

Salesforce

en.wikipedia.org

Contributors to Wikimedia projects
45-57 minutes

salesforce.com, inc.



Salesforce Tower in San Francisco

Trade name

Salesforce

Type

Public

Traded as

- [NYSE: CRM](#)
- [DJIA](#) component
- [S&P 100](#) component
- [S&P 500](#) component

Industry

- [Cloud computing](#)

- [Software](#)

Founded	February 3, 1999; 21 years ago
Founders	Marc Benioff Parker Harris Dave Moellenhoff Frank Dominguez ^[1]
Headquarters	Salesforce Tower San Francisco, California , U.S.
Key people	Marc Benioff (Chairman , CEO) Parker Harris (Co-Founder)
Products	Sales Cloud Service Cloud Platform Marketing Cloud Commerce Cloud Community Cloud
Services	Cloud computing
Revenue	▲ US\$17.1 billion (2020) ^[2]
Operating income	▼ US\$297 million (2020) ^[2]
Net income	▼ US\$126 million (2020) ^[2]
Total assets	▲ US\$55.13 billion (2020) ^[2]
Total equity	▲ US\$33.89 billion (2020) ^[2]
Number of employees	49,000 (2020) ^[2]
Subsidiaries	Quip Demandware Heroku MuleSoft Tableau Software
Website	salesforce.com

Salesforce.com, inc. is an American cloud-based software company headquartered in [San Francisco, California](#). It provides [customer relationship management](#) (CRM) service and also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development.

In 2020, *Fortune* magazine ranked Salesforce at number six on its 'List of Top 100 companies to work for', based on an employee survey of satisfaction.^[3]

History[[edit](#)]

The company was founded on February 3, 1999 by former [Oracle](#) executive [Marc Benioff](#), together with Parker Harris, Dave Moellenhoff, and Frank Dominguez as a [software as a](#)

[service](#) (SaaS) company, and was launched publicly between September and November 1999.^{[4][5]}

In June 2004, the company had its [initial public offering](#) on the [New York Stock Exchange](#) under the stock symbol CRM and raised US\$110 million.^[6] Early investors include [Larry Ellison](#), Magdalena Yesil, [Halsey Minor](#), Stewart Henderson, Mark Iscaro, and Igor Sill, a founding member of Geneva Venture Partners.

In October 2014, Salesforce announced the development of its [Customer Success Platform](#) to tie together Salesforce's services, including sales, service, marketing, analytics, community, and mobile apps.^[7] In October 2017, Salesforce launched a [Facebook](#) Analytics tool for [business-to-business marketers](#).^{[8][9]} In September 2018, Salesforce partnered with [Apple](#) intended on improving apps for businesses.^[10]

In February 2020, co-chief executive officer Keith Block stepped down from his position in the company. [Marc Benioff](#) remained as chairman and chief executive officer.^[11]

Services^[edit]

Salesforce.com's [customer relationship management](#) (CRM) service comprises several broad categories: Commerce Cloud, Sales Cloud,^[12] Service Cloud,^[13] Data Cloud^[14] (including [Jigsaw](#)), [Marketing Cloud](#), Community Cloud^[15] (including Chatter), Analytics Cloud,^[16] App Cloud, and IoT with over 100,000 customers.^[17]

Active^[edit]

Salesforce^[edit]

Salesforce is the primary enterprise offering within the Salesforce platform. It provides companies with an interface for [case management and task management](#), and a system for [automatically routing and escalating important events](#). The Salesforce customer portal provides customers the ability to track their own cases, includes a social networking [plug-in](#) that enables the user to join the conversation about their company on [social networking Web sites](#), provides [analytical tools](#) and other services including email alert, Google search, and access to customers' entitlement and contracts.^[18]

Lightning Platform^[edit]

Lightning Platform^[19] (also known as Force.com) is a [platform as a service](#) (PaaS) that allows developers to create add-on applications that integrate into the main Salesforce.com application.^{[20][*failed verification*]} These third-party applications are hosted on Salesforce.com's infrastructure.^[21]

Force.com applications are built using [declarative tools](#), backed by Lightning^[*further explanation needed*] and Apex (Application Express), a proprietary [Java](#)-like programming language for Force.com,^[22] as well as Visualforce, a framework^[23] including an XML^[24] syntax typically used to generate [HTML](#). The Force.com platform typically receives three complete releases a year.^[25] As the platform is provided as a service to its developers, every single development instance also receives all these updates.

In the Spring 2015 release a new framework for building user interfaces – **Lightning Components** – was introduced in beta.^[26] Lightning components are built using the open-source Aura Framework^[27] but with support for Apex as the server-side language instead of Aura's **JavaScript** dependency. This has been described as an alternative to, not necessarily a replacement for, Visualforce pages.^[28]

According to a September 2009 **Gartner Group** report,^[29] Force.com had over 1,000 customer accounts. As of 2013, the Force.com platform has 1.4 million registered developers.^[30]

Lightning Base Components is the component library built on top of Lightning Web Components.^[31]

[\[edit\]](#)

Community Cloud provides Salesforce customers the ability to create online web properties for external collaboration, customer service, channel sales, and other custom portals in their instance of Salesforce. Tightly integrated to Sales Cloud, Service Cloud, and App Cloud, Community Cloud can be quickly customized to provide a wide variety of web properties. Community Cloud combines the functionality of the former Salesforce Customer and Partner Portals with some additional features.^[32]

Work.com[\[edit\]](#)

Work.com, previously **Rypple**, is a social performance management platform that helps managers and employees improve work performance through continuous coaching, real-time feedback, and recognition.^[33] It is marketed as a solution for **sales performance, customer service, marketing, and as a service that can be employed by human resource departments.**

Work.com, then known as "Rypple", was founded by Daniel Debow and David Stein, who wanted to create a simple way of asking for feedback anonymously at work.^[34] The company was formed in May 2008 and their client list included **Mozilla**, **Facebook**, **LinkedIn** and the **Gilt Groupe**. Rypple "'reverses the onus on the demand for more feedback' by getting employees to build and manage their own coaching networks".^[35]

In September 2011, Rypple announced that they had hired Bohdan Zabawskyj as its Chief Technology Officer.^[36]

In 2011, Rypple developed a more formalized management methodology called **OKR** ("Objectives and Key Results") for **Spotify**.^[37] Rypple also partnered with Facebook to create "Loops", short for "feedback loops", which gathers feedback from co-workers, "thank you's", progress against goals, and coaching from supervisors into one channel for a "rich, robust, continuous performance review".^[38]

In December 2011, Salesforce.com announced that they would acquire Rypple. The transaction was completed in 2012 and Rypple was rebranded as Work.com in September 2012.^[39]

AppExchange[\[edit\]](#)

Launched in 2005, the Salesforce AppExchange is an online [application marketplace](#) for third-party applications that run on the Force.com platform. Applications are available for free, as well as via yearly or monthly subscription models. Applications available range from integrations with [SharePoint](#) to mobile approval management.^[40] As of June 2016, it features 2,948 applications which have driven 3+ million installs.^[41] The "AppExchange" is also a place customers can search for cloud consulting partners to help them implement the technology in their own organization. Cloud consulting partners for Salesforce include large companies like [IBM](#)'s "Bluewolf" and [Accenture](#) as well as smaller ones like [Cloudreach](#).^[42]

myTrailhead[\[edit\]](#)

Announced in 2017 and launched in 2019, Salesforce's myTrailhead is an online training platform that can be customized for the specific needs of its customers. The platform extends functionality which Salesforce built to provide users with training content specific to their usage of Salesforce and enables users to create and publish their own training content and programs.^[43]

Blockchain platform[\[edit\]](#)

Announced on May 29, 2019,^[44] Salesforce launched a blockchain platform^[45] based on [Hyperledger Sawtooth](#) to facilitate building blockchain network and apps integrated with CRM.^{[46][47][48][49]}

Salesforce, announced in April 2019 a blockchain offering on top of Hyperledger Sawtooth^[50]

Retired or end-of-life[\[edit\]](#)

Data.com[\[edit\]](#)

Data.com, previously known as Jigsaw, was a cloud-based automated system for acquiring and managing CRM records within a user's Salesforce.com account.^[51]

Data.com was also an online business directory of companies and business professionals that is built, maintained and accessed by a worldwide community of over a million subscribers.^[52] The information consisted of what is commonly found on a [business card](#).

