sforce 2.0

INTRODUCING sforce 2.0

Sforce is the world's first on-demand application server, allowing enterprises and solution developers to customize, integrate, and extend salesforce.com to create CRM solutions that meet their unique business requirements. Launched in conjunction with BEA, Borland, Microsoft, and Sun, sforce lets developers use the tools they know and love to rapidly build these software-as-service solutions with lower cost and complexity than software-only alternatives.

The platform on which salesforce.com is built, sforce represents a combination of power, simplicity, and success that will change how applications are built as significantly as salesforce.com changed how applications are delivered.

FEWER RISKS AND GREATER ROI

Built around modern Internet standards and with support from leading tools providers, sforce makes the benefits of Web services and service-oriented architectures tangible by allowing complex integration and development projects to be successfully completed with a fraction of the cost and risk of traditional methods. In contrast to traditional enterprise application platforms, sforce delivers these benefits while allowing developers to leverage the tools and languages that they already know, and that enterprises already have, to further simplify projects by eliminating the need for new skills or proprietary systems.

Sforce is built on:

:: The strength of over **120,000** salesforce.com **business users**

:: The support of the world's **best development tools**

:: The proven success of **hundreds of enterprises** successfully using sforce

:: The highly **secure and reliable** sforce Web services architecture

THE BENEFITS OF AN ON-DEMAND APPLICATION SERVER

As the world's fastest growing CRM company, salesforce.com's CRM solution has delivered benefits to more than 8,400 worldwide companies with the simplicity and low risk that only software-as-service can provide. Now, sforce brings the proven capabilities and success of salesforce.com to enterprise integration and application development projects. Together with salesforce.com, sforce allows enterprises to create tightly integrated solutions that allow key customer information to be shared between internal systems and business processes, and unique requirements to be easily met.

Customize. With sforce, companies can customize salesforce.com to meet specific business requirements with unprecedented simplicity and speed, creating custom-tailored CRM with a fraction of the complexity and cost of traditional enterprise software. Using sforce's capabilities to create custom fields, layouts, and Web integration links, companies' CRM applications can be adapted to specific needs in minutes, not months. And as an on-demand application server, these changes are immune to the complexities that customizations traditionally bring to software upgrades and other management tasks, freeing IT organizations to create value for their businesses rather than expend resources on maintenance.

Integrate. Enterprises have already successfully used sforce to integrate salesforce.com with their ERP and finance systems, deliver real-time sales and support information to company portals, and populate critical business systems with customer information. Through sforce's innovative and easy-to-use enterprise Web services API, developers can complete integrations without the complexity historically associated with such efforts, allowing CRM systems to be more widely and usefully integrated throughout the enterprise architecture. Developers have the choice of creating their own integrations using the language and platform of their choice or using pre-packaged integrations available from TIBCO and other salesforce.com partners.
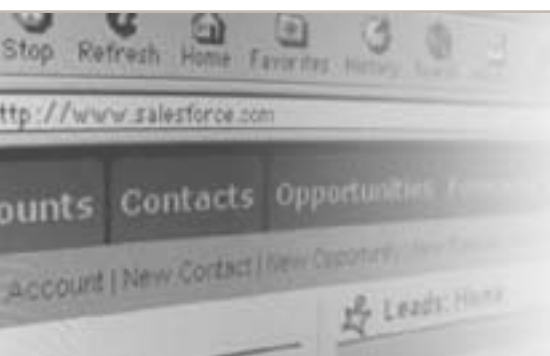
sforce Founding Partners

Extend. Providing complete flexibility around the presentation, business logic, and data services that comprise the platform, sforce allows companies to extend their CRM solutions to meet the most demanding business and application development requirements. These capabilities break the barriers of what has previously been possible with on-demand applications, marrying the simplicity and success of software-as-service with the power formerly available only via complex and proprietary enterprise application platforms. Combined with the open standards and broad development tool partner support, sforce delivers highly customized, full-featured CRM — once reserved for only the largest organizations — to everyone.

DEVELOPING ON SFORCE

Available for free at www.sforce.com, the Developer Program provides access to IDE extensions, sample code, technical support, tools, and salesforce.com Developer Edition. With this program and supporting Web site, enterprise developers and third-party solution providers can leverage sforce in their projects, enabling the development of applications without any up-front cost or risk.

PRICING AND AVAILABILITY

Complete access to the sforce platform is included with salesforce.com Enterprise Edition. Contact your salesforce.com representative for more details.

Sforce is available now at www.sforce.com.

As the platform on which salesforce.com is built, **sforce** brings the proven capabilities and success of salesforce.com to enterprise integration and application development projects.

ABOUT SALESFORCE.COM

Salesforce.com is the world's leader in delivering software-as-service. It offers the award-winning salesforce.com family of on demand solutions for integrated sales force automation, campaign management, customer service and support, and document and file management to help companies meet the complex challenges of global customer communication. It has also introduced sforce, a new service that will change how applications are built as significantly as salesforce.com changed how applications are delivered. The company has more than 8,400 customers and 120,000 subscribers running its services in 11 languages.