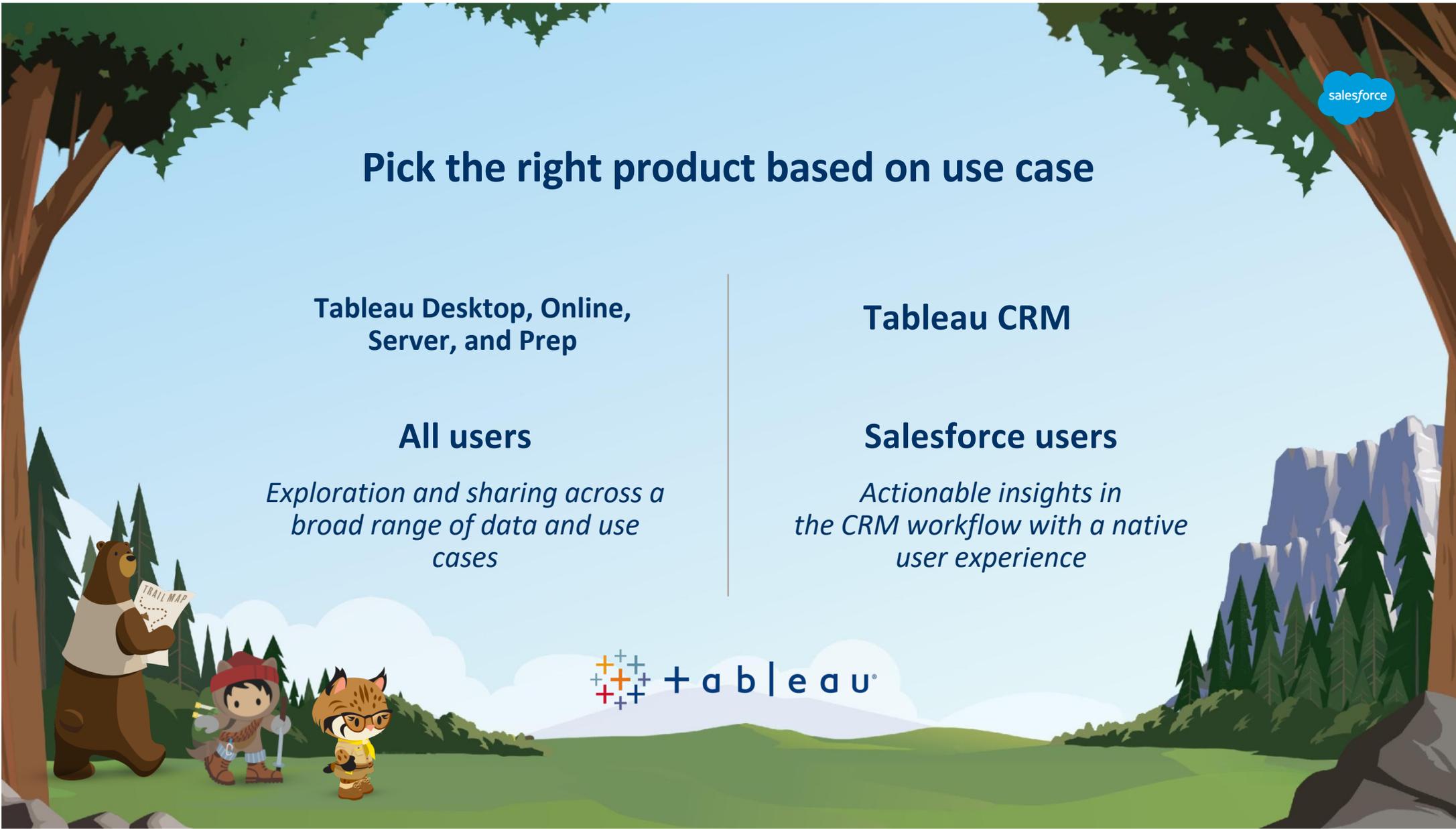
**All users**

*Exploration and sharing across a  
broad range of data and use  
cases*

**Tableau CRM**

**Salesforce users**

*Actionable insights in  
the CRM workflow with a native  