Data.com competitors included services such as [Dun & Bradstreet](#)/Avention and [ZoomInfo](#).

Data.com was made up of three products: Data.com Connect, Data.com Clean and Data.com Prospector.^[citation needed]

In April 2018, Salesforce announced it would retire Data.com Connect on May 4, 2019.^[53]

Salesforce also announced it will wind down Data.com Clean and Data.com Prospector, and these services will close on July 31, 2020.^[54]

Desk.com[\[edit\]](#)

Desk.com is a [saas help desk](#) and [customer support](#) product accessible through the cloud. Desk.com is owned by Salesforce.com and was previously known as Assistly. Desk.com is headquartered in [San Francisco, California](#).

After being acquired by Salesforce.com for \$50 million in 2011^[55] Assistly was re-branded as Desk.com in 2012^[56] as a [customer support software](#).^[57]

Desk.com is a SaaS customer service application. The product differentiates itself from Salesforce's other service platform in that Desk.com specifically targets small businesses with its features and functions.^[58] Desk.com integrates with a variety of products and third-party applications including Salesforce CRM, Salesforce IQ,^[59] Atlassian JIRA, Mailchimp^[60] and other apps. Desk.com also supports up to 50 languages.^[61]

Salesforce announced the retirement of desk.com, replacing it with Service Cloud Lightning. After March 13, 2018 no new desk.com licenses were sold, and the retirement date was announced as March 13, 2020.^[62]

Do.com[\[edit\]](#)

Do.com was a cloud-based [task management](#) system for small groups and businesses, introduced in 2011 and discontinued in 2014.^{[63][64][65]} Salesforce did not offer any reason for shutting down the service, however, it provided an Export tool to save data entered within the Do.com interface. The Do.com domain was sold to a startup in 2014.^[66]

Configuration[\[edit\]](#)

Salesforce users can configure their CRM application. In the system, there are tabs such as "Contacts," "Reports," and "Accounts." Each tab contains associated information. Configuration can be done on each tab by adding user-defined custom fields.^[67]

Configuration can also be done at the "platform" level by adding configured applications to a Salesforce instance, that is adding sets of customized / novel tabs for specific vertical- or function-level (Finance, Human Resources, etc.) features.

Web services[\[edit\]](#)

In addition to the web interface, Salesforce offers a [SOAP/REST Web service application programming interface](#) (API) that enables integration with other systems.^{[68][69]}

Technologies[\[edit\]](#)

Salesforce works on [Model–view–controller](#) architecture.

Apex[\[edit\]](#)

Apex is a proprietary programming language provided by the Force.com platform to developers similar to [Java](#) and [C#](#). It is a strongly typed, object-oriented, case-insensitive programming language, following a dot-notation and curly-brackets syntax. Apex can be used to execute programmed functions during most processes on the Force.com platform

including custom buttons and links, event handlers on record insertion, update, or deletion, via scheduling, or via the custom controllers of Visualforce or Lightning Experience pages.

Due to the multitenant nature of the platform, the language has strictly imposed governor limitations^[70] to guard against any code monopolizing shared resources. Salesforce provides a series of [asynchronous processing](#) methods for Apex to allow developers to produce longer-running and more complex Apex code.^[71]

Lightning^[edit]

In 2014, Salesforce made public the [front end](#) of its platform, called Lightning.^[72] This component-based framework is what the Salesforce mobile app is built on. Salesforce built on this framework in 2015 by releasing the Lightning Design System,^[73] an HTML style framework with default CSS styling built in. This framework allows customers to build their own components to either use in their internal instances or sell on the AppExchange.

The Salesforce Lightning App Builder is a tool for [rapid application development](#) of responsive web interfaces. This interface allows for different screens to be put together based on Lightning components. This can be used as layouts for records or specific applications.

[Lightning Experience](#), released in 2016, is the new redesigned interface in Salesforce for processes enhancement. Since then all the apps available on AppExchange need to be Lightning and those built on Classic have to migrate to Lightning as Classic is not to be updated any more by Salesforce. The platform offers an option for developers to employ migration techniques to enable the new user interface and switch to Lightning.^[74]

Operations^[edit]



A discussion panel at Salesforce's *Customer Company Tour* event that focused on customer relationship management

Salesforce^[75] is headquartered in San Francisco, with regional headquarters in [Morges, Switzerland](#) (covering Europe, the [Middle East](#), and Africa, [Singapore](#)), India (covering Asia Pacific minus Japan), and [Tokyo](#) (covering Japan). Other major offices are in [Toronto](#), [Chicago](#), [New York City](#), [London](#), [Sydney](#), [Dublin](#), [Hyderabad](#), [Vancouver](#), [San Mateo, California](#), [Indianapolis](#),^[76] and [Hillsboro, Oregon](#).^[77] Salesforce.com has its services translated into 16^[78] different languages and as of July 31, 2011, had 104,000^[79] customers and over 2.1 million subscribers.^[80] Salesforce moved its Midwest Regional headquarters to Indianapolis in 2017.



Salesforce Tower in New York City.

[Standard & Poor's](#) included Salesforce, at the same time as [Fastenal](#), into the [S&P 500 Index](#) in September 2008, following the [federal takeover of Fannie Mae and Freddie Mac](#) and their removal from the index.^[81]

Leadership^[edit]

- [Marc Benioff](#), Chairman & CEO, co-founder of the company (1999–)^[82]
- Parker Harris, Co-Founder, oversees product strategy (1999–)^[83]
- Bret Taylor, President, Chief Product Officer (2017–)^[84]
- Suzanne DiBianca, Executive Vice President, Corporate Relations and Chief Philanthropy Officer (2000–)^[85] Chief Communications Officer (2017–)^[86]
- Mark Hawkins, President and Chief Financial Officer (2014–)^[87]
- Elizabeth Pinkham, Executive Vice President, Global Real Estate (2000–)^[88]
- Tony Prophet, Chief Equality Officer (2016–)^[89]
- Stephanie Buscemi, Chief Marketing Officer (2018–)
- Cindy Robbins, President and Chief People Officer (2006–)^[90]
- Amy Weaver, President, Legal and General Counsel (2013–)^[91]

Culture^[edit]

Salesforce was credited to have a strong [corporate culture](#) and its HR practices were said to have been a huge driving force behind its success story.^{[92][93]} Salesforce's corporate culture is based on the concept of [Ohana](#), a deep-rooted support system nurtured inside the company.^[94] Its culture emphasized certain core values, behaviors, and experiences. The leaders at Salesforce believed that its culture fostered dialogue, collaboration, recognition, and a sense of family, and helped its employees drive the company's purpose, vision, and impact^[92].

