

**Topics: Social Software**

**Issues:** How will Social Software technologies evolve?

Who are the Social Software providers and how will they navigate a crowded market?

## Salesforce Aims for Social Enterprise

**Summary:** At Salesforce's Dreamforce Event, CEO Marc Benioff announced a series of new enhancements to its Chatter enterprise social network product and major social enhancements to its CRM, and Customer Service offerings.

**Event:** On August 31<sup>st</sup> at its eleventh annual Dreamforce event, Salesforce showed a plethora of new social enabled capabilities for its core CRM, Service and Collaboration platforms, as well as a new mobile capability - Touch - that will enable all Salesforce apps to be made fully mobile on multiple platforms.

**Analysis:** If there is a CEO that gets Social, it is Salesforce Chairman and CEO Marc Benioff. Salesforce demonstrated a compelling slate of socially enabled applications that truly put social into CRM. With a claim of over 100,000 companies using Chatter, Salesforce has thrown down a gauntlet in enterprise collaboration.

The Social enabled apps may have overshadowed its most significant achievement – of enabling all of its core apps in HTML 5 so that they can run on most major mobile ecosystems (iOS, Android and RIM).

Social applications are maturing and becoming more vertically focused. Salesforce demonstrated a series of compelling use cases jointly with customers who are in the process of using them. While Sales and Service are today's targets, other functions and processes are Salesforce's aspirations and will see expanding integration and focus.

Many Sales teams now use LinkedIn for prospecting, but do it manually. With its planned Winter '12 release, Salesforce will extend Social CRM by integrating Social Media feeds from LinkedIn, Facebook and others to help speed up prospecting and collaborating during a sales cycle.

Salesforce also showcased integration with its Radian6 social media monitoring offering, and presented compelling customer use cases for building Social Support communities and Social Media monitoring command centers.

Salesforce also moved ahead with its Chatter feature set to allow for groups and to enable private groups that go across the firewall to include customers. It also added:

- Presence and chat
- Presentation support

With these additions, Salesforce becomes an alternative social software provider to IBM, Cisco, Microsoft, Jive, Lithium and

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others, since they can now offer both internal and external communities.

One area of caution is the integration of external social media tools such as Facebook. While ideal for Sales prospecting, Facebook poses security risks for enterprises. Further, directly integrating public information from sites such as Facebook poses privacy issues Salesforce is no better prepared to handle than other providers. Aragon advises enterprises to carefully evaluate the feed integration that it allows for this new Winter '12 release.

Enterprises should evaluate these new capabilities, particularly for Sales, Support and overall collaboration. Pricing is an area to watch as Salesforce transitions to enterprise agreements to accompany success in reaching beyond Sales.