user experience*



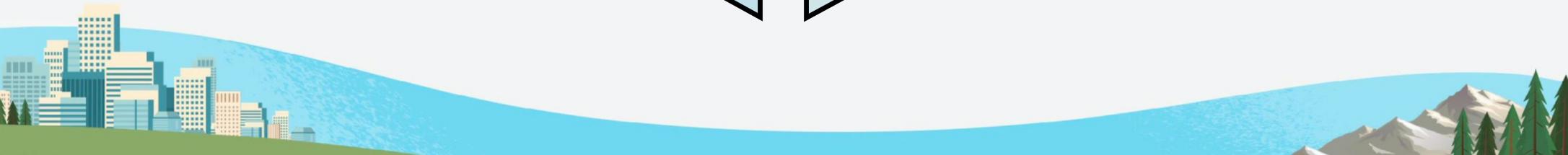
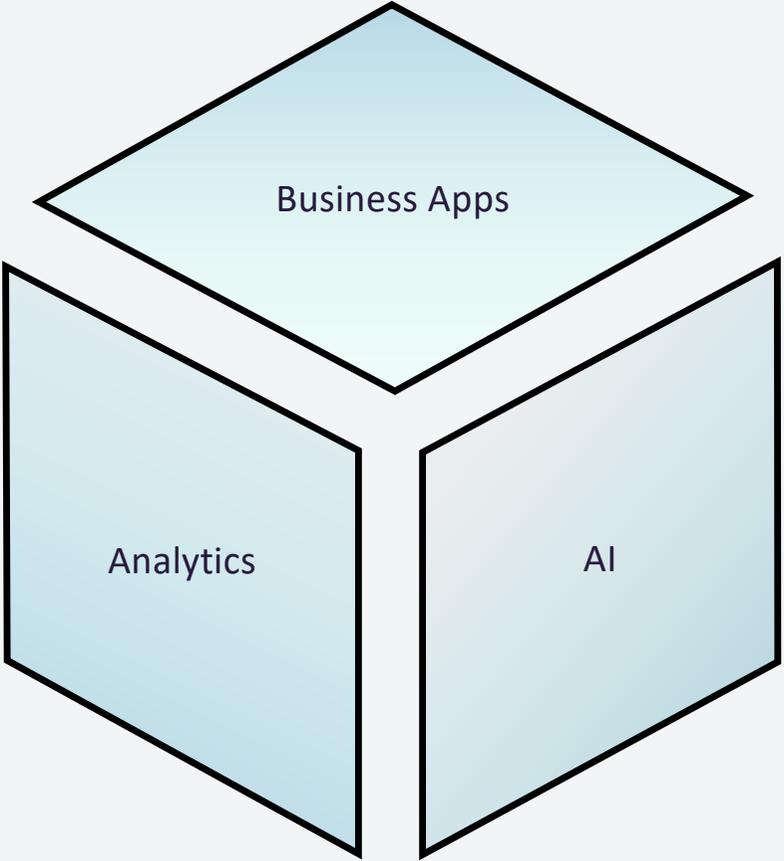


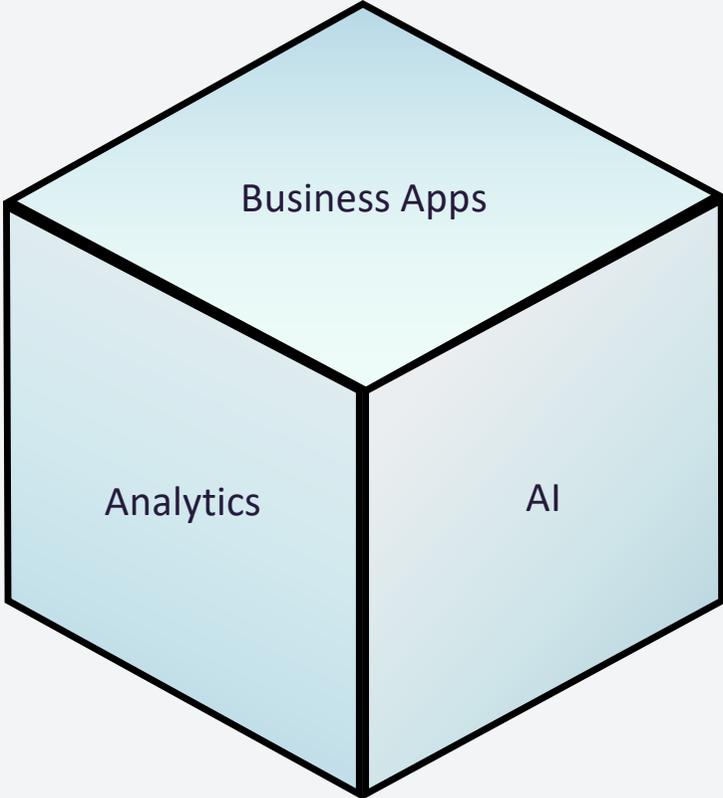
# The Need for Intelligent Insights is Stronger Than Ever