•

Finances^[edit]

For the fiscal year 2019, Salesforce reported revenue of US\$3.28 billion, an increase of 26% year-over-year and 26% in constant currency. The CRM giant reported subscription and support revenues of US\$12.41 billion, an increase of 27% year-over-year. Salesforce ranked 240 on the 2019 Fortune 500 list of the largest United States companies by revenue.^[95]

"Reaching New Heights on the Fortune 500 List| CRM". www.salesforce.com. Retrieved March 17, 2020.

Year	Revenue US\$ millions	Net income US\$ millions	Total Assets US\$ millions	Price per Share US\$	Employees
2005	176	7	280	5.19	
2006	310	28	435	8.62	
2007	497	0	665	11.69	
2008	749	18	1,090	13.43	
2009	1,077	43	1,480	11.37	
2010	1,306	81	2,460	24.21	
2011	1,657	64	3,091	32.93	
2012	2,267	−12	4,164	35.73	
2013	3,050	−270	5,529	45.94	9,800
2014	4,071	−232	9,153	57.26	13,300
2015	5,374	−263	10,665	70.66	16,000
2016	6,667	−47	12,763	74.55	19,000
2017	8,392	180	17,585	90.26	25,000
2018	10,480	127	21,010	131.91	29,000

IT infrastructure[\[edit\]](#)

Salesforce migrated to [Dell](#) servers with [Advanced Micro Devices](#) processors running Linux from [Sun Fire E25K](#) servers with SPARC processors running Solaris in 2008.^[96] The company uses the Momentum platform from Message Systems to allow its customers to send large amounts of email.^[97]

In 2012, Salesforce announced plans to build a [data center](#) in the UK to handle European citizens' personal data.^[98]

In 2013, Salesforce and Oracle announced a nine-year partnership in which Salesforce will use [Oracle Linux](#), [Oracle Exadata](#), [Oracle Database](#), and the [Java platform](#) to power Salesforce's applications and SaaS platform.^[99]

In 2016, Salesforce announced that it will use [Amazon Web Services](#) hosting for countries with restrictive data residency requirements and where no Salesforce data centers are operating. In July 2017, the first such Salesforce instance went live in Canada, with Salesforce announcing that this enabled signing a number of Canadian customers.^[100]

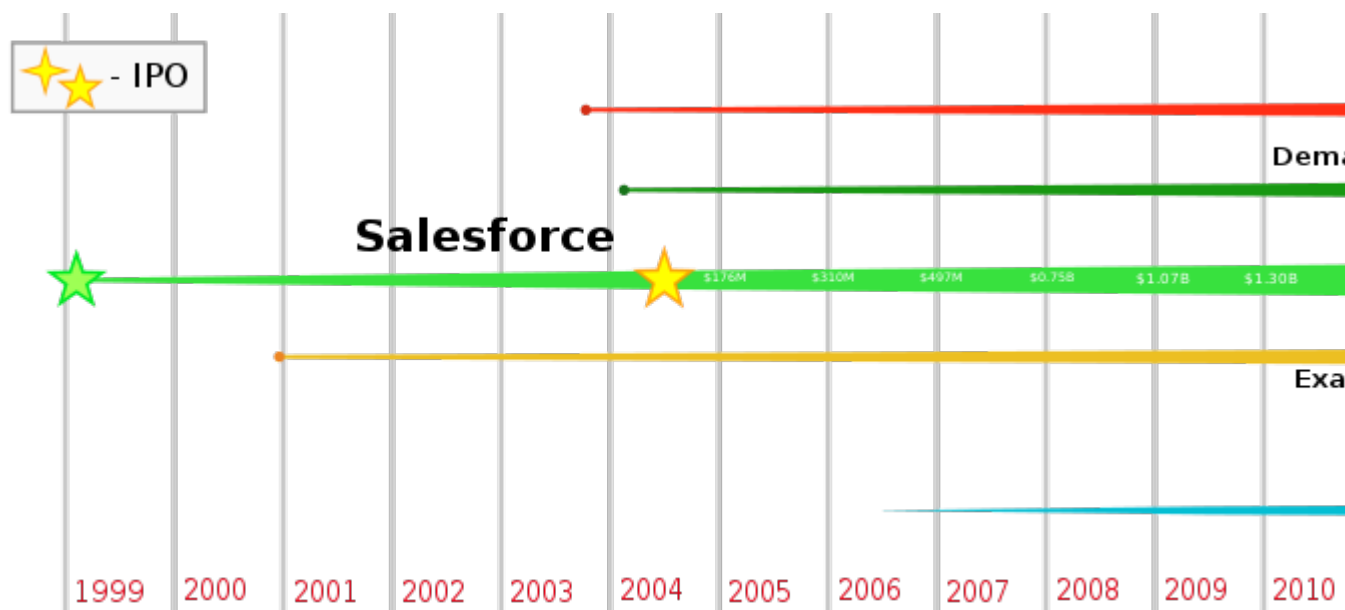
Acquisitions[\[edit\]](#)

The following is a list of acquisitions by Salesforce:

- Sendia (April 2006) – now Salesforce Classic^[101]
- Kieden (August 2006) – now Salesforce for [Google AdWords](#)

- Kenlet (January 2007) – original product CrispyNews used at Salesforce IdeaExchange and [Dell IdeaStorm](#) – now relaunched as Salesforce Ideas
- Koral (March 2007) – now Salesforce Content
- Intranet (August 2008) for \$31.5 million – now re-branded to Salesforce Knowledge
- GroupSwim (December 2009) – now part of Salesforce Chatter^[102]
- Informavores (December 2009)^[103] – now re-branded to Visual Workflow
- Jigsaw Data Corp. (April 2010)^[104] – now known as Data.com
- Sitemasher (June 2010) – now known as Site.com
- Navajo Security (August 2011)^[105]
- Activa Live Chat (September 2010) – now known as Salesforce Live Agent^[106]
- [Heroku](#) (December 2010) – for \$212 million^[107]
- Etacts (December 2010)^[108]
- [Dimdim](#) (January 2011)^[109]
- Monymoon (February 2011) – now known as Do.com^[110]
- Radian6 (March 2011) for \$340M^[111]
- Model Metrics (November 2011)^[112]
- Rypple (December 2011)^[113] – now known as Work.com
- Stypi (May 2012)^[114]
- Buddy Media (May 2012) for US\$689 million^{[115][116]}
- ChoicePass (June 2012)^[117]
- Thinkfuse (June 2012)^[118]
- BlueTail (July 2012) – now part of Data.com^[119]
- GoInstant (July 2012) for US\$70 million^[120]
- Prior Knowledge (December 2012)^[121]
- EntropySoft (February 2013) for an undisclosed sum – now known as Salesforce Files Connect
- clipboard.com (May 2013) for US\$12 million^[122]
- ExactTarget (announced June 4, 2013) – now [Salesforce Marketing Cloud](#) for US\$2.5 billion^[123]
- EdgeSpring (June 7, 2013) – now part of the Analytics Cloud^[124]
- RelateIQ (July 10, 2014) for US\$390 million – now known as [SalesforceIQ](#)^[125]
- Toopher (April 1, 2015)^[126]
- [Tempo](#) (May 29, 2015) – now part of SalesforceIQ^[127]
- AKTA (September 2015) – for an undisclosed sum.^[128]
- [MinHash](#) (December 2015)^[129]
- SteelBrick (December 2015) for US\$360 million – now re-branded to Salesforce CPQ^[130]
- PredictionIO (February 2016)^[131]
- MetaMind (April 2016)^[132]
- Implit (May 2016)^[133]
- [Demandware](#) (announced June 1, 2016) – now [Salesforce Commerce Cloud](#)^[134] for US\$2.5 billion^[135]
- Coolan (July 2016)^[136]
- [Quip](#) (August 2016) for US\$750 million^[137]
- BeyondCore (August 2016)^[138]
- Heywire (September 8, 2016)^[139]
- Gravitytank (September 2016)^[140]
- Krux (October 2016)^[141]
- Twin Prime (December 2016)^[142]
- Sequence (February 2017)^[143]

