## Company and Market Strengths

* Consensus CRM Market Leader for several years [Gartner](http://www.gartner.com/id=2085915) and [Forrester](http://www.microsoft.com/en-us/news/itanalyst/docs/07-09-12CRMLarge.PDF)
* IDC – Salesforce.com had 14.0% [WW market share](http://www.forbes.com/sites/louiscolumbus/2012/12/04/roundup-of-crm-forecasts-and-market-estimates-2012/) in 2012 versus Microsoft 2.8%.
* IDC – SFDC claimed 41% of 2010 SaaS CRM revenue, trending up.
* Primarily sold direct with global field organization in major and developing markets and through VARs in emerging markets.
* [Cult-like following](http://www.pcmag.com/article2/0,2817,2397169,00.asp) with users and developers.
* BDM’s buy Salesforce.com again when they start at a new company.