Organizations need data transformations to adapt



McKinsey Global Institute: How customer Analytics boosts Corporate Performance McKinsey & Co Survey: Catch them if you can, 2019





# Tableau CRM Provides Intelligent, Connected Analytics

So that CRM users can be insights-to-action driven and meet new demands



1  
Analytics

2  
Intelligence

3  
In CRM



# Tableau CRM Plus

Complete intelligence platform built on the world's #1 CRM



## Native to Your CRM

Take action on insights in context of the business process



## AI-Built In

Automated discovery, predictions, and recommendations with no code required



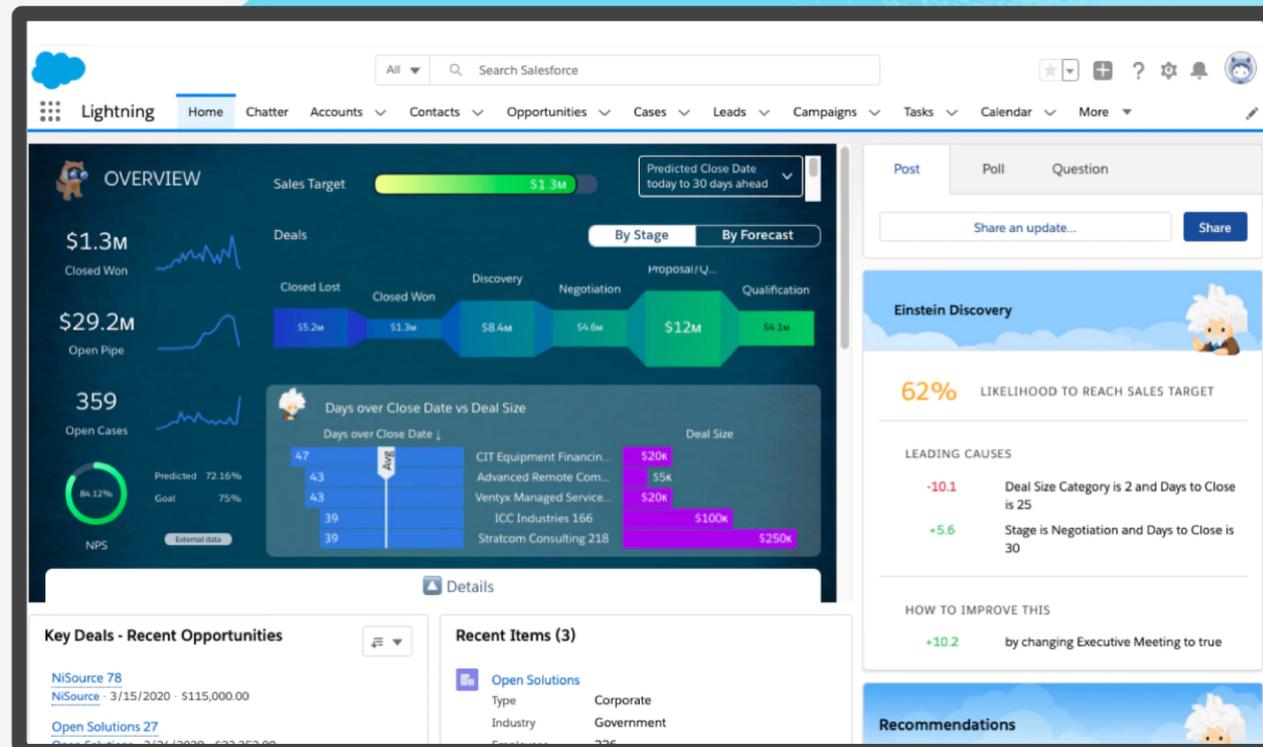
## Complete and Connected Platform

Easily build, customize, and extend your analytics and ML models in CRM and Tableau



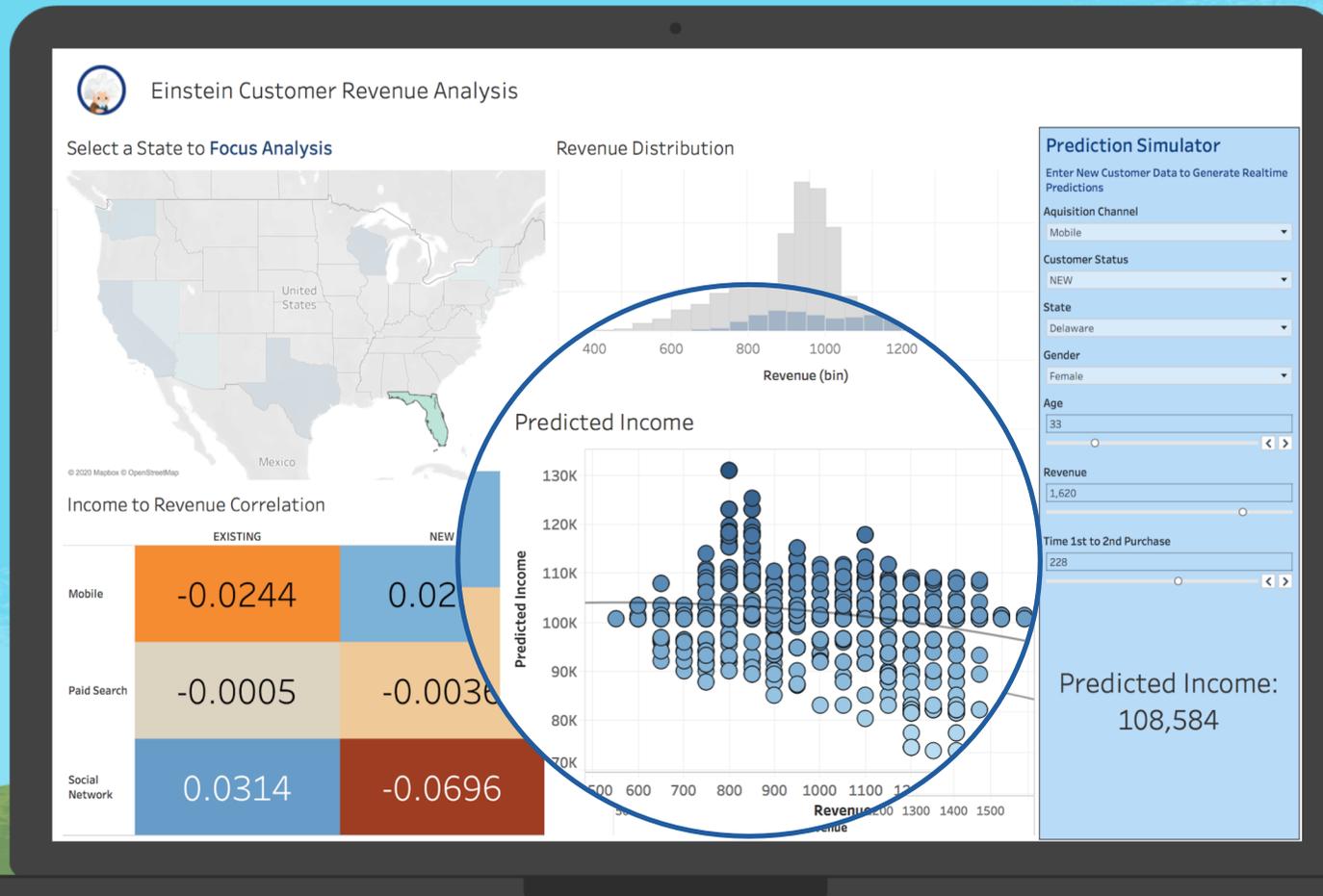
## Extreme Speed and Scale

Analyze billions of rows in seconds on the world's #1 trusted cloud



# Einstein Discovery in Tableau

Deploy predictions across all teams with Tableau



*A flavor for every industry*

salesforce

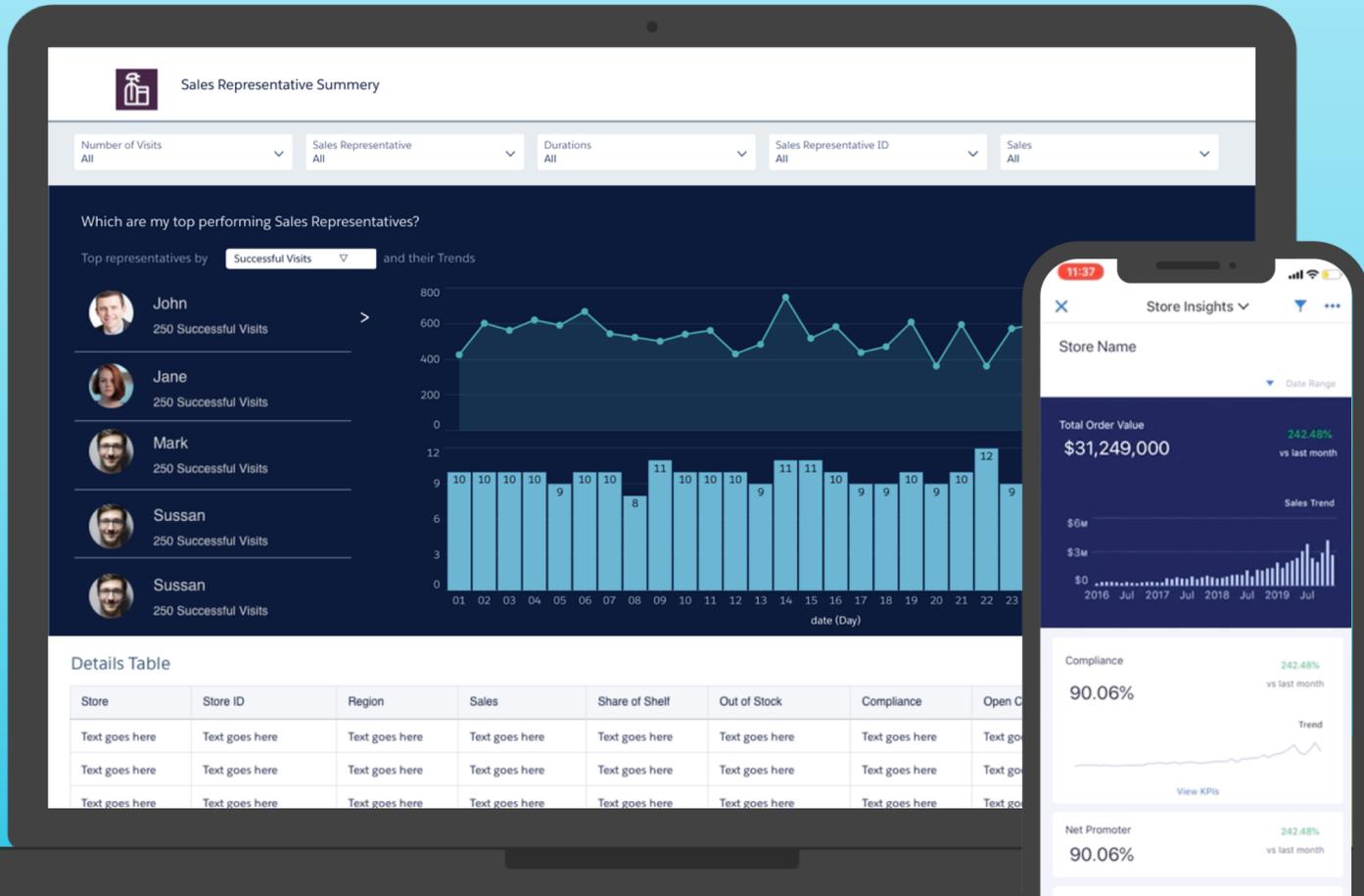


*and more!*



# Tableau CRM for Consumer Goods

Uncover key insights for consumer goods and retailers



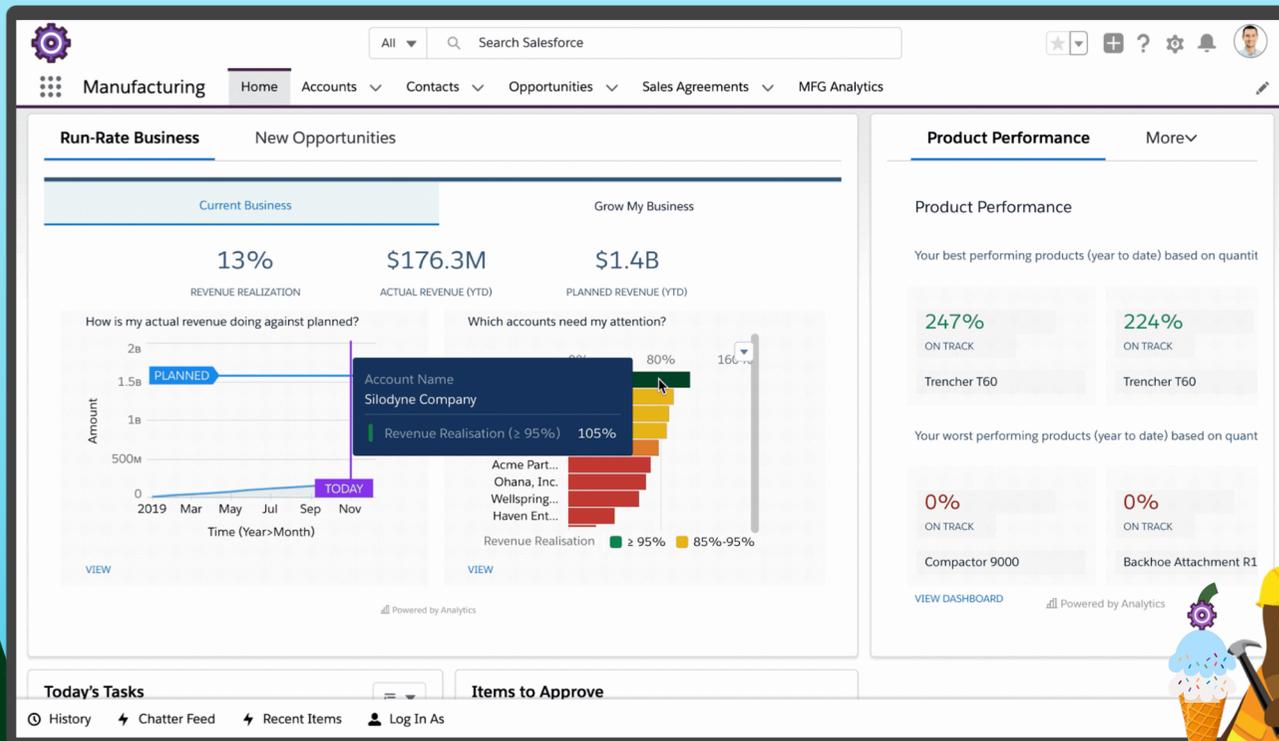
- Increase average order value
- Recommend relevant products
- Increase field rep productivity
- Predict which stores will perform the best





# Tableau CRM for Manufacturing

Discover key trends and proactively engage clients



- Automate sales agreement process
- Analyze product penetration & white space
- Monitor account health and retain customers
- Predict forecast by account





# Tableau CRM for Financial Services

Connect to your clients and exceed expectations



Tableau CRM interface for a Wealth Management client. The dashboard includes:

- Welcome back, Allison**
- Your highlights:**
  - You have 7 new Referrals
  - 5 Appointments scheduled for today
  - Predicted churn has increased by 3.55%
  - 11 upcoming birthdays this month
  - Rachael Adam's AUM decreased by more than 10%
- Key Metrics:**
  - Clients: 152 (18% vs last month)
  - Households: 49 (13.66% vs last month)
  - Churn: 21.68% (3.55% vs last month)
  - Held Away: \$58.5M (-2.78% vs last month)
  - AUM: \$77.0M (38.63% vs last month)
  - Wallet Share: 56.8% (-2.26% vs last month)
- Tasks (1):** Check on high AUM customers (Nov 20, 2019)
- Leads (7):** Aaron Becker (Employee Referral), Aaron Gutierrez [2283] (Seminar), Aaron Hart [957] (Web), Aaron May [641] (Word of mouth), Abraham Johnson (Customer Referral)
- Opportunities (3):** Tran Inc [2340], Blair Inc [1916]
- My Top Referrers:** No referrals.
- Birthdays (0):** No upcoming birthdays.

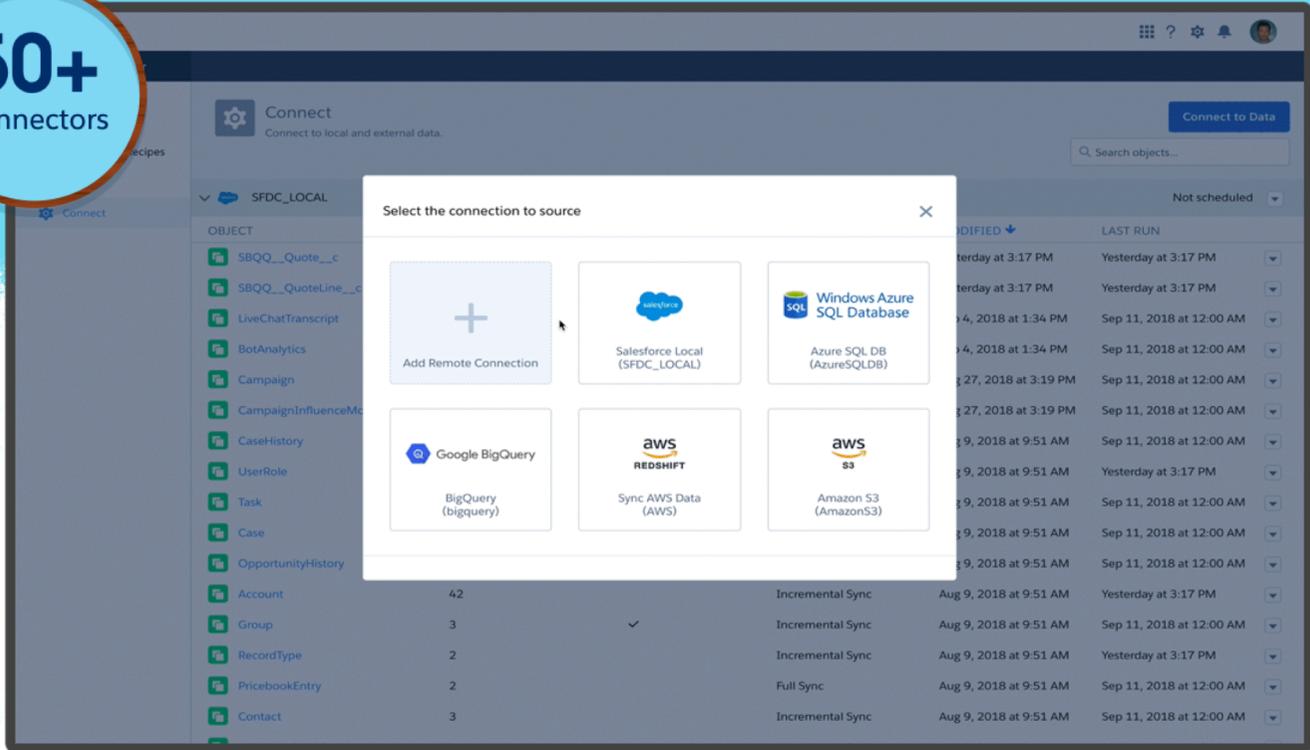
- Increase average lifetime value
- Identify where your time is best spent
- Discover key trends across your book of business
- Predict clients most likely to attrit



# Out-of-the-box Connectors

Easily connect data warehouses, enterprise apps, data lakes, and more!

50+ Connectors



Google Analytics



# Tableau CRM Direct Data for



Operationalize your Snowflake data and query faster



## Direct Data for Snowflake

Query Snowflake directly to eliminate silos and create a complete view of customers



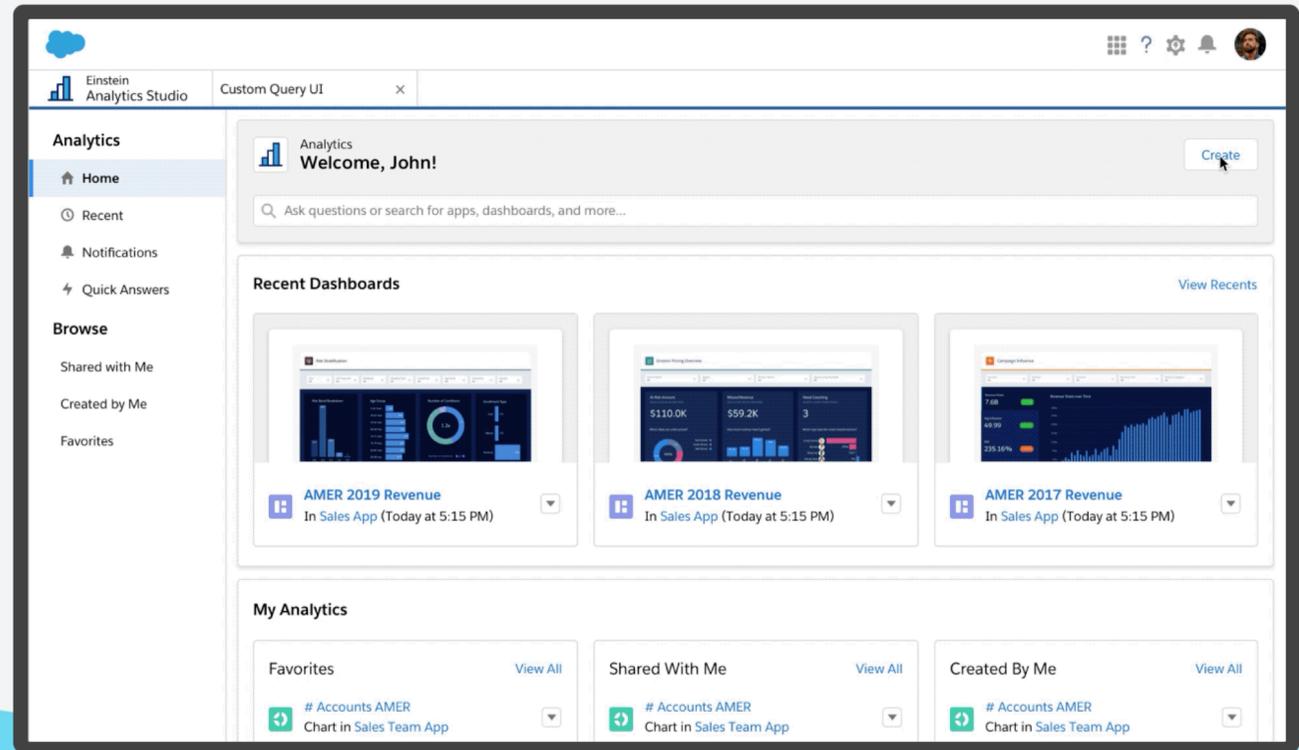
## Input Connector for Snowflake

Bring Snowflake data into Analytics to power non-CRM data with AI



## Output Connector for Snowflake

Extend CRM data access enterprise-wide with Snowflake and Tableau





## Visit [trailhead.salesforce.com](https://trailhead.salesforce.com) to learn more

The screenshot shows the Salesforce Trailhead search results for 'Tableau'. The page header includes the Trailhead logo, a search bar with 'tableau' entered, and user information for 'Istvan Viz' (116 badges, 38,300 points). The search results are displayed in a list format with filters for Role, Level, Products, Tags, Content Type, and SORT. The results include:

- Module: Tableau Basics** (+200 POINTS) - Visualize and understand your data in new ways with Tableau. -25 mins.
- Trail: Tour the Tableau Environment** (+700 POINTS) - Learn how to connect to your data and navigate the Tableau interface. -1 hr 20 mins.
- Trail: Get Started with Data Visualization in Tableau Desktop** (+1,200 POINTS) - Connect your data, create data visualizations, and share your insights with others. -3 hrs 25 mins.

On the right side, there are sections for 'RECENT SEARCHES' (Tableau Crm, Tableau, Territory Management, Career Development Planning, Route Planning) and 'RECENTLY VIEWED' (Get Started With Data Vis...).



As a user of Tableau CRM, your feedback is crucial to how we design products and prioritize features. During research studies, we'll gather your feedback on an existing product, a new design, or even a concept or prototype.

Studies are hosted online and in-person, so you can participate from anywhere! And, after your session, you'll receive a Gift Card honorarium in appreciation for your time.