- Attic Labs (January 2018)^[144]
- CloudCraze (March 2018)^[145]
- [MuleSoft](#) (announced March 2018) – For \$6.5 billion^{[146][147]}
- Datorama (July 2018)^[148]
- Rebel Mail (October 2018)
- Griddable.io (January 2019)^[149]
- MapAnything (April 2019)^[150]
- [Bonobo AI](#) (May 2019)^[151]
- [Tableau](#) (August 2019)^[152] – \$15.3 billion
- ClickSoftware (August 2019)^[153] – \$1.35 billion
- [Difféo](#) (November 2019)^[154]
- Evergage (February 2020)^[155]
- Vlocity (February 2020)^[156]
- The CMO Club (March 2020)^[157]



Simplified timeline of Salesforce's biggest acquisitions, including only biggest ones.

Criticisms^{[edit](#)}

Subject to a phishing attack^{[edit](#)}

In November 2007 a successful [phishing](#) attack on a Salesforce employee compromised contact information on a number of Salesforce customers, which was then used to send highly targeted phishing emails.^{[158][159][160]} Salesforce has stated that "a phisher tricked someone into disclosing a password, but this intrusion did not stem from a security flaw in [the salesforce.com] application or database."^[161] The phishing breach was cited as an example of why the CRM industry needs greater security for users against such threats as [spam](#).^[162]

While the crowd-sourced method of building business contacts^[163] has proven popular with recruiters, marketers, and sales professionals, it has also raised questions of privacy as most of the site's database is entered without permission from the person being listed. Data.com

does, however, make it easy to remove business information on request as noted in December 2009 by [TechCrunch](#).^[164] However, recipients of these messages regard it as spam and at least one complaint about receiving more spam after attempting to remove one's address has been noted.^[165]

[\[edit\]](#)

In July 2012, Salesforce applied to trademark the term "[social enterprise](#)" in the [United States](#), the [European Union](#) and [Jamaica](#) where the term was in widespread use to describe businesses with a primarily social purpose. This was successfully challenged by a campaign called [#notinourname](#) which was launched by [Social Enterprise UK](#), resulting in Salesforce.com withdrawing their trademark application and agreeing not to use the term in their future marketing.^{[166][167]}

‘Meatpistol’ presenters let go at Def Con[\[edit\]](#)

In 2017 at [Def Con](#), Salesforce's Director of Offensive Security and a security engineer were fired on the conference room floor in front of several other attendees by an executive at the company after giving a talk. Word rapidly spread that two speakers had been released at the event.^[168] The presentation was initially signed off on by the company; however, Salesforce's management team had an unexplained and sudden change of heart an hour before the event.^[169] Salesforce's Director of Offensive Security had turned off his phone prior to the presentation and was unable to receive any communication from Salesforce prior to the presentation.^[168] Reaction after the firings were swift, with the [Electronic Frontier Foundation](#) providing representation to the fired employees^[168] and members of the security community opining "Salesforce undermined their credibility in the security community to a significant degree" and that "how they are perceived by the security community isn't top of their list of things they care about."^[170] The presented MEATPISTOL tool was anticipated to be released as open-source at the time of the presentation, but Salesforce continues to hold back on releasing any of the code to developers or the public.^[171] The terminated employees have continued to call on the company to open-source the software.^[172]

RAICES donation refusal[\[edit\]](#)

The [not-for-profit](#) organization [Refugee and Immigrant Center for Education and Legal Services](#) (RAICES) rejected a US\$250,000 philanthropic donation from Salesforce because the company has contracts with [U.S. Customs and Border Protection](#). The executive director of Raices, Jonathan Ryan, tweeted that "When it comes to supporting oppressive, inhumane, and illegal policies, we want to be clear: the only right action is to stop" in reference to the rejected donation.^[173] Salesforce CEO [Marc Benioff](#) responded in an [official statement](#) that the company's employees "don't work with [CBP](#) regarding separation of families. CBP is a customer & follows our [TOS](#). We don't have an agreement with [ICE](#). I'm Proud of the Men & Women who protect & serve our country every day & I'm Proud of our [Ohana](#)."^[174]

It was reported that, in a change to its acceptable-use policy,^[175] Salesforce is barring customers from using its system to sell semiautomatic guns and other firearms.^{[176][177]}

Tax avoidance[\[edit\]](#)

In December 2019, the [Institute on Taxation and Economic Policy](#) found that Salesforce was one of 91 companies who "paid an effective federal tax rate of 0% or less" in 2018, as a result of the [Tax Cuts and Jobs Act of 2017](#).^[178] Their findings were published in a report based on the 379 [Fortune 500](#) companies that declared a profit in 2018.^[179]

Lawsuit^[edit]

In March 2019 Salesforce faced a lawsuit by 50 anonymous women claiming to be victims and survivors of [sex trafficking](#), abuse and rape, which alleges the company profited from and knowingly facilitated sex trafficking on the Web site [Backpage.com](#) (defunct since April 2018).^[180] The lawsuit also pointed out that Salesforce was publicly promoting an anti-[human trafficking](#) campaign at the time of its work with Backpage.^{[181][182]}

Salesforce Ventures^[edit]

In 2009, in response to the [financial crisis of 2007–2008](#) and the resulting decline in venture funding, Salesforce began investing in digital companies that used or integrated Salesforce platform.^[183] This eventually became Salesforce Ventures, headed by John Somorjai^{[183][184]} Since then various funds have been created to focus on specific areas — in September 2014 SFV set up Salesforce1 Fund, aimed at start-ups creating applications primarily for mobile phones. In December 2018, Salesforce Ventures announced the launch of the Japan Trailblazer Fund, focused on Japanese startups.^[185]

As of August 2018, Salesforce Ventures reported investments totaling \$1.2 billion in 275 companies covering a wide range of business models, including e-commerce (CloudCraze),^[186] [artificial intelligence](#) ([Figure Eight](#)), online fraud prevention ([Forter](#)),^[187] Accounting and Professional Services Automation software (FinancialForce)^[188] and many other areas.^[189] Its five largest investments [Domo](#) (data-visualization software), [SurveyMonkey](#) (online survey software), [Twilio](#) (cloud-communication), [Dropbox](#) (cloud storage), and [DocuSign](#) (secure e-signature company) account for nearly half of its portfolio.^[190]

See also^[edit]

- [Amazon Web Services](#)
- [Oracle Cloud](#)
- [Salesforce Tower](#)
- [Salesforce Tower Indianapolis](#)
- [Salesforce Marketing Cloud](#)
- [SalesforceIQ](#)

References^[edit]

- ↑ Statement|publisher=U.S. Securities and Exchange Commission|access-date=June 5, 2017}}
- ↑ **Jump up to: ^a ^b ^c ^d ^e ^f** *"salesforce.com, inc. 2020 Annual Report Form (10-K)".* EDGAR. *United States Securities and Exchange Commission*. March 5, 2020. Retrieved March 6, 2020.

