

#SFDC #DF11

Screenshots from Salesforce.com
Dreamforce 11 keynote presentation

Live stream for #FB like'rs only

The image displays a split-screen view. On the left is a screenshot of a Facebook live stream page titled "Salesforce LIVE @ Dreamforce August 30 to September 2, 2011". The page features a large black video placeholder area with the text "Delighting Customers is Knowing Who They Are and What They 'Like'" and three icons: a person with a Facebook logo, a person with a Twitter logo, and a person with an LinkedIn logo. Below this are the statistics "7626 current / 45709 total views" and a "POST" button. On the right is a screenshot of the TweetDeck interface, showing a search results page for "#DF11". The top result is a promoted tweet from Salesforce (@salesforce) about the Benioff keynote. Below it are several tweets from users like RT_Pinkleymann, igEvangelist, and Paul_Greenberg, all related to the event.

Social customer profile

chatter

Search Accounts, Articles... Search Options...

Kevin Foley Help & Training Salesforce Chatter

Home Chatter Profile People Groups Files Accounts Contacts Dashboards +

Shortcut

- Calendar
- Unresolved Items

Recent Items

- David Adelson
- Girma and Hudson Hotels
- Stacey Moore
- Kevin Foley
- VX3 Compatibility Guide
- Jill Foley
- Data.com tab

Recycle Bin

David Adelson

More Information Show Chatter Follow

Contact Detail

Name	David Adelson	Account Name	Hudson Hotels
LinkedIn	David_Adelson	Title	Sr. Director, Global IT
Twitter	@davidadelson1	Email	dadelson@hudsonhotels.com Gmail
Facebook	David Adelson	Phone	(212) 555-9612

Account Details

Address

Map of New York City showing the location of David Adelson at 310 Henry St, New York, NY 10002, USA. The map includes labels for Hudson Square, Prince Street, Bowery, Little Italy, Chinatown, and various parks.

Public feeds on contacts

The screenshot shows a Salesforce interface for a contact named "Melissa Le". The top navigation bar includes Home, Chatter, Profile, People, Groups, Accounts, Contacts, Opportunities, Orders, Dashboards, Data.com, and Sales. The main content area displays Melissa's profile picture, name, and links to her LinkedIn, Twitter, and Facebook profiles. It also shows her follower count (3,124) and accounts she follows (854). Below this, three tweets from her Twitter account (@MelissaLe1) are displayed:

- "Looking for professional video conferencing integrations with the iPad. Any suggestions?" (2 hours ago)
- "@HotelNews Market Matrix Announces First Quarter 2011 Hospitality Index Results: bit.ly/lBcG86" (1 day ago)
- "Our executive and hotel management staff is adopting iPads. All about improving productivity and collaboration!" (2 days ago)

On the left sidebar, under "Recent Items", there are links to various contacts and accounts, including "Melissa Le", "Hudson Hotels - 570K", "Citrus and Hudson Hotels", "Steve Morton", "David Adelson", "Enter the Question Title Here", "Hudson Hotels", "Hudson Account Plan", "John Weinberg", and "Leslie Gestin". A "Recycle Bin" section is also present.

On the right side, there is a map showing locations like "Grand Central Station", "Times Sq", "ABC News", "East River", "Foley Square", "Father Duggan Park", and "McGraw Hill". A sidebar on the right lists "for - Global IT", "hotels.com", "Gmail", "41", "50", and "Entertainment".

On-premises database support

Choose How to Store Your Data

Database.com Data Residency Option (DRO)



Store sensitive data in your
data center...



or in the Salesforce
data center.

Choice of data storage

Compliance with many corporate or
government policies

Expected general availability in early 2012

Chatter has become the new SFDC UI

Step 2: Create An Employee Social Network



Chatter is the Leader in Employee Social Networks

chatter

Collaboration for the Social Enterprise

Profiles	Groups
Status Updates	Feeds
File Sharing	App Updates



100,000+
Active Companies

Third-party Research on
Average Percentage
Improvements Reported
by Customers



Customers include:



100,000+ employees



94,000+ employees



55,000+ employees



20,000+ employees



18,000+ employees



14,000+ employees



13,000+ employees



8,000+ employees



6,000+ employees



6,000+ employees



5,000+ employees



4,000+ employees

Chatter Now = Lync for SFDC

The screenshot shows the Salesforce Chatter interface for a contact named Stacey Moore. The top navigation bar includes links for Home, Edit, View, History, Bookmarks, Tools, Windows, and Help. The main content area displays a feed of posts from various users:

- Jane Hart:** Just met with Stacey. They're acquiring a small boutique hotel chain this month and she's worried about how their current #IVX3 video conferencing systems will scale. How do we settle her concerns?
August 24, 2011 at 8:42 AM · Comment · Like
- Dan:** Ken Locklin • Product Manager
Following
Send a message
CIO.com
Ken Locklin We've seen issues in video quality with older and newer models. A SWAT team was created to address and document best practices to resolve these issues.
August 24, 2011 at 8:44 AM · Unlike · 18 people
- Kevin Foley:** Just met with Stacey. They're acquiring a small boutique hotel chain this month and she's worried about how their current #IVX3 video conferencing systems will scale. How do we settle her concerns?
August 22, 2011 at 1:04 AM · Comment · Like

A sidebar on the right titled "Chatter Now" lists "Followed People" with icons and names:

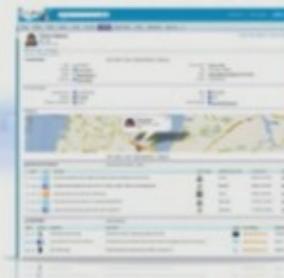
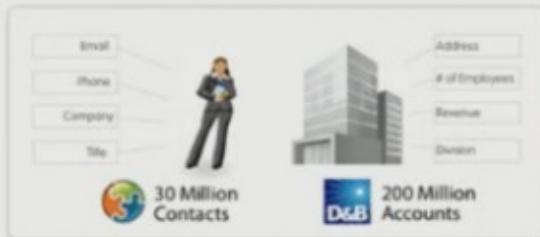
- Ken Locklin
- Alex Chu
- Anne Watson
- Bob Ingram
- Christine Brent
- Elizabeth Bell
- Ely Smith
- Heather Ryan
- Jeff Brooks
- John Moore
- Kevin Wagner
- Luke Williams
- Tim Moore
- Wendy Grdin

Jigsaw is now Data.com

Winter '12: Shorten Sales Cycles with Data.com



Leading Data Providers



Import accurate data
Clean your data
Access millions of contacts and accounts

Customers include:



websense

SUNGARD

cisco

AT&T

enforasys®
Secure Networks

ARISA™

comcast.
SPECTRUM



Data.com social profile enrichment

Salesforce

Search All... Search

Steve Morton Help & Training Sales

Home Chatter Profile People Groups Accounts Contacts Opportunities Orders Dashboard Data.com +

Melissa Le

Show Chatter Follow

Back to List

Contact Detail

Name	Melissa Le	Account Name	Hudson Hotels
LinkedIn	Melissa Le	Title	Senior Director - Global IT
Twitter	@melissale	Email	mle@hudsonhotels.com
Facebook	Melissa Le	Phone	(212) 555-5341

Account Details

Annual Revenue	\$1,350,000,000	DUNS	808334550
Industry	Hotel	SIC	7011
Number of Employees	25,000	Parent Company	Sunlight Entertainment

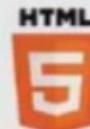
Address

Melissa Le
310 Henry Street
New York, NY 10002
USA

HTML5 for all touch enabled devices

The Next Generation of Software is Emerging

Next Generation Hardware



Next Generation Software



Introducing:

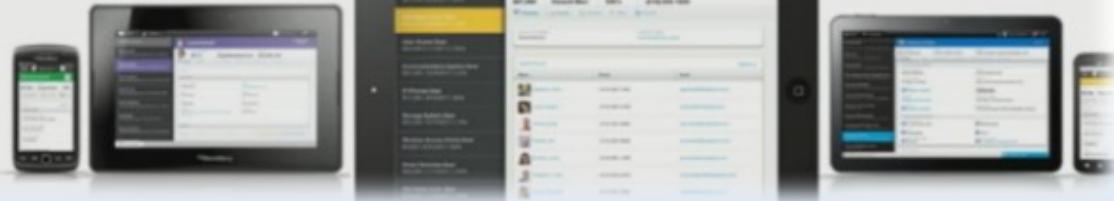
touch.salesforce.com



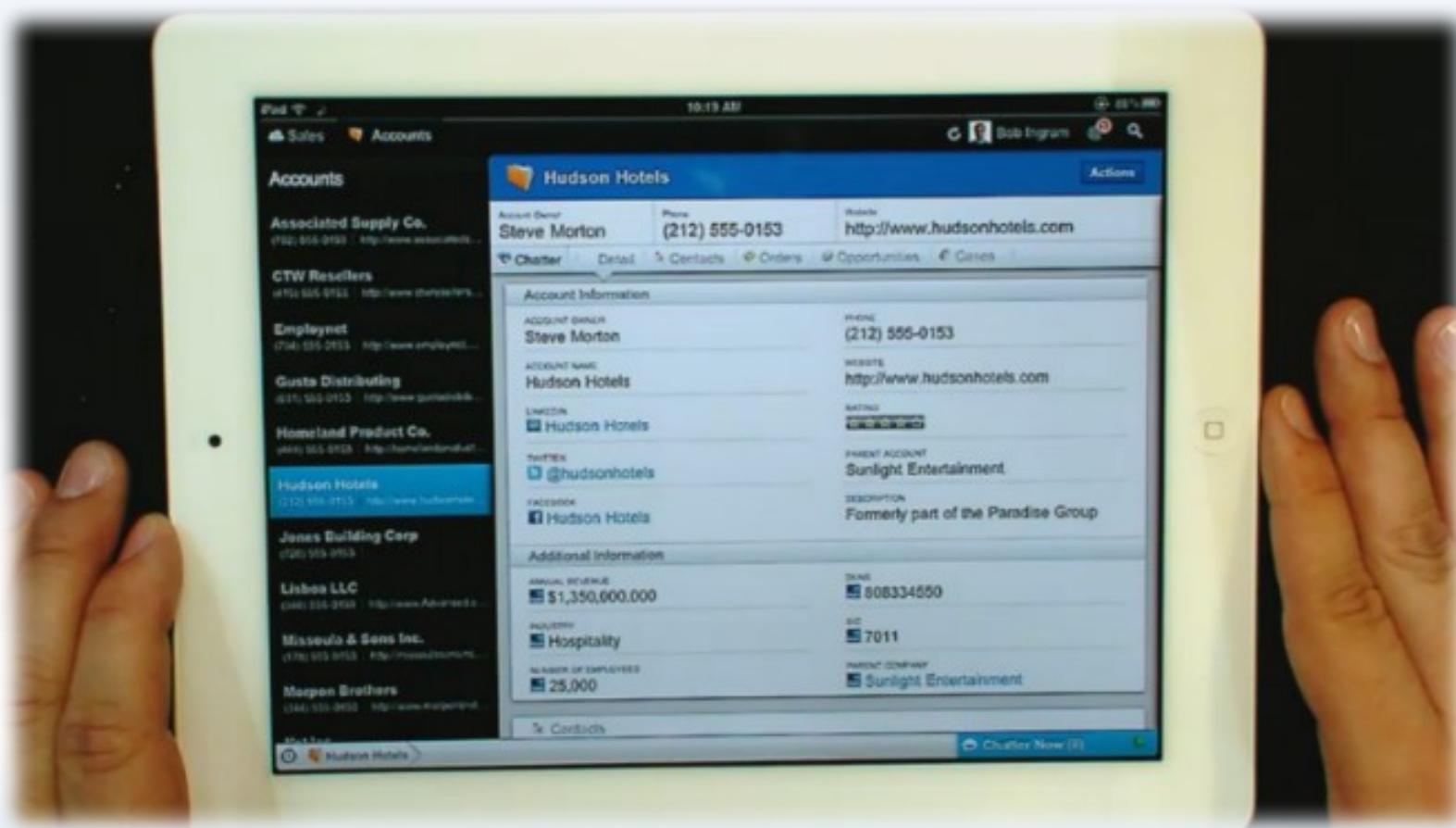
Fast: Quickly Deploy Salesforce & Custom Apps

Easy: Automatic Upgrades
Write Once, Run Anywhere

Open: Run on Any Device



iPad: the be all, end all of SFDC



Customer service through Chatter

Introducing:

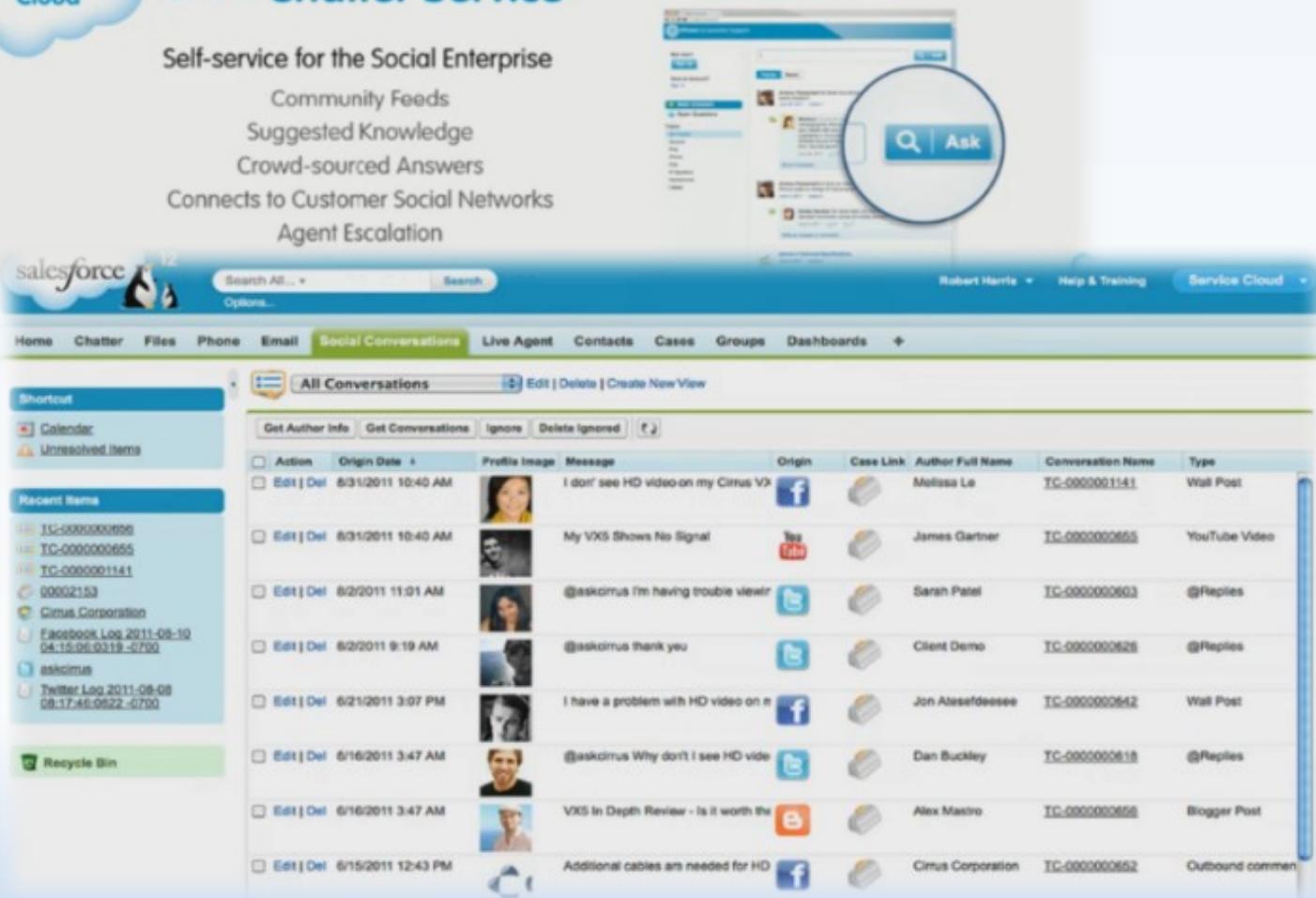


Customers · Experts · Agents

Service Cloud now with **Chatter Service** New!

Self-service for the Social Enterprise

Community Feeds
Suggested Knowledge
Crowd-sourced Answers
Connects to Customer Social Networks
Agent Escalation



The screenshot shows the Salesforce Service Cloud interface. At the top, there's a navigation bar with links for Home, Chatter, Files, Phone, Email, Social Conversations (which is currently selected), Live Agent, Contacts, Cases, Groups, Dashboards, and more. On the left, there's a sidebar with sections for Shortcut (Calendar, Unresolved items), Recent Items (listing various logs and files like 'TC-0000000656', 'TC-0000000655', 'TC-0000000141', etc.), and a Recycle Bin. The main content area is titled 'All Conversations' and includes buttons for 'Edit | Delete | Create New View', 'Get Author Info', 'Get Conversations', 'Ignore', and 'Delete Ignored'. It lists a series of conversations with columns for Action, Origin Date, Profile Image, Message, Origin, Case Link, Author Full Name, Conversation Name, and Type. Some messages include icons for Facebook, YouTube, Twitter, LinkedIn, and other social media platforms.

Action	Origin Date	Profile Image	Message	Origin	Case Link	Author Full Name	Conversation Name	Type
Edit Del	8/31/2011 10:40 AM		I don't see HD video on my Citrus VX			Melissa Le	TC-0000000141	Wall Post
Edit Del	8/31/2011 10:40 AM		My VX5 Shows No Signal			James Gartner	TC-0000000655	YouTube Video
Edit Del	8/2/2011 11:01 AM		@askcitus I'm having trouble viewin			Sarah Patel	TC-0000000603	@Replies
Edit Del	8/2/2011 9:19 AM		@askcitus thank you			Client Demo	TC-0000000628	@Replies
Edit Del	8/21/2011 3:07 PM		I have a problem with HD video on m			Jon Atasefdeesee	TC-0000000642	Wall Post
Edit Del	8/16/2011 3:47 AM		@askcitus Why don't I see HD vid			Dan Buckley	TC-0000000618	@Replies
Edit Del	8/16/2011 3:47 AM		VX5 In Depth Review - Is it worth the			Alex Mastro	TC-0000000656	Blogger Post
Edit Del	8/15/2011 12:43 PM		Additional cables are needed for HD			Citus Corporation	TC-0000000652	Outbound commen

FaceTime



Hammer Time

dreamforce

Salesforce LIVE @ Dreamforce
August 30 to September 2, 2011

8666 current / 96572 total views

Share

Search: #DF11

Ready to become a #SocialEnterprise? Watch the live stream from [@dreamforce](#) starting at 9am PST at [salesforce.com/live #df11 ^AKT](#)

Promoted by salesforce.com

@Benioff announces the SuperPad at #df11.

CRMNorthwest (@CRMNorthwest) • Wed 31 Aug 20:57 via web

oh \$hit, don't hurt 'em Hammer! #df11 (#df11 live at <http://t.co/NBcqVSq>)

JoshuaMinton (@JoshuaMinton) • Wed 31 Aug 20:57 via Twitter for TV