



salesforce™



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# Company Profile

Salesforce is the first mover in the web-based CRM service providing field founded in 1999

CEO



Marc Benioff

Revenue



\$10 billion in 2017

Products & Services



# Agenda



Strategic Intent



Problem & Opportunity



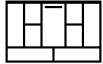
Competitive Analysis



Value Proposition



Service Description



Business Model



Go-To-Market Plan



Financial Projections

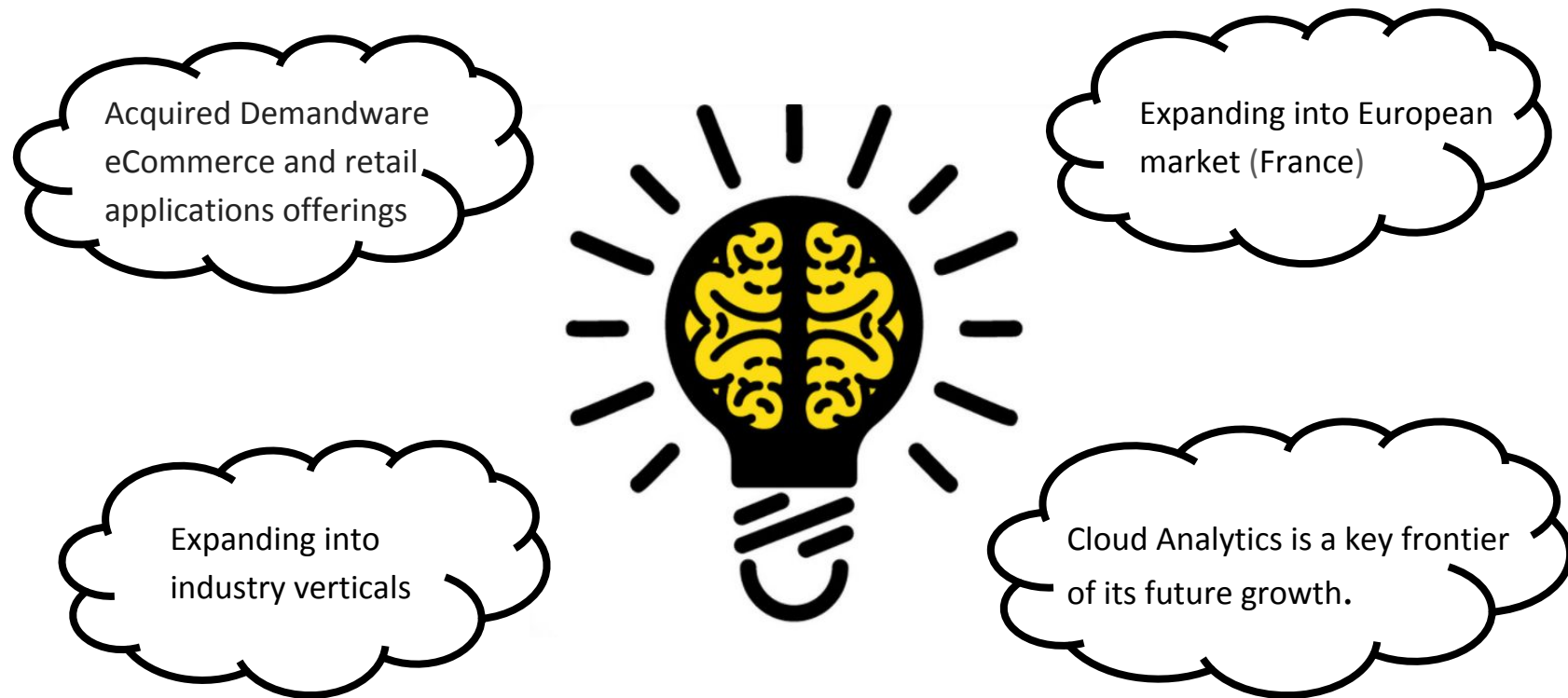


Use of Funds



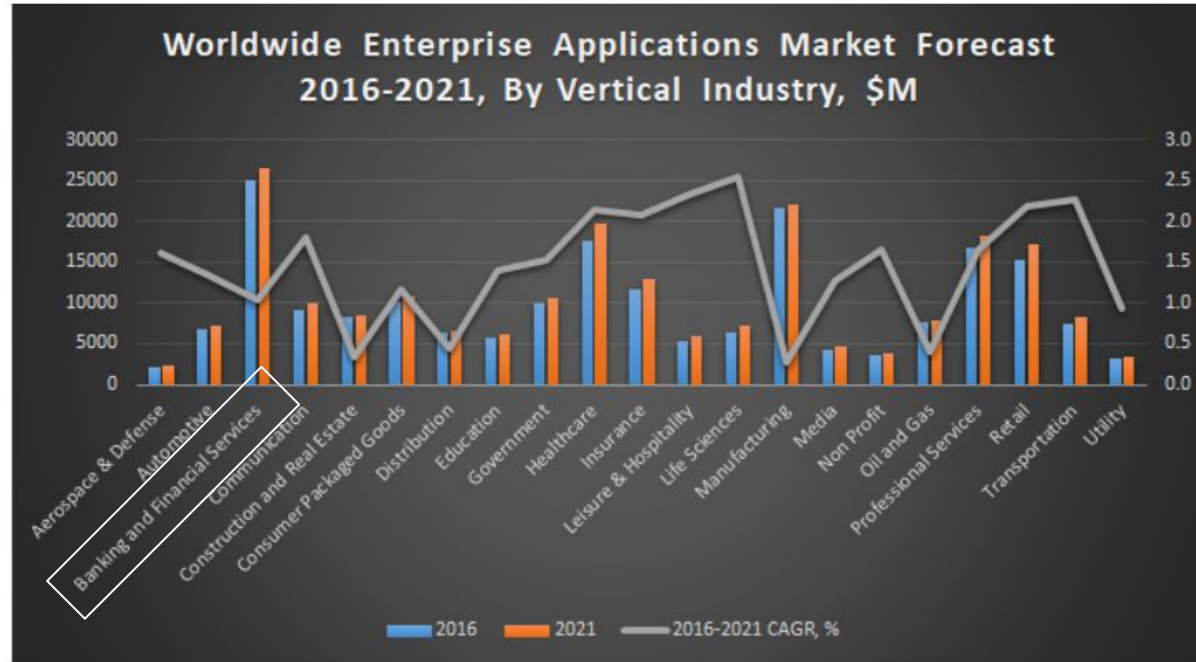
Partnerships

# Strategic Intent



# Problem & Opportunity

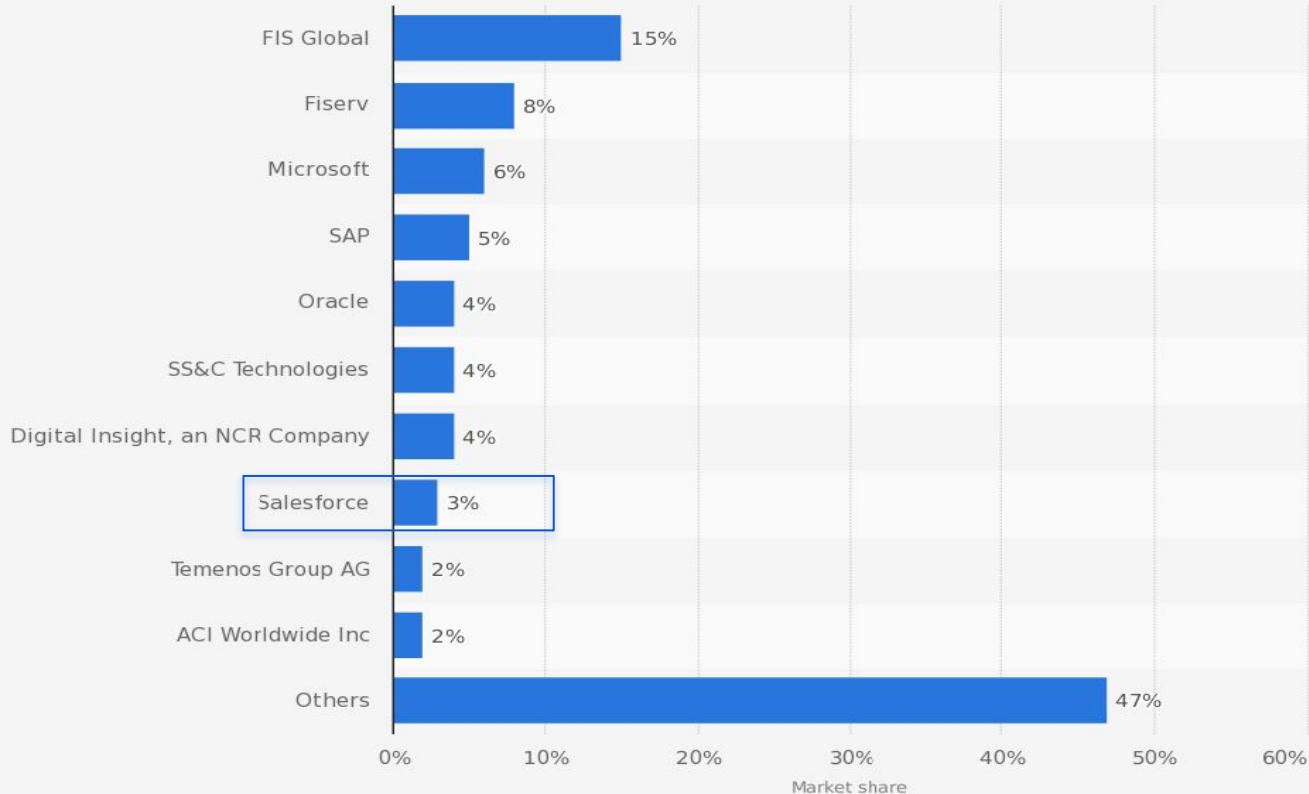
- Salesforce is the undisputed leader in the global CRM software market with a 19.6% share in 2017
- The company currently does not have a strong presence in the industry verticals cloud computing space
- Cloud computing for the financial services vertical is still a relatively unexplored segment.



Worldwide Enterprise Applications Market Forecast 2016-2021, By Vertical Industry, \$M, Apps Run The World, January 2018

# Competitive Analysis

Share held by leading vendors' in the banking and financial services software market 2015



Salesforce's key rivals, including Oracle, have already been present in the segment for a while, which puts Salesforce at a competitive disadvantage.