3. [^ Jessica Snouwaert. "The 25 best companies to work for, based on employee satisfaction". Business Insider. Retrieved April 1, 2020.](#)
4. [^ Babcock, Charles \(December 29, 2009\). "Salesforce.com's Wizard Was Parker Harris & Team". InformationWeek. Retrieved November 1, 2015.](#)
5. [^ Gerholdt, Mike \(October 17, 2013\). "Parker Harris on Co-Founding Salesforce.com". ButtonClick Admin. Salesforce.com. Retrieved November 1, 2015.](#)
6. [^ Compton, Jason \(June 23, 2004\). "Salesforce.com IPO Raises \\$110 million". Destination CRM.com. Retrieved November 1, 2015.](#)
7. [^ Fagan, Laura \(October 14, 2014\). "Marc Benioff Announces Salesforce Customer Success Platform, Analytics Cloud". Salesforce Blog. Retrieved November 1, 2015.](#)
8. [^ "Salesforce Launches Facebook Analytics Tool For B2B Marketers". Mediapost.com. Retrieved October 18, 2017.](#)
9. [^ "Salesforce.com Launches Lead Analytics for Facebook – Money Health Finance". Money Health Finance. October 11, 2017. Retrieved October 18, 2017.](#)
10. [^ Chin, Kimberly \(September 24, 2018\). "Salesforce Partners With Apple for Business Apps". Wall Street Journal. ISSN 0099-9660. Retrieved September 25, 2018.](#)
11. [^ Reports, Staff \(February 25, 2020\). "Salesforce leader steps down as software company reports 2020 revenue". WISH-TV | Indianapolis News | Indiana Weather | Indiana Traffic. Retrieved February 28, 2020.](#)
12. [^ Lager, Marshall \(February 10, 2009\). "Salesforce.com Expands the Cloud to Sales – CRM Magazine". Destinationcrm.com. Retrieved February 1, 2012.](#)
13. [^ "Salesforce.com Launches The Service Cloud, A Customer Service SaaS Application | TechCrunch". Techcrunchit.com. January 14, 2009. Retrieved February 1, 2012.](#)
14. [^ Kepes, Ben \(September 1, 2010\). "Salesforce Integrates Jigsaw - Refining Contact Data - Cloud Computing News". Gigaom.com. Retrieved February 1, 2012.](#)
15. [^ Diana, Alison \(June 22, 2010\). "Salesforce.com Launches Chatter Collaboration Tool – Storage – Disaster recovery/business continuity". InformationWeek. Retrieved February 1, 2012.](#)
16. [^ Dignan, Larry. "Salesforce launches Wave analytics cloud, boosts enterprise reach". ZDNet. Retrieved February 10, 2015.](#)
17. [^ "Top Customer Relationship Management Software | 2014 Reviews of the Best Systems". Capterra.com. February 25, 2013. Retrieved March 24, 2014.](#)
18. [^ Rao, Leena \(September 8, 2009\). "Everything You Need To Know About Salesforce's Service Cloud 2". TechCrunch. Retrieved September 29, 2013.](#)
19. [^ "Salesforce Lightning Platform | The Leading Enterprise PaaS | Salesforce Developers". developer.salesforce.com. Retrieved January 29, 2018.](#)
20. [^ Knorr, Eric; Gruman, Galen \(April 7, 2008\). "What Cloud Computing Really Means". The New York Times. IDG. Retrieved January 23, 2015.](#)
21. [^ "Salesforce.com Unveils Force.com Cloud Computing Architecture". Eweek.com.](#)
22. [^ "What is Apex? | Apex Developer Guide | Salesforce Developers". Retrieved November 7, 2017.](#)
23. [^ "What is Visualforce? | Visualforce Developer Guide | Salesforce Developers". Retrieved November 7, 2017.](#)
24. [^ "Compiling Visualforce Successfully". Salesforce.com.](#)
25. [^ "App Distribution - developer.force.com". developer.salesforce.com. Retrieved November 7, 2017.](#)
26. [^ "Salesforce Spring15 Release Notes". Salesforce.com. Retrieved January 26, 2015.](#)
27. [^ "Lightning Developer Guide: Open Source Aura Framework". Salesforce.com. Retrieved January 26, 2015.](#)

28. [^ "Lightning FAQ: Visualforce and Lightning"](#). Salesforce.com. Retrieved January 26, 2015.
29. [^ "Who's Who in Application Platforms for Cloud Computing: The Cloud Specialists"](#). Gartner. September 16, 2009.
30. [^ Developer Keynote: Build Next Generation Apps. YouTube](#). November 21, 2013.
31. [^ "#DF19 Developer Keynote Highlights"](#). Salesforce Developers Blog. November 20, 2019. Retrieved December 5, 2019.
32. [^ "Community Cloud FAQ"](#). Salesforce.com. Retrieved October 4, 2019.
33. [^ Berkow, James. "HR industry feels Rypple effect"](#). Edmonton Journal. Retrieved October 14, 2010.
34. [^ Abbott, Kate. "How I Got Here: Salesforce Rypple's Daniel Debow"](#). Bloomberg BusinessWeek. Retrieved June 27, 2012.
35. [^ "The Rypple effect"](#). The Economist. Retrieved December 30, 2008.
36. [^ "Introducing Rypple's New CTO... Bohdan Zabawskyj"](#). Work.com. Archived from the original on January 10, 2014. Retrieved January 9, 2014.
37. [^ Clark, Don. "Spotify Rallies Workers With Help From Rypple"](#). The Wall Street Journal. Retrieved December 13, 2011.
38. [^ Goetz, Thomas \(June 20, 2011\). "How Facebook Uses Feedback Loops: Meet Rypple"](#). Wired. Retrieved June 20, 2011.
39. [^ Rao, Leena. "Salesforce Debuts Rypple-Powered Work.com To Help Companies Manage Talent, Partners With Facebook"](#). Techcrunch. Retrieved February 15, 2013.
40. [^ "AppExchange – Home"](#). Salesforce.com. March 1, 2011. Retrieved July 17, 2013.
41. [^ "AppExchange – Home"](#). Appexchange.salesforce.com. Retrieved February 6, 2015.
42. [^ "AppExchange- Consulting Top Partners"](#). Salesforce.com. Retrieved July 5, 2017.
43. [^ https://www.salesforce.com/products/mytrailhead/overview/](#)
44. [^ Platform, Salesforce \(May 29, 2019\). "Introducing Salesforce Blockchain: The fast and easy way to create trusted partner networks"](#). @SalesforceforIT. Retrieved June 5, 2019.
45. [^ "Blockchain"](#). Salesforce.com. Retrieved June 5, 2019.
46. [^ "Salesforce Blockchain enables code-free blockchain networks, workflows, and apps"](#). VentureBeat. May 29, 2019. Retrieved June 5, 2019.
47. [^ Computing, Anthony Spadafora 2019-05-30T22:58:41Z. "Salesforce launches blockchain channel"](#). TechRadar. Retrieved June 5, 2019.
48. [^ Mearian, Lucas \(June 3, 2019\). "Salesforce offers blockchain lite to entice users"](#). Computerworld. Retrieved June 5, 2019.
49. [^ "Salesforce Projects Revenue Showing Continued Strong Growth"](#). June 4, 2019. Retrieved June 5, 2019.
50. [^ O'Connell, Justin. "How Salesforce Is Using Blockchain To Decentralize Data & Hyperledger's Role"](#). Forbes. Retrieved December 15, 2019.
51. [^ "Enterprise Customers Flocking to Jigsaw Data Fusion"](#). Outbound-call-center.tmcnet.com. November 19, 2009. Retrieved June 27, 2011.
52. [^ Fost, Dan \(September 5, 2006\). "Jigsaw Data not a company that follows standards"](#). San Francisco Chronicle.
53. [^ "Important Changes Coming to Data.com Connect"](#). Community.data.com. April 17, 2018. Retrieved October 9, 2018.
54. [^ "Data.com Clean and Prospector Retirement"](#). Help.salesforce.com. Retrieved January 22, 2019.
55. [^ "Salesforce Buys Customer Service SaaS Assistly For \\$50M To Reach Small Businesses"](#). Techcrunch. Retrieved September 21, 2011.
56. [^ "Assistly Is Now Desk.com"](#). Desk.com. Retrieved December 30, 2012.

