

Make Sense of Sales Territories

Strategies for a Post COVID19 World

Chandra Patel, Director Product Marketing
Salesforce Maps
May 6th, 2020



Forward-Looking Statement

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, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. 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 we make.

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; 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 new 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 the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; 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; 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, term loan 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 www.salesforce.com/investor.

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

Our Path Forward, Together



We're in the Midst of an Unprecedented Crisis

Public Health Crisis



Economic Crisis



Business Crisis



The Economist

US-China relations in crisis
The dash to cash
Ethiopia's hidden war
How virus testing works



Sales Teams Feel Pressure to Navigate COVID-19

SALES REP

How do I understand how my customers are impacted by COVID-19?

SALES LEADERSHIP

How do I adapt to the current marketplace with limited visibility?

SALES TEAM

How do I continually care for my team during these challenging times?

SALES OPERATIONS

How do I put into place the technology needed to allow sales teams to navigate these changes?



Territory Models are Under Pressure



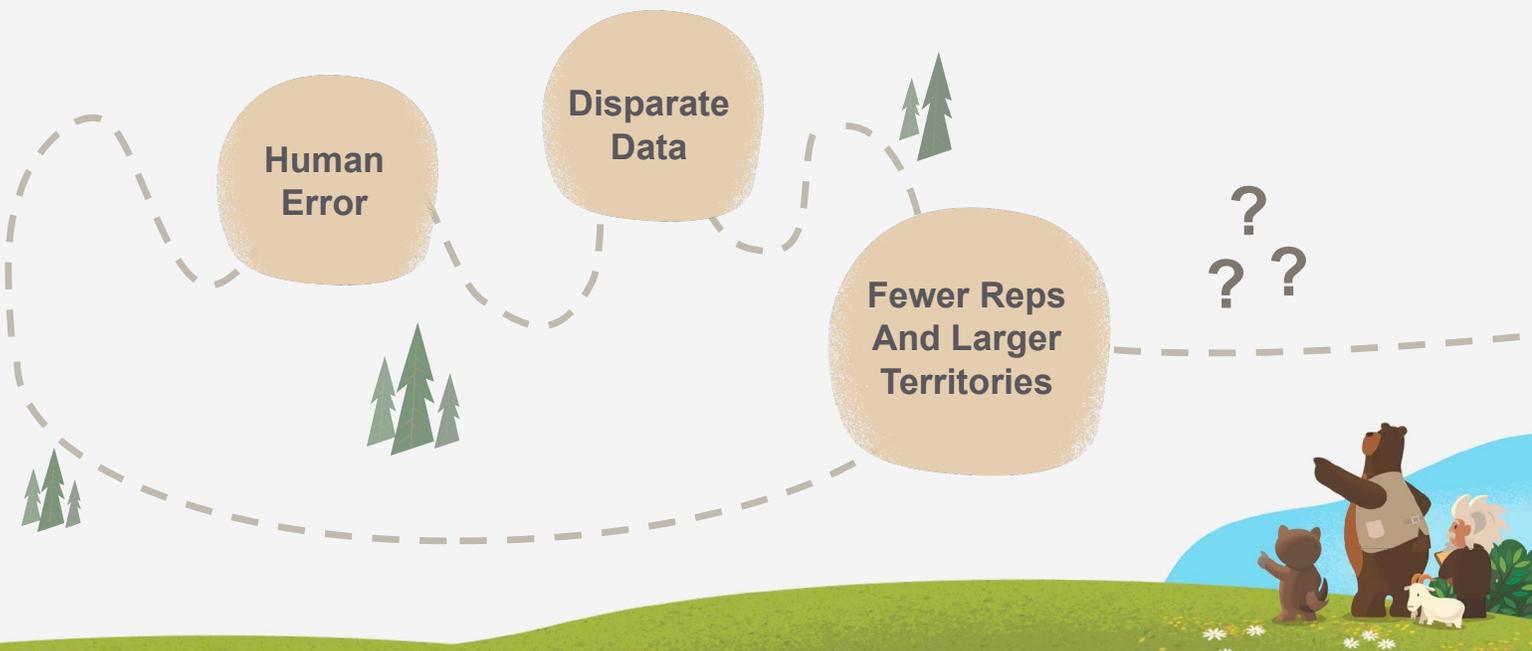
Digital Imperative: Moving Faster than Ever Before

salesforce



Territory Updates are Often Slow and Error Prone

salesforce





Rapid Response and Resiliency

The roadmap to navigating uncertainty and transformation



Stabilize your company



Back to work



Grow your business

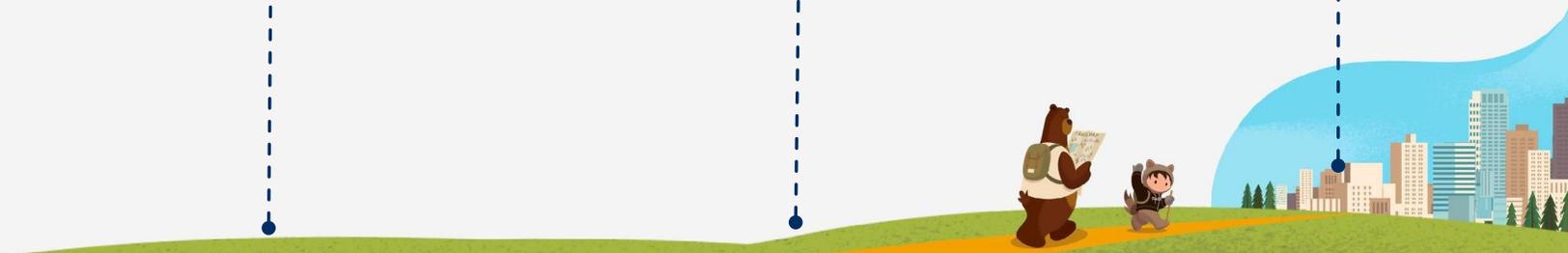
Navigating Territory Changes



Establish Visibility into the Business

Model Staffing Implications

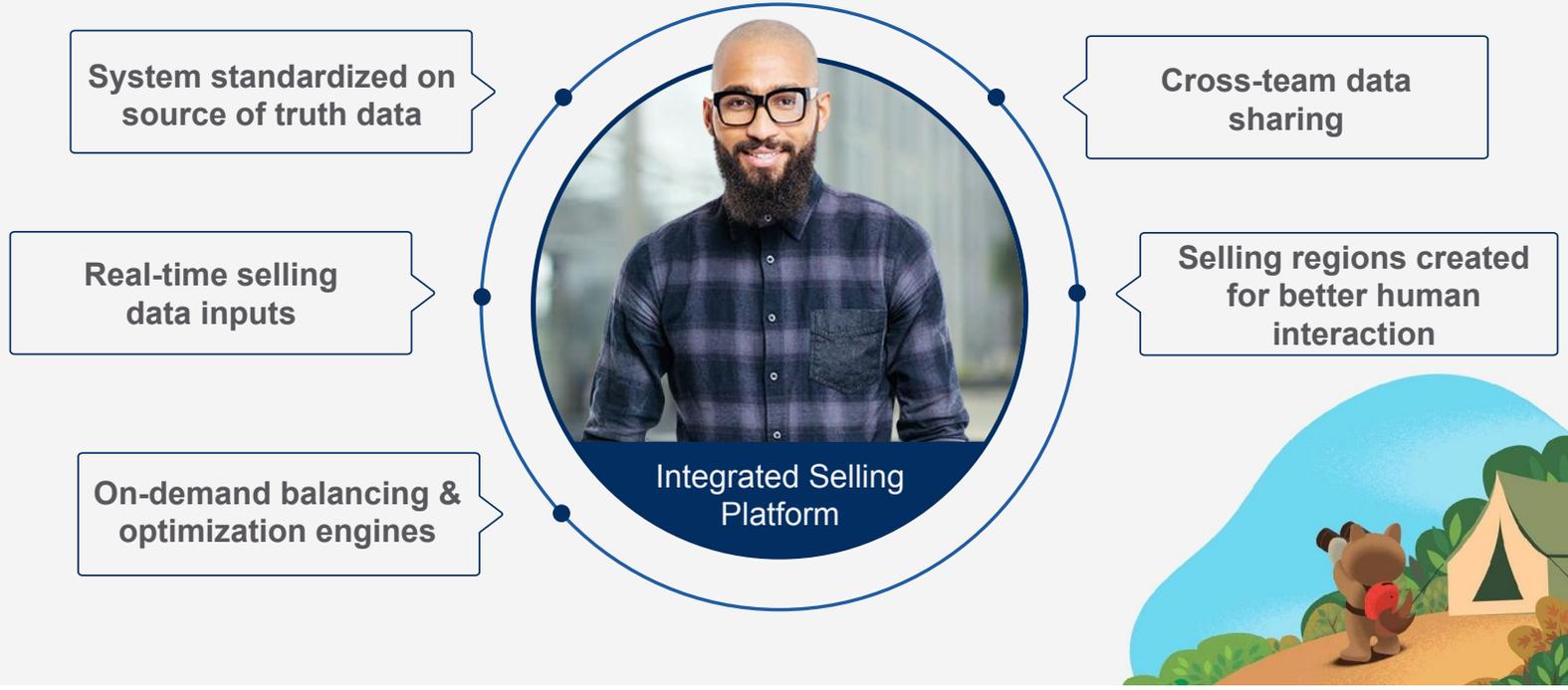
Communicate with all Stakeholders





Integrated and Intelligent Planning

Now more important than ever before



Salesforce Maps Territory Planning



Core Capabilities

Thematic Mapping

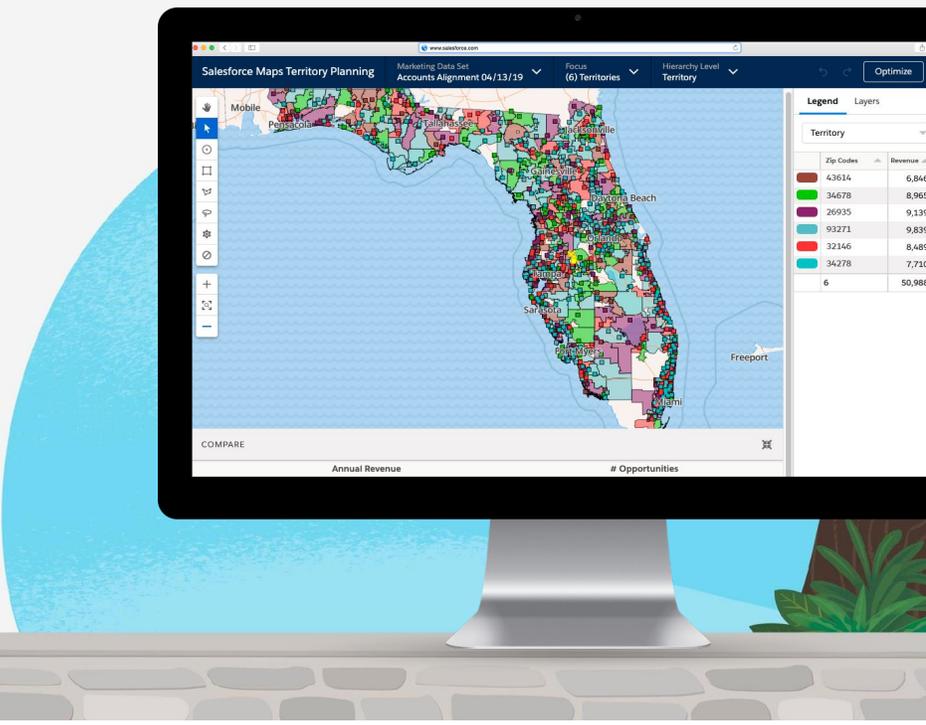
- Gain a historic picture of your revenue performance based on any account field

Visualize & Optimize Territories

- Visualize different territory models and proposed changes
- Use balance and refactor engines based upon your business data

Publish to CRM

- Leverage Maps or ETM2 to publish changes based on existing hierarchies



Scenarios to Re-Align Your Territory Operations

Mobilize assets and resources amidst COVID-19

salesforce

Manage Supply Chain and Distribution

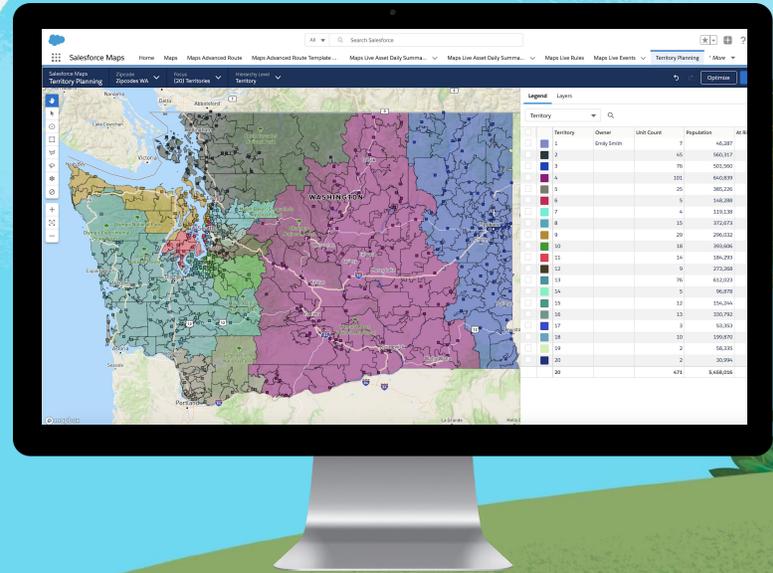
Overlay case data with distribution options and to plan for demand/supply fluctuations

Recarve Territories

Model territories adjusted for community impact and economic potential

Workforce Optimization

Distribute remote team members based on updated working hours and forecast impact of potential staffing changes



Moving Forward. Together.

- ✓ Acknowledge Where Your Business is Relative to Recovery
- ✓ Explore Opportunities for Digital Transformation
- ✓ Remain Flexible

For more insights:

Salesforce on Salesforce: How Salesforce Does Territory Planning

<https://sfdc.co/PnwkR>

Visit the virtual booth for a demo of Salesforce Maps Territory Planning

salesforce





Codey



Earnie



Ruth



Astro



Einstein

Thank You



Saasy



Appy



Muley



Blaze



Cloudy