# Value Proposition

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1

Real time cloud based service

2

Enables banks run their core products on hosted version of Salesforce

3

Provide a holistic view of customers banking relationship

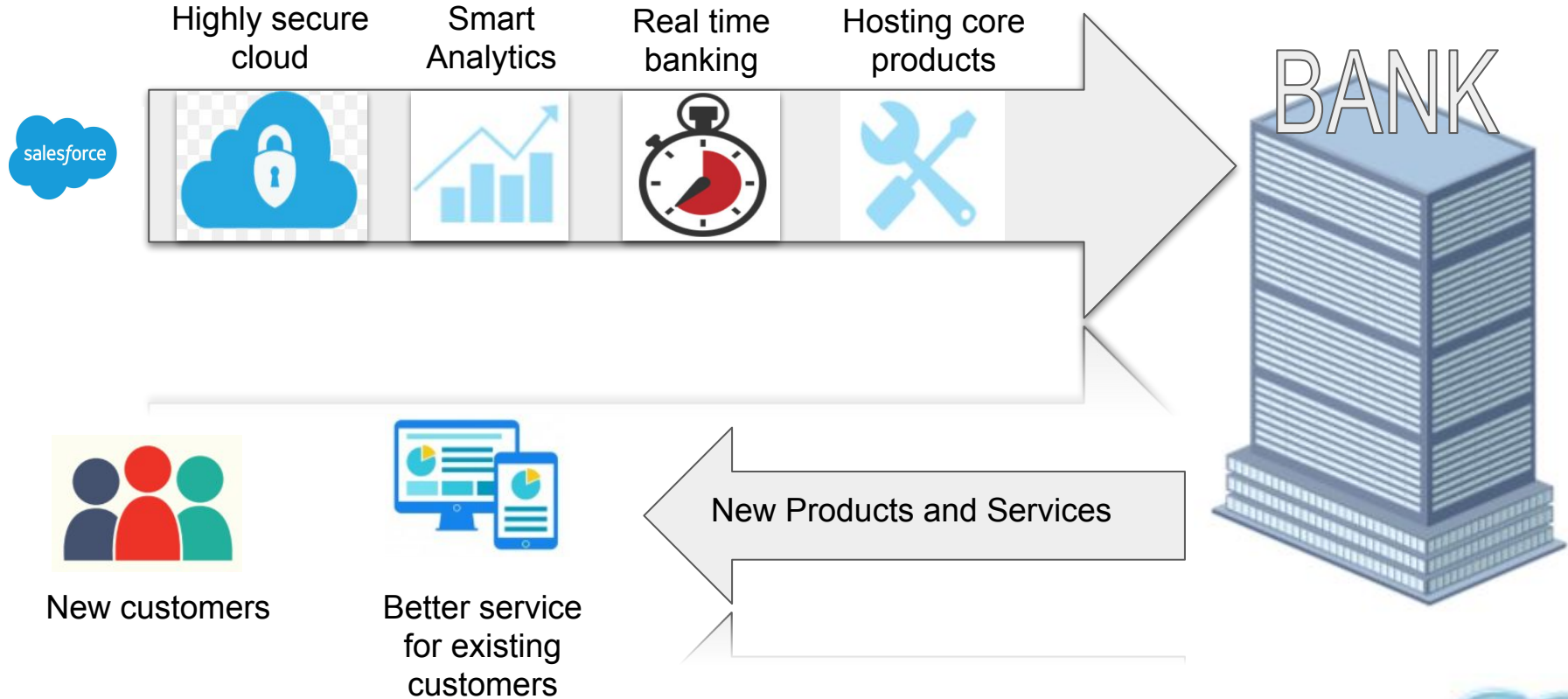
4

Seamless integration to new digital channels

5

Cost control through SaaS model

# Service Description





# Business Model

## Key Partners



- Strategic alliance with fintech consulting firms and banks

## Key Activities



- Cloud computing platform
- R&D in banking user friendly interface

## Key Resources



- Technology ownership rights
- Brand name
- Channels

## Value Proposition



- Cloud service enabling banks to leverage real-time banking
- Control costs through SaaS model
- Increased customer satisfaction

## Customer Relationships



- Mass Customization
- Automated service

## Channels



- Salesforce.com & Force.com
- Partner channels

## Customer Segments



- Phase 1: Small & medium sized banks
- Phase 2: Large banks

## Cost Structure



- Research & development cost
- Sales & marketing cost
- Server hosting cost
- Administrative cost

## Revenue Streams



- Subscription fees

# Go-To-Market Plan

## Street Presence

- Market directly to already subscribed banking customers & partners

## Online Advertising

- Informational videos on 'YouTube' & Existing product sites
- Product placement in Videos on social networking sites.

## Media Marketing

- Ad campaigns on billboards
- Awareness through magazines and business journals
- Promotional events for already subscribed user

# Financial Projections

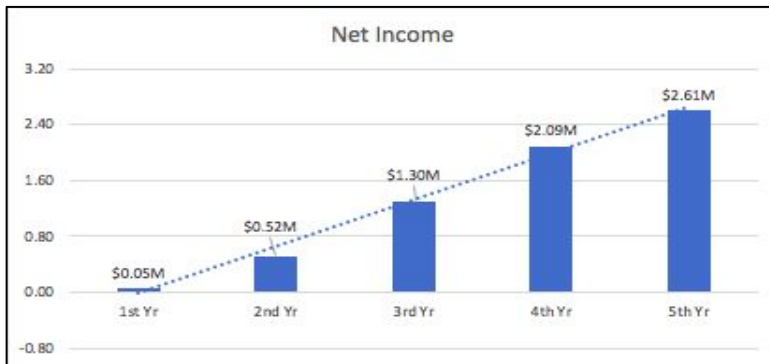
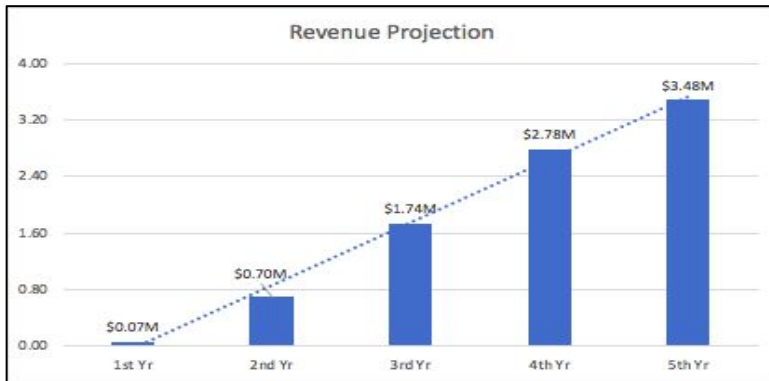
We will pilot this project in 20 different banks in United states

One-time (whole service)

R&D	\$4,80,000
Infrastructure	\$65,000

Recurring (per 10 subscriptions, per year)

Marketing	\$100
Operations	\$50
Maintenance	\$50



# Use of Funds

Market Research

3 Months

\$100,000

Development

6 Months

\$4,80,000

Installation

5 Months

\$1,25,000

Marketing

4 Months

\$50,000

18  
Month  
\$755,00

# Partnerships

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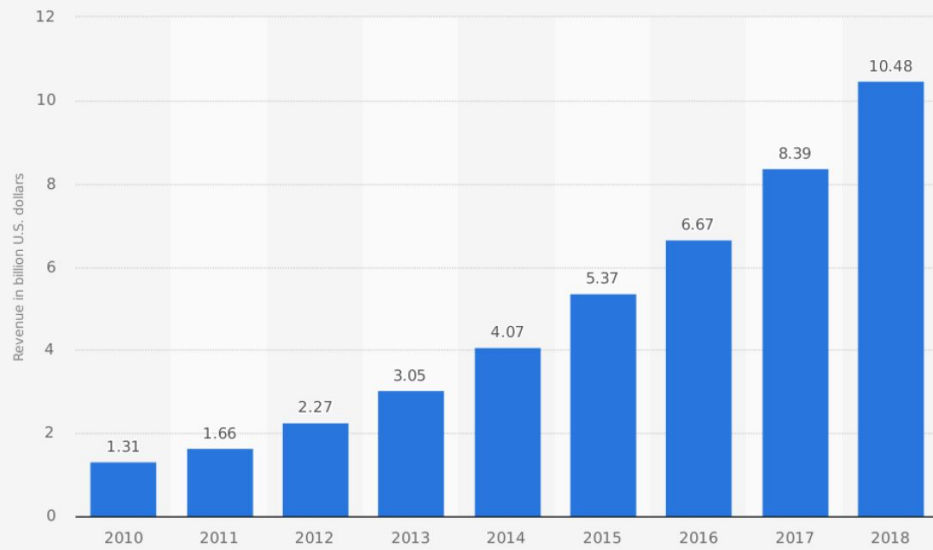
**Deloitte.**



Thank You!

# Appendix

Salesforce.com's revenue from 2010 to 2018 (in billion U.S. dollars)



Share held by leading vendors' in the banking and financial services software market 2015