57. [^ "Salesforce launches Desk.com, slick social customer support software based on Assistly".](#) Venturebeat.com. Retrieved January 30, 2012.
58. [^ "Salesforce sweetens the deal for growing SMBs with new Desk.com edition".](#) PC World. Retrieved January 7, 2015.
59. [^ "Customer Relationship Software for Small Businesses".](#) Salesforce.com. Retrieved February 1, 2015.
60. [^ "Mailchimp for Desk.com".](#) Desk.com. Retrieved February 1, 2015.
61. [^ "Desk.com steps up global focus".](#) Computerworld.com. Retrieved February 26, 2015.
62. [^ "Desk to Service Cloud Product Update FAQ..."](#) Support.desk.com. Retrieved October 9, 2018.
63. [^ Salesforce debuts Do.com, a smart social productivity app for small teams,](#) VentureBeat News
64. [^ Protalinski, Emil \(October 25, 2013\). "Salesforce to Shut Down Social Productivity App Do.com on January 31".](#) The Next Web.
65. [^ Salesforce to shut down Do.com task management service,](#) CiteWorld
66. [^ Salesforce.com sells Do.com domain name to startup,](#) DomainNameWire
67. [^ Stubblebine, Tony \(November 13, 2006\). "An Introduction to Salesforce.com's AppExchange".](#) O'Reilly Network.
68. [^ "Field Types | SOAP API Developer Guide | Salesforce Developers".](#) developer.salesforce.com. Retrieved August 5, 2020.
69. [^ "Salesforce Offers REST & SOAP API for 3rd Party App Integration".](#) Kennected. July 29, 2020. Retrieved August 5, 2020.
70. [^ "Salesforce Developers".](#) Salesforce.com. Retrieved July 5, 2017.
71. [^ "Asynchronous Processing in Force.com" \(PDF\).](#) Salesforce.com. Retrieved July 6, 2017.
72. [^ "Lightning Platform".](#) Salesforce Developers. Retrieved July 25, 2018.^[*self-published source*]
73. [^ "Lightning Design System".](#) Salesforce.com. June 29, 2018. Retrieved July 25, 2018.^[*self-published source*]
74. [^ "Get Started with Lightning Experience".](#) Salesforce.com. Retrieved August 27, 2019.
75. [^ "What is Salesforce CRM".](#) Suyati.com. February 11, 2014.
76. [^ "Salesforce Tower".](#) salesforcetowerindy.com. Retrieved October 9, 2018.
77. [^ Hoge, Patrick \(April 11, 2014\). "Salesforce.com set to move into the West's tallest office building".](#) Portland Business Journal. Retrieved April 12, 2014.
78. [^ Finley, Klint \(December 8, 2010\). "Beyond Babel: Language Support in Enterprise 2.0 Products".](#) Readwriteweb.com. Archived from [the original](#) on August 17, 2011. Retrieved February 1, 2012.
79. [^ "CRM, the cloud, and the social enterprise".](#) Salesforce.com. Retrieved February 1, 2012.
80. [^ "History of Salesforce".](#) Salesforce Programmers. Digital Marketing Solutions, LLC. Retrieved July 4, 2011.
81. [^ Martin, Eric \(September 9, 2008\). "Salesforce.com, Fastenal to Replace Fannie, Freddie in S&P 500".](#) Bloomberg.
82. [^ Russell, Jon. "Amazon, Facebook, Google and other tech giants urge Trump to continue DACA program".](#) TechCrunch. Retrieved September 14, 2017.
83. [^ "Not every Silicon Valley leader is an engineer, including these 9 super successful liberal arts majors".](#) Business Insider. Retrieved September 14, 2017.

84. [^ "How Bret Taylor, a former Facebook and Google engineer, earned Marc Benioff's trust to become one of the most important execs at Salesforce".](#) CNBC.com. September 22, 2018. Retrieved September 22, 2018.
85. [^](#) Clancy, Heather (August 7, 2017). ["Salesforce blesses San Francisco's clean energy program".](#) GreenBiz. Retrieved September 14, 2017.
86. [^](#) ["Tech Moves: Zillow CFO joins Apptio board, Starbucks SVP joins Salesforce as communications chief, and more".](#) GeekWire. June 1, 2017. Retrieved September 14, 2017.
87. [^](#) ["Salesforce's Revenue Rises as Losses Widen".](#) Retrieved September 14, 2017.
88. [^](#) Levy, Ari (September 30, 2016). ["This woman is behind Salesforce's global expansion".](#) CNBC. Retrieved September 14, 2017.
89. [^](#) ["How Salesforce's other CEO is championing equality in Silicon Valley".](#) The Independent. June 6, 2017. Retrieved September 14, 2017.
90. [^](#) ["MiniBios: Honoring HR's Female Influencers – Workforce Magazine".](#) Workforce Magazine. January 10, 2017. Retrieved September 14, 2017.
91. [^](#) ["Amy E. Weaver: Executive Profile & Biography – Bloomberg".](#) Bloomberg.com. Retrieved September 14, 2017.
92. [^](#) [Jump up to: ^a ^b](#) Purkayastha, Debapratim and Chakraborty, Barnali (2020). ["Corporate Culture and HR Practices at Salesforce.com, Inc.|Human Resource and Organization Behavior|Case Study|Case Studies".](#) icmrindia.org. Retrieved June 14, 2020.CS1 maint: multiple names: authors list ([link](#))
93. [^](#) Sundberg, Jörgen (September 10, 2017). ["Salesforce Ohana: Attracting Talent with Corporate Culture".](#) Undercover Recruiter. Retrieved June 14, 2020.
94. [^](#) ["SALESFORCE AND ITS OHANA CULTURE".](#) ISDI. March 14, 2018. Retrieved June 14, 2020.
95. [^](#) ["Salesforce Announces Record Fourth Quarter and Full Year Fiscal 2019 Results|CRM".](#) www.salesforce.com. Retrieved March 17, 2020. Salesforce ranked 240 on the 2019 Fortune 500 list of the largest United States companies by revenue.
96. [^](#) ["Salesforce.com pulls plug on Sun's flagship Unix servers".](#) The Register.
97. [^](#) ["The biggest email provider you've never heard of".](#) Fortune.
98. [^](#) Meyer, David. ["Salesforce finally solidifies European data center plans".](#) Gigaom.com.
99. [^](#) ["Salesforce.com and Oracle Announce New Strategic Partnership"](#) (Press release). Oracle.
100. [^](#) ["Salesforce Now Live on Amazon Web Services Cloud Infrastructure in Canada".](#) Salesforce.com. Retrieved August 28, 2017.
101. [^](#) Wood, Jason. ["With Kieden Acquisition, Salesforce.com Is On A Roll".](#) Seeking Alpha. Retrieved December 30, 2017.
102. [^](#) Kepes, Ben (December 11, 2009). ["Breaking: Salesforce.com Buys GroupSwim".](#) Cloud Ave. Retrieved September 2, 2015.
103. [^](#) Whiting, Rick (February 3, 2010). ["Salesforce Adds Business Process Development To Force.com".](#) Crn.com. Retrieved February 1, 2012.
104. [^](#) ["Salesforce.com acquires Jigsaw for \\$142 million".](#) ZDNet. April 21, 2010. Archived from [the original](#) on January 6, 2012. Retrieved February 1, 2012.
105. [^](#) ["Salesforce.com Brings Navajo Into Camp to Boost Cloud Security".](#) Forbes. August 30, 2011.
106. [^](#) ["Salesforce Buys Enterprise Chat Startup Activa Live".](#) TechCrunch. September 24, 2010. Retrieved February 1, 2012.
107. [^](#) ["Salesforce.com Buys Heroku For \\$212 million In Cash".](#) TechCrunch. December 8, 2010.

108. [^ "Salesforce Buys Email Contact Manager Etacts"](#). TechCrunch. December 21, 2010.
109. [^ "Salesforce buys Dimdim for \\$31 million, bolsters Chatter collaboration"](#). ZDNet. Retrieved February 1, 2012.
110. [^ "Salesforce.com Buys Manymoon"](#). All Things Digital. Retrieved January 20, 2011.
111. [^ Savitz, Eric \(March 30, 2011\). "Salesforce Buys Social Media Tracker Radian6 For \\$340M"](#). Forbes. Retrieved February 1, 2012.
112. [^ "Salesforce Acquires Social And Mobile Cloud Computing Consultancy Model Metrics"](#). TechCrunch. November 14, 2011. Retrieved February 1, 2012.
113. [^ "Salesforce Acquires Rypple For Social Employee Performance Management"](#). InformationWeek. Archived from [the original](#) on January 8, 2012. Retrieved December 19, 2011.
114. [^ "Salesforce Acquires Styti"](#).
115. [^ "Salesforce Lines Up Against Oracle On Social Push; Buys Buddy Media For \\$689M"](#). TechCrunch. June 4, 2012. Retrieved June 27, 2013.
116. [^ "Salesforce to Acquire Buddy Media"](#). Webpronews.com. May 30, 2012.
117. [^ "Salesforce.com Buys Corporate 'perks' Software Vendor ChoicePass"](#). PC World.
118. [^ "Salesforce Acquires TechStars And TechCrunch Disrupt Alum Thinkfuse"](#). TechCrunch. June 25, 2012.
119. [^ "Salesforce.com acquired BlueTail in July, AllThingsD reports"](#). Yahoo! Finance. September 11, 2012. Retrieved June 27, 2013.
120. [^ "Salesforce.com Reported To Buy GoInstant For \\$70 Million"](#). TechCrunch. July 9, 2012. Retrieved June 27, 2013.
121. [^ Grant, Rebecca \(November 23, 2012\). "Salesforce to predict the future with the power of Prior Knowledge"](#). VentureBeat. Retrieved November 22, 2013.
122. [^ "Web Clipping Service Clipboard Acquired By Salesforce For \\$12M, Will Be Shuttered On June 30th"](#). TechCrunch. May 9, 2013. Retrieved June 27, 2013.
123. [^ "ExactTarget to be Acquired in \\$2.5 Billion Deal – Newsroom – Inside INdiana Business with Gerry Dick"](#). InsideINdianaBusiness.com. Archived from [the original](#) on July 10, 2013. Retrieved July 17, 2013.
124. [^ "After Picking Up ExactTarget, Salesforce Buys Enterprise Business Intelligence And Analytics Startup EdgeSpring"](#). TechCrunch. June 7, 2013. Retrieved July 17, 2013.
125. [^ "Salesforce Buys Big Data Startup RelateIQ For Up To \\$390M"](#). TechCrunch. July 10, 2014.
126. [^ "Mobile Authentication Startup Toopher Acquired By Salesforce"](#). TechCrunch. April 1, 2015.
127. [^ "Salesforce Acquires Smart Calendar Startup Tempo, App Will Shut Down On June 30"](#). TechCrunch. May 29, 2015.
128. [^ "Salesforce acquires application development consulting firm AKTA"](#). VentureBeat. September 2, 2015.
129. [^ "Salesforce Has Acquired MinHash, Creators Of The AILA Virtual Marketing Assistant"](#). TechCrunch. December 14, 2015.
130. [^ "Salesforce Acquires SteelBrick"](#). Steelbrick. Archived from [the original](#) on April 20, 2016.
131. [^ "Salesforce Acquires PredictionIO To Build Up Its Machine Learning Muscle"](#). TechCrunch. February 19, 2016.
132. [^ "Salesforce buys MetaMind"](#).

133. [^ "Salesforce just bought a startup for 'tens of millions' of dollars, adding to its buying spree". Business Insider. Retrieved July 24, 2016.](#)
134. [^ "Demandware is Now the Salesforce Commerce Cloud". Salesforce.](#)
135. [^ "Salesforce Signs Definitive Agreement to Acquire Demandware". Demandware. June 1, 2016.](#)
136. [^ "Salesforce acquires data center analytics startup Coolan". VentureBeat. July 21, 2016. Retrieved December 12, 2016.](#)
137. [^ "Salesforce buys word processing app Quip for \\$750M". TechCrunch. August 1, 2016.](#)
138. [^ "Another Salesforce acquisition with BeyondCore enterprise analytics grab". TechCrunch. August 16, 2016.](#)
139. [^ https://www.businessinsider.com/salesforce-buys-heywire-2016-9](#)
140. [^ "Salesforce adds to its \\$4 billion spending spree by quietly buying another company". Yahoo! Finance. September 15, 2016.](#)
141. [^ "Susan Bidel's Blog". blogs.forrester.com. Retrieved October 13, 2016.](#)
142. [^ "Salesforce just bought a startup called Twin Prime, adding to its \\$5 billion buying binge". BusinessInsider. December 13, 2016.](#)
143. [^ "Salesforce acquires Sequence to build out its UX design services". TechCrunch. Retrieved February 1, 2017.](#)
144. [^ "Salesforce acquires Attic Labs, the startup behind decentralized database Noms". TechCrunch. Retrieved January 8, 2018.](#)
145. [^ "e-commerce gets B2B boost with CloudCraze purchase Noms". TechTarget. March 15, 2018.](#)
146. [^ "Salesforce is buying MuleSoft". Business Insider. March 20, 2018. Retrieved March 20, 2018.](#)
147. [^ "Salesforce buys MuleSoft in a deal worth 6.5 billion". Fortune. Retrieved March 20, 2018.](#)
148. [^ "Datorama acquisition to bolster Marketing Cloud Noms". TechTarget. Retrieved July 23, 2018.](#)
149. [^ Bharadhwaj, Rajeev \(January 28, 2019\). "Salesforce Signs Definitive Agreement to Acquire Griddable – Griddable". Griddable.io. Archived from the original on January 28, 2019. Retrieved April 26, 2019.](#)
150. [^ Miller, Ron \(April 17, 2019\). "Salesforce is buying MapAnything, a startup that raised over \\$84 million". TechCrunch. Archived from the original on April 18, 2019. Retrieved April 26, 2019.](#)
151. [^ "Salesforce Buys Conversational AI Startup Bonobo". Ctech. May 6, 2019.](#)
152. [^ "Salesforce Completes Acquisition of Tableau". Tableau.com. August 6, 2019.](#)
153. [^ "Salesforce is acquiring ClickSoftware for \\$1.35B". techcrunch.com. August 8, 2019.](#)
154. [^ "Notice of the 2020 Annual Meeting and 2020 Proxy Statement". sec.gov. June 11, 2020.](#)
155. [^ Wirth•, Karl \(February 3, 2020\). "Evergage Has Joined the Salesforce Family". Evergage. Retrieved August 5, 2020.](#)
156. [^ "Salesforce Has Signed a Definitive Agreement to Acquire Vlocity". Vlocity. Retrieved August 5, 2020.](#)
157. [^ "Welcome The CMO Club to the Salesforce Family". Salesforce.com. Retrieved August 5, 2020.](#)
158. [^ Espiner, Tom \(November 7, 2007\). "Salesforce tight-lipped after phishing attack". ZDNet.](#)

159. [^] [Patrizio, Andy \(November 7, 2007\). "Salesforce.com Scrambles To Halt Phishing Attacks". *InternetNews.com*.](#)
160. [^] [McMillan, Robert \(November 7, 2007\). "Salesforce.com customer list stolen". *IDG News Service*.](#)
161. [^] ["Trust — Salesforce". *Trust.salesforce.com*. Retrieved October 9, 2018.](#)
162. [^] [Berlind, David \(November 6, 2007\). "Phishing-based breach of Salesforce customer data is more evidence of industry's need to act on spam. Now". *Berlind's Testbed \(blog\)*.](#)
163. [^] [Lohr, Steve \(September 24, 2009\). "Jigsaw's Business Model Is Built on Crowdsourcing". *The New York Times*.](#)
164. [^] [Arrington, Michael \(December 20, 2009\). "The World Has Changed. Is Jigsaw Still Evil?". *Techcrunch.com*. Retrieved June 27, 2011.](#)
165. [^] ["jigsaw.com | Web Safety Ratings from McAfee SiteAdvisor". *Siteadvisor.com*. Retrieved June 27, 2011.](#)
166. [^] ["Not In Our Name". *socialenterprise.org.uk*. Social Enterprise UK. Archived from *the original* on September 23, 2016. Retrieved September 3, 2014.](#)
167. [^] [Guglielmo, Connie. "Salesforce.com's Marc Benioff On Innovation, Acquisitions And Reinvention". *Forbes*. Retrieved December 5, 2019.](#)
168. [^] [Jump up to: ^a ^b ^c "Salesforce "red team" members present tool at Defcon, get fired". *Arstechnica.com*. Retrieved October 9, 2018.](#)
169. [^] [Whittaker, Zack \(August 9, 2017\). "Salesforce fires red team staffers who gave Defcon talk". *Zdnet.com*. Retrieved August 9, 2017.](#)
170. [^] ["Musings on MEATPISTOL firings". *Securitycurve.com*. August 10, 2017. Retrieved October 9, 2018.](#)
171. [^] ["Salesforce sacks two top security engineers for their DEF CON talk". *Theregister.co.uk*. Retrieved October 9, 2018.](#)
172. [^] ["Security researchers fired after giving talk to hackers". *News.sky.com*. Retrieved October 9, 2018.](#)
173. [^] ["Raices Twitter".](#)
174. [^] ["Marc Benioff Twitter".](#)
175. [^] ["Acceptable Use and External-Facing Services Policy" \(PDF\).](#)
176. [^] ["Tech giant brings software to a gun fight".](#)
177. [^] [Leskin, Paige. "Salesforce is refusing to let its customers use its software to sell semi-automatic guns". *Business Insider*. Retrieved June 5, 2019.](#)
178. [^] [Gardner, Matthew; Rogue, Lorena; Wamhoff, Steve \(December 16, 2019\). "Corporate Tax Avoidance in the First Year of the Trump Tax Law". *Institute on Taxation Policy*. Retrieved August 17, 2020.](#)
179. [^] [Pound, Jesse \(December 16, 2019\). "These 91 companies paid no federal taxes in 2018". *CNBC*. Retrieved February 11, 2020.](#)
180. [^] [Natasha Bach \(March 27, 2019\). "on Backpage.com". *Fortune*. Retrieved March 31, 2019.](#)
181. [^] [Jones, Connor \(March 28, 2019\). "50 plaintiffs claim the CRM specialist helped grow the now defunct criminal website Backpage.com". *IT PRO*. Retrieved March 31, 2019.](#)
182. [^] [Swartz, Jon \(March 27, 2019\). "Salesforce Stock Falls After Lawsuit Is Filed". *Barron's*. Retrieved March 31, 2019.](#)
183. [^] [Jump up to: ^a ^b Peterson, Becky \(August 18, 2018\). "Inside Salesforce Ventures — the investment arm behind a \\$1 billion software ecosystem fueling growth". *BusinessInsider.com*. *Business Insider*. Retrieved February 4, 2019.](#)

184. [^] [De La Merced, Michael J. "Salesforce.com to Set Up a Venture Capital Fund". The New York Times. Retrieved September 10, 2014.](#)
185. [^] [Kawamoto, Dawn \(December 5, 2018\). "Salesforce Ventures launches \\$100 million fund for Japanese startups". San Francisco Business Times. American City Business Journals.](#)
186. [^] [Pletz, John \(January 5, 2017\). "Salesforce software maker CloudCraze lands \\$20 million". Crain's Chicago Business. Crain Communications. Retrieved February 3, 2019. Salesforce's venture-capital arm also invested in the deal.](#)
187. [^] [Noto, Anthony \(September 26, 2018\). "Salesforce, March Capital back Forter with \\$50 million funding round". New York Business journal. American Cities Business Media. Retrieved February 3, 2019.](#)
188. [^] [Darrow, Barb \(June 20, 2017\). "This Salesforce Ally Is Gearing Up to Take on Microsoft and Oracle". Fortune. Time Inc. Retrieved February 3, 2019.](#)
189. [^] ["Salesforce Ventures Portfolio". salesforce.com. Salesforce. Retrieved February 3, 2019.](#)
190. [^] [Peterson, Becky \(November 14, 2018\). "Salesforce owns \\$1.2 billion worth of other companies — here are its 5 biggest investments in public companies". BusinessInsider.com. Business Insider. Retrieved February 4, 2019. the company's five largest public investments account for \\$505 million](#)

External links^{[edit](#)}

- Business data for Salesforce.com: