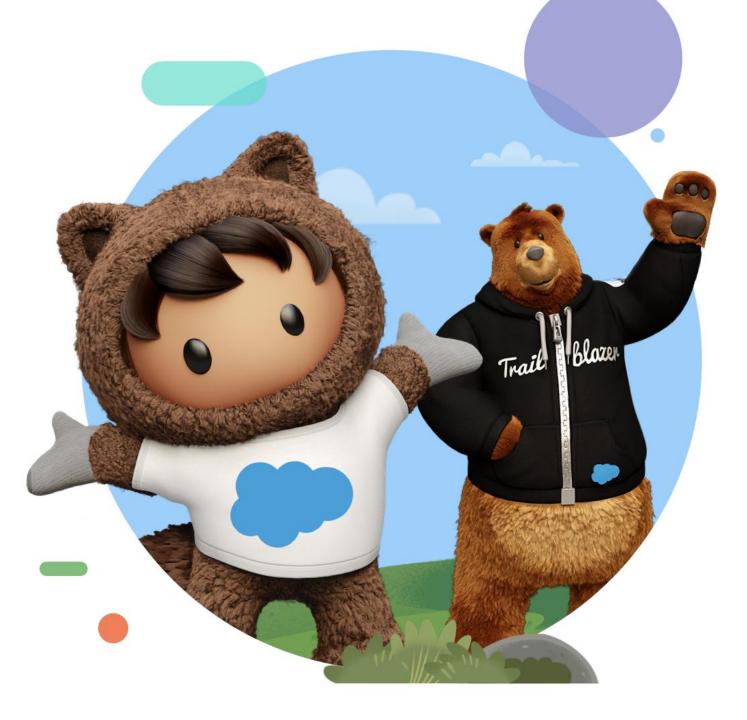


### Unifying Voice, Digital and Data in Real Time



**Steven Kimber** 

Salesforce Service Cloud Evangelist <a href="mailto:skimber@salesforce.com">skimber@salesforce.com</a>

### **Forward-Looking Statement**



#### Statement under the Private Securities Litigation Reform Act of 1995

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

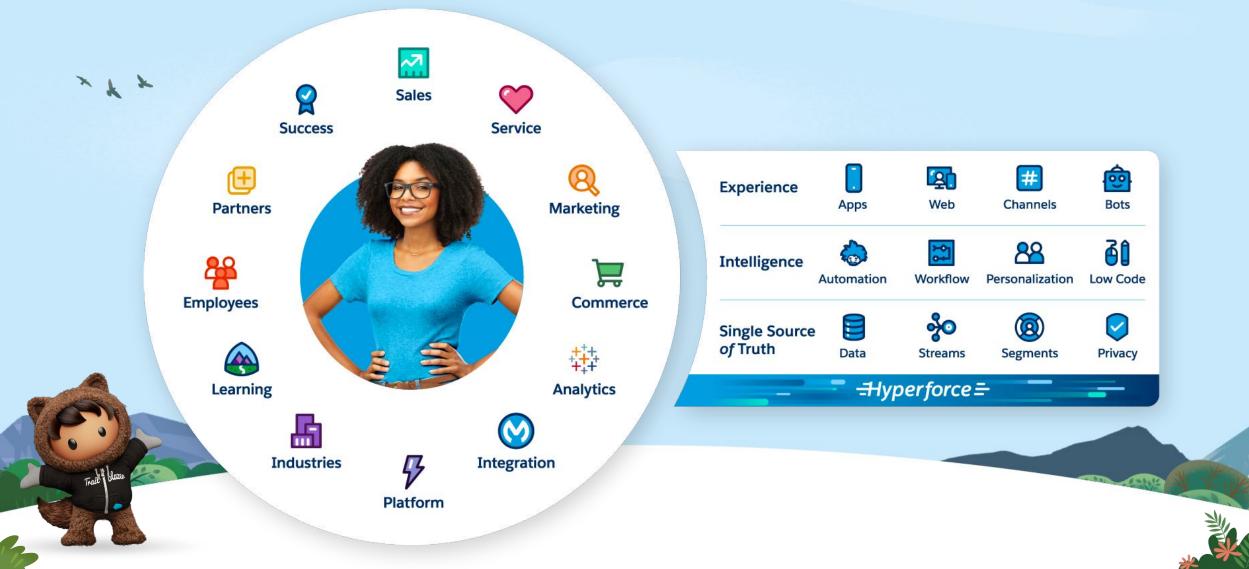
Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law



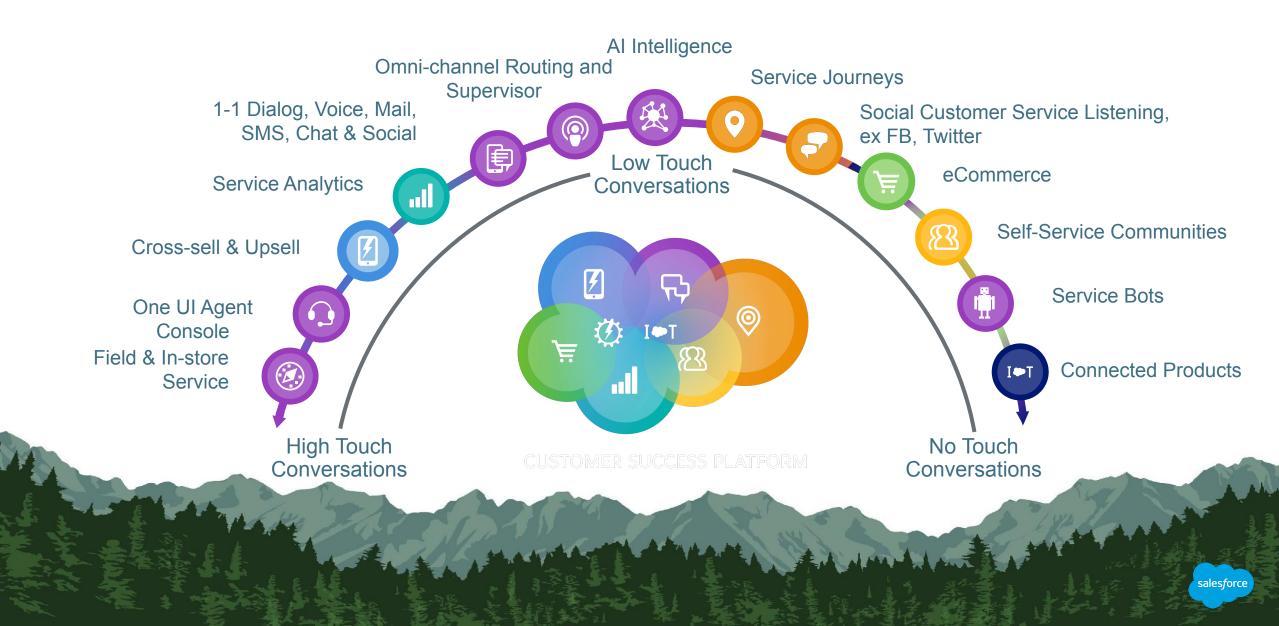
### **Salesforce Customer 360**



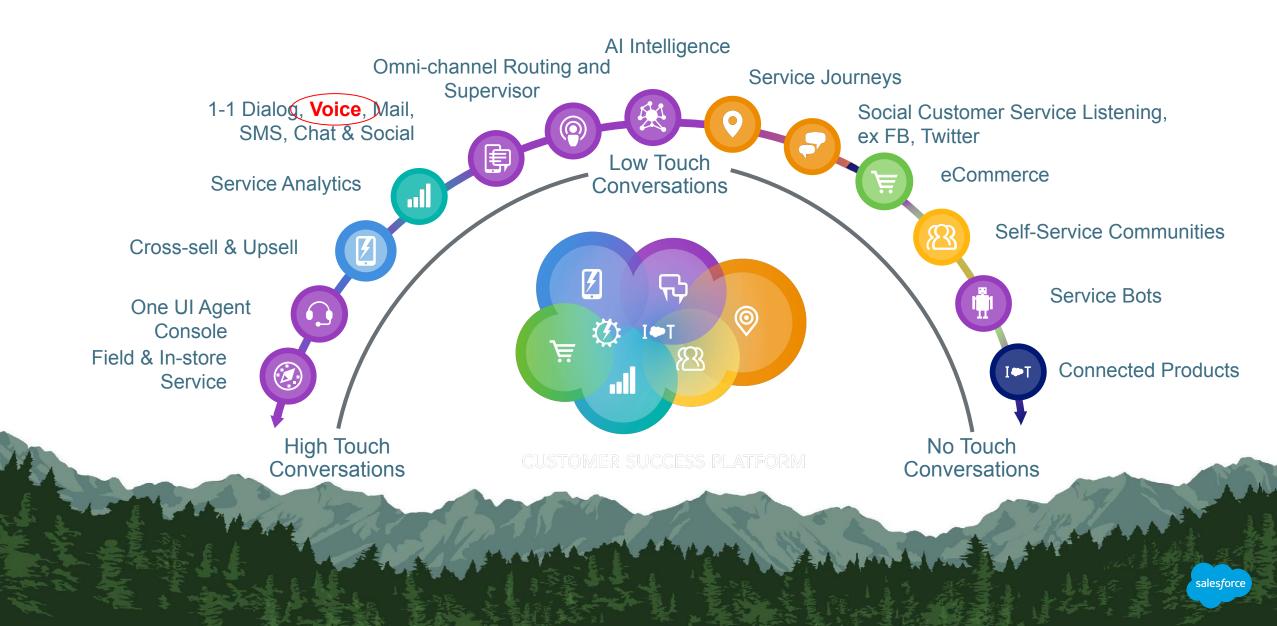
Fast Time to Value • #1 CRM • Flexible & Scalable • Trailblazer Economy • Work From Anywhere



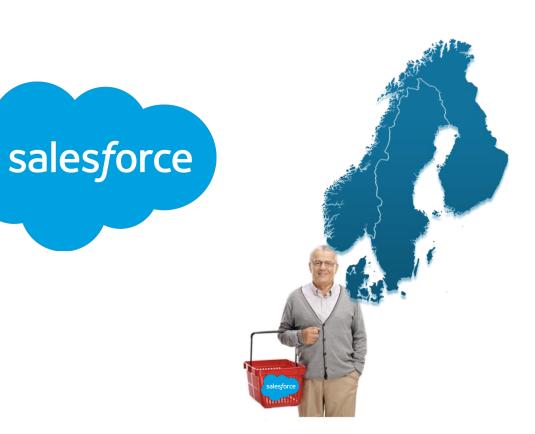
### **Deliver Intelligent Service Conversations Across Every Touchpoint**



### **Deliver Intelligent Service Conversations Across Every Touchpoint**



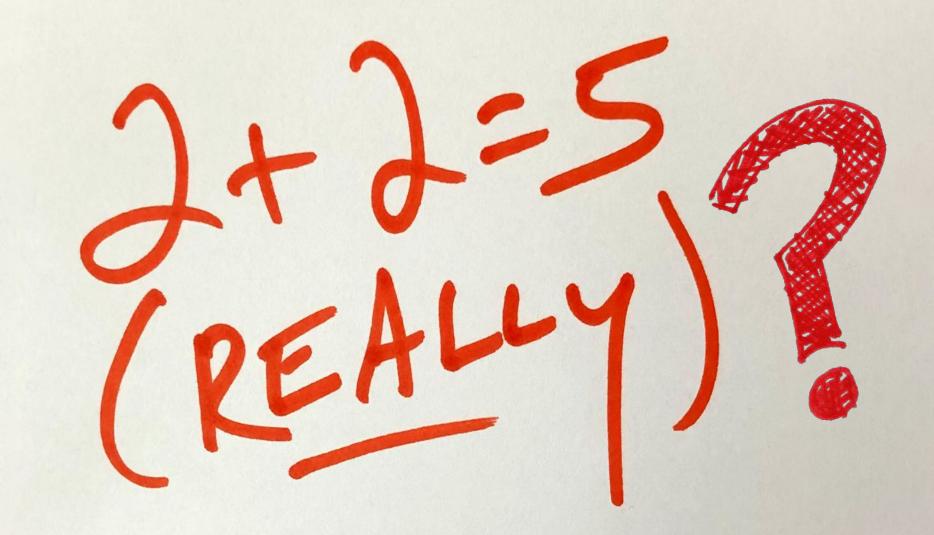
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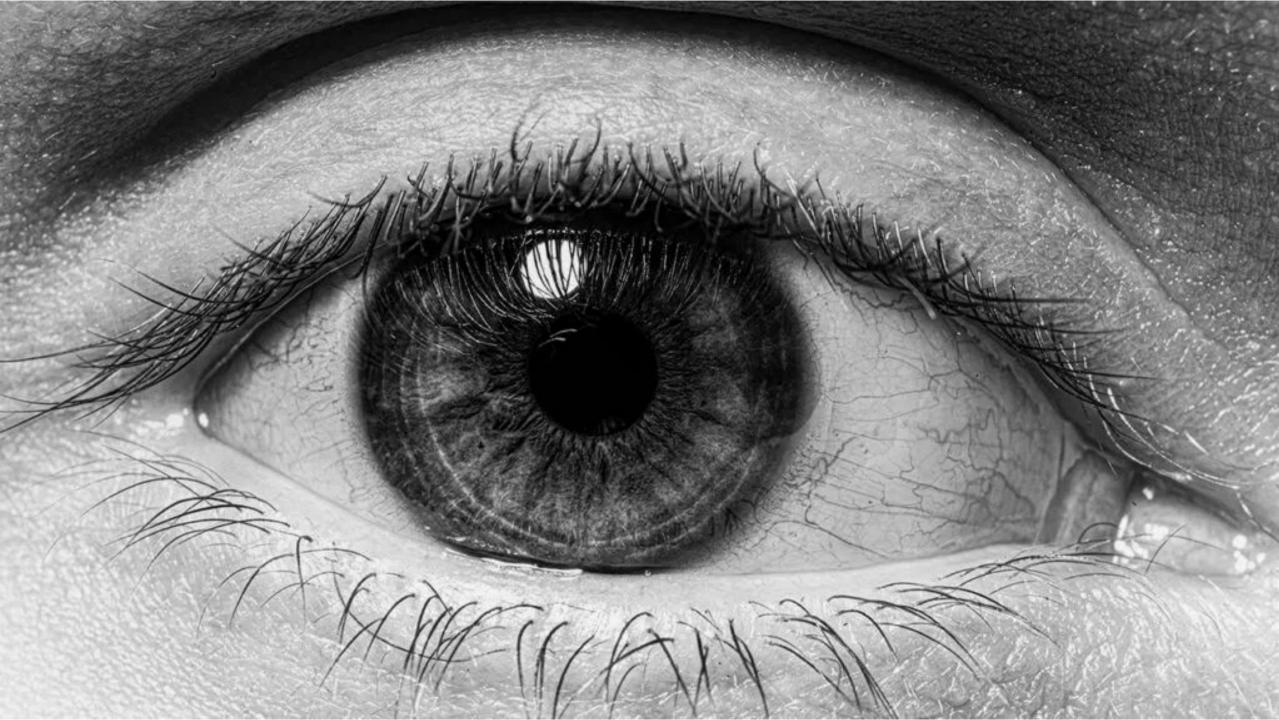


















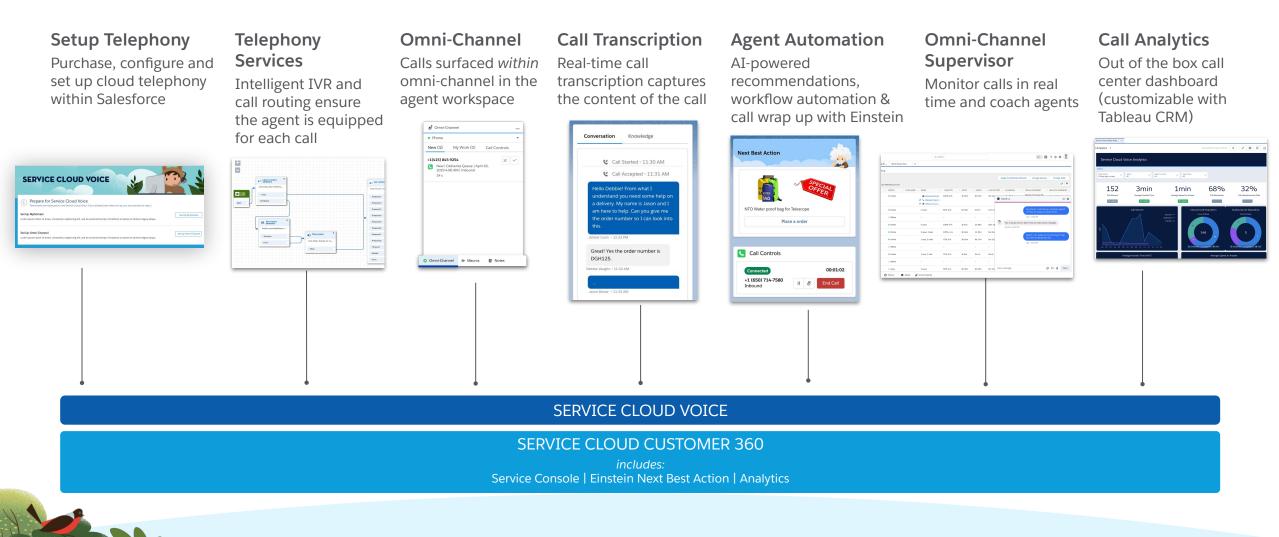




### **Driving Value for the Entire Phone Call**

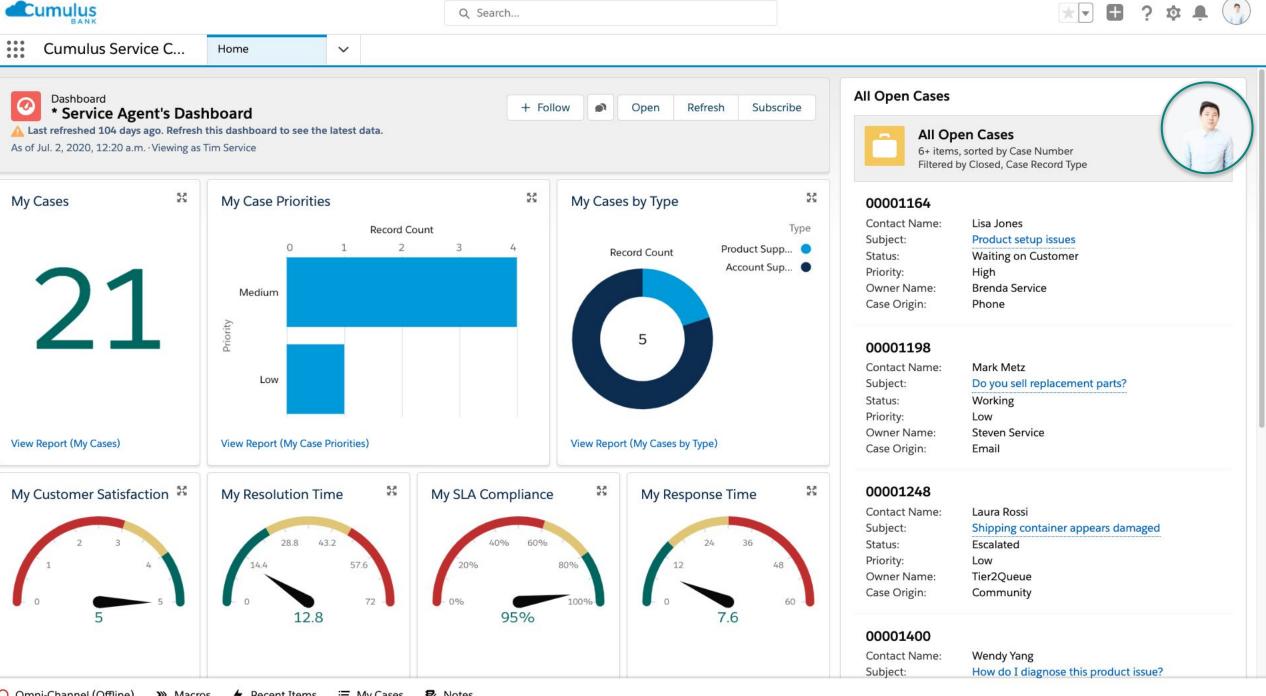
#### End-to-end phone support built on the #1 CRM

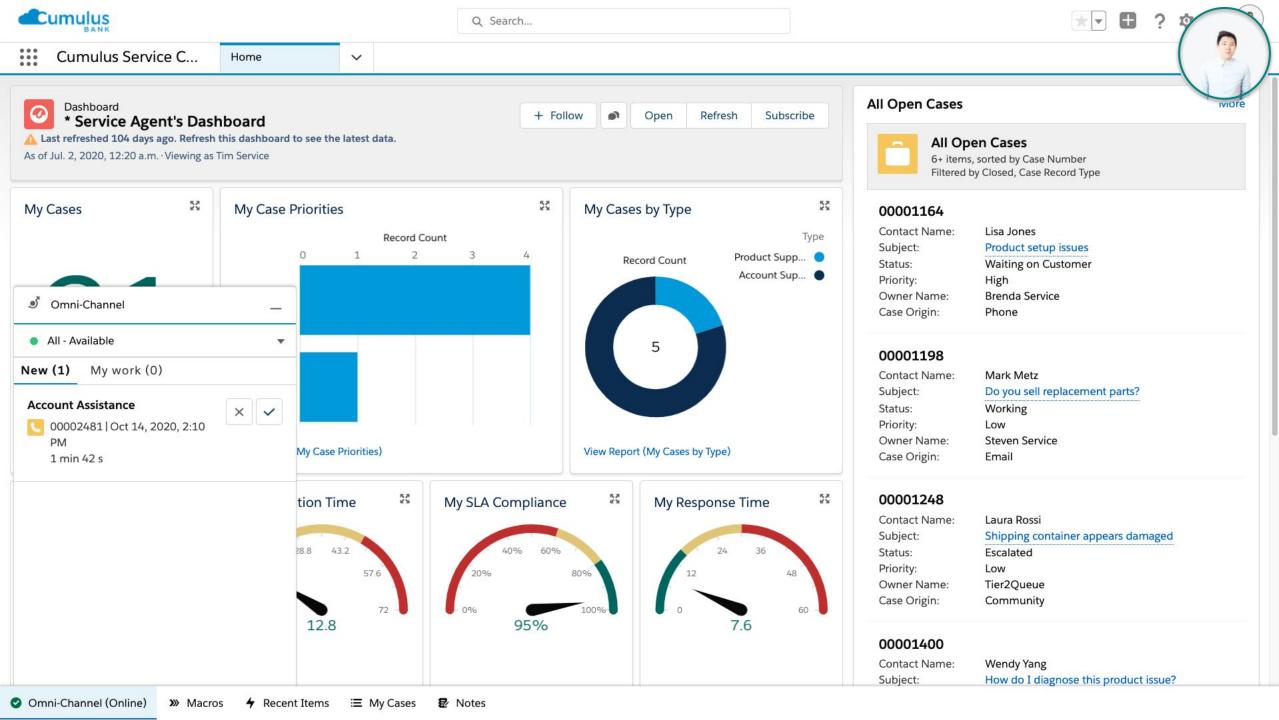




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	an Amazon Conn Add users to a co	Don Gilroy	dgilroy@salesforce.com	Contact Center Admin		
		Jason Douglas	vincent.pham@salesforce.com	Contact Center Agent		
		Kristina Martinez	k.martinez@salesforce.com	Contact Center Admin		
	4 Finish	+ Matt Samela	msamela@salesforce.com	Contact Center Admin		
	Follow These I	+ Rich Bleakley	rbleaklev@salesforce.com	Contact Center Admin		Let's Do This

Complete these steps to finish setting up your Salesforce org and your Amazon Connect instance for Voice.





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Wendy Yang Toronto, ON	Call Transcript IVR Tags: Language: English Description: Loan assistance question	Q Search Knowledge ↑↓ ▼
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2015 ··· Account	Wendy Yang • 4165551212	7 Results • Sorted by Relevance
Customer 360 ID           2214861228		Credit Account Closing Disclosure 000001296 · Last Published Jun 26, 2020, 4:51 PM
View Customer		Frequently asked questions about billing 000001244 · Last Published Jun 26, 2020, 4:51 PM Answers to common questions about billing issues
Financial Accounts for Parent (3+)		401k rollover
Rewards VISA Balance: \$5,500.00		000001221 • Last Published Jun 26, 2020, 4:51 PM What a 401k rollover is and how to initiate one.
Mortgage Balance: \$265,790.00		How do I change my 401k contribution 000001233 · Last Published Jun 26, 2020, 4:51 PM
Every Day Savings Balance: \$5,000.00		What is business interruption insurance? 000001300 • Last Published Sep 2, 2020, 9:44 AM
View All		Does your company offer discounts for non-pro
Case Details	C •    Paused	000001245 · Last Published Jun 26, 2020, 4:51 PM We support non-profits and charities with discounted products and services.
Contact Name		

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	Transcript Call Summary Details	Knowledge
Wendy Yang Toronto, ON	Call Transcript IVR Tags: Language: English Description: Loan assistance question	
Member Since 2015 High Value Account	Wendy Yang • 4165551212	Suggested Articles 7 Results • Sorted by Relevance
Or Customer 360 ID 2214861228	Hi, Wendy. I'm David. I see you have some questions about loan assistance. How may I help you?	Credit Account Closing Disclosure 000001296 • Last Published Jun 26, 2020, 4:51 PM
View Customer	David Lu • 11:14 Hey, David. I had to shut my floral business down due to COVID-19 and I'm worried I won't be able to pay my bills on time.	Frequently asked questions about billing 000001244 - Last Published Jun 26, 2020, 4:51 PM Answers to common questions about billing
Financial Accounts for Parent (3+) 💌	Wendy Yang • 11:14 I know how stressful these times are. But we're here for you there	401k rollover
Rewards VISA Balance: \$5,500.00	programs that can help with these payments. David Lu • 11:14	000001221 • Last Published Jun 26, 2020, 4:51 PM What a 401k rollover is and how to initiate one.
Mortgage Balance: \$265,790.00		How do I change my 401k contribution 000001233 · Last Published Jun 26, 2020, 4:51 PM
Every Day Savings       Balance:       \$5,000.00		What is business interruption insurance? 000001300 · Last Published Sep 2, 2020, 9:44 AM
View All Case Details	C •	Does your company offer discounts for non-pro 000001245 - Last Published Jun 26, 2020, 4:51 PM We support non-profits and charities with discounted products and services.
Contact Name		

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Wendy Yang Toronto, ON	Transcript       Call Summary       Details         Call Transcript       IVR Tags:       Language: English       Description: Loan assistance question	Next Best Action
Member Since 2015 Customer 360 ID	Wendy Yang • 4165551212	Apply for Mortgage Relief
2214861228	Hi, Wendy. I'm David. I see you have some questions about loan assistance. How may I help you? David Lu • 11:14	Apply Now Not Right Now
View Customer	Hey, David. I had to shut my floral business down due to COVID-19 and I'm worried I won't be able to pay my bills on time.	
Financial Accounts for Parent (3+)	Wendy Yang • 11:14 I know how stressful these times are. But we're here for you there	Knowledge
Rewards VISA Balance: \$5,500.00	programs that can help with these payments. David Lu • 11:14	Q Search Knowledge ↑↓ ▼
Mortgage Balance: \$265,790.00	I see you have a mortgage with us, and you may be eligible for financial relief. David Lu • 11:15	Suggested Articles 7 Results • Sorted by Relevance
Every Day Savings Balance: \$5,000.00		Credit Account Closing Disclosure
View All		000001296 • Last Published Jun 26, 2020, 4:51 PM Frequently asked questions about billing
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Contact Name Wendy Yang		issues

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Wendy Yang Toronto, ON	<ul> <li>Cumulus ∨ ×</li> <li>Cumulus Mortgage Relief Flow</li> <li>How it works?</li> <li>Confirm customer details</li> <li>Complete</li> <li>How this Works?</li> </ul>	Next Best Action
Member Since     High Value       2015     Image: Account       Customer 360 ID     2214861228	If you're eligible, your regular mortgage payments will be deferred for 6 months, starting with your next regular mortgage payment scheduled two or more business days from today. During the time you defer your mortgage payments,	Apply for Mortgage Relief Accepted
View Customer  Financial Accounts for Parent (3+)	*interest continues to accrue* and will be added to your mortgage account balance at the end of the deferral period, resulting in a higher principal balance.	Knowledge
Rewards VISA Balance: \$5,500.00	Creditor Insurance Check	Q Search Knowledge ↑↓ ▼
MortgageBalance:\$265,790.00Every Day SavingsBalance:\$5,000.00	Please note that if you have creditor insurance on your mortgage, premium payments will still be collected during the deferral period in order to maintain your insurance coverage.	Suggested Articles 7 Results • Sorted by Relevance Credit Account Closing Disclosure
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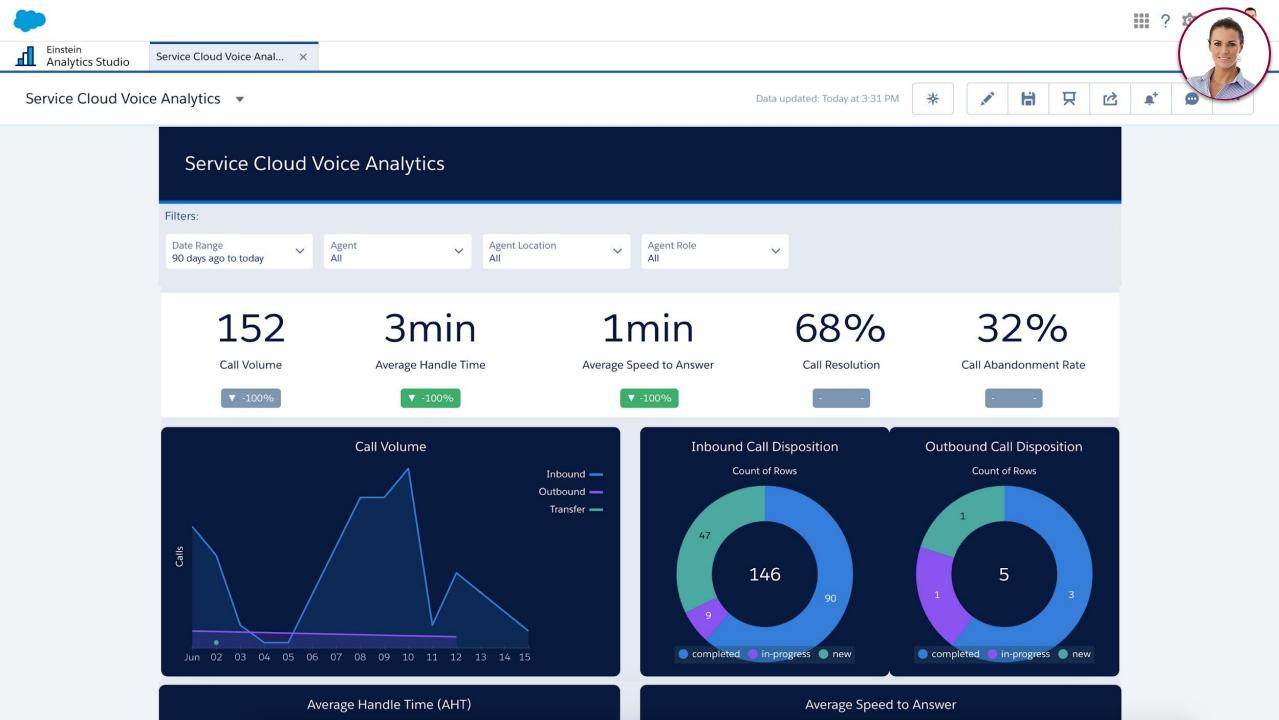
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Balance: Mortgage Balance:	\$5,500.00 \$265,790.00		Property Country Canad				•	Suggested Articles	101
Every Day S Balance:	Savings \$5,000.00		Address	Donora Dr.				7 Results · Sorted by Relevance Credit Account Closing Disclosure	
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Cumulus Service C Home	✓ Wendy Yang ✓ X	
Wendy Yang         Toronto, ON         Member Since         2015         Image: Customer 360 ID         2214861228	<ul> <li>Cumulus Mortgage Relief Flow</li> <li>Complete</li> <li>Thanks. Your mortgage payment deferral request has been submitted. Would you like us to send you out a confirmation? We can send it by SMS or Email if you'd like?</li> </ul>	Next Best Action
View Customer  Financial Accounts for Parent (3+)	Here's what's next: <b>1. Your request has been received</b> You'll receive email confirmation that your request has been received.	Knowledge
Rewards VISA Balance:\$5,500.00Mortgage Balance:\$265,790.00Every Day Savings Balance:\$5,000.00	<ul> <li>2. Confirming your eligibility         We're working to locate your mortgage and confirm your eligibility. If you're eligible, we'll process your deferral         request.         <ul> <li>3. Deferring your payments</li> <li>Once we process your deferral request, your regular mortgage payments will be deferred for 6 months, starting             with your next regular mortgage payment that is scheduled two or more business days from today. You'll receive             email confirmation that your payments have been deferred within 5 to 7 business days.</li> </ul> </li> <li>Your creditor insurance premium will continue to be deducted from your account, if applicable.</li> </ul>	Q       Search Knowledge       ↑↓ ▼         Suggested Articles       7       Results · Sorted by Relevance         Credit Account Closing Disclosure       ▼
View All Case Details Contact Name Woody Yang	4. If you're not eligible         If you submit a request and you're not eligible for a mortgage payment deferral, we'll let you know, and work with         Pause         Previous	000001296 · Last Published Jun 26, 2020, 4:51 PM         Frequently asked questions about billing         000001244 · Last Published Jun 26, 2020, 4:51 PM         Answers to common questions about billing         issues

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Cumulus Service C Home	✓ Wendy Yang ✓ ×	
Wendy Yang Toronto, ON Member Since 2015	Transcript       Call Summary       Details         Call Transcript       IVR Tags:       Language: English       Description: Loan assistance question         David Lu • 11:17	Next Best Action
Customer 360 ID 2214861228	No, that makes sense. Thanks. Wendy Yang • 11:17 Thanks, Wendy. Your mortgage payment deferral request has been	Apply for Mortgage Relief Accepted
View Customer	submitted. Would you like an email or SMS confirmation? David Lu • 11:17	
() Financial Accounts for Parent (3+)	Email is great. Wendy Yang • 11:17	Knowledge
Rewards VISA Balance: \$5,500.00	If there's nothing else I can help you with. Uh, you should be seeing that uh, confirmation in your mailbox in a few minutes. David Lu • 11:17	Q Search Knowledge ↑↓ ▼
Mortgage Balance: \$265,790.00	Amazing. I'm feeling so much better about this already. Thank you so much.	Suggested Articles 7 Results • Sorted by Relevance
Every Day Savings Balance: \$5,000.00	Wendy Yang • 11:17 My pleasure Wendy. Have a great day	Credit Account Closing Disclosure 000001296 · Last Published Jun 26, 2020, 4:51 PM
View All Case Details	David Lu • 11:17	Frequently asked questions about billing 000001244 · Last Published Jun 26, 2020, 4:51 PM
Contact Name Wendy Vang		Answers to common questions about billing issues

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Wendy Yang Toronto, ON	Transcript     Call Summary     Details       Call Summary Notes	Next Best Action
Member Since 2015 High Value Account	Einstein Recommendation Applied	
Customer 360 ID 2214861228	Subject     Case Type       Account Assistance     Financial Relief Program       Type of Support     Sub-Type	Apply for Mortgage Relief Accepted
View Customer	Premium   Description	
() Financial Accounts for Parent (3+)		Knowledge
Rewards VISA Balance: \$5,500.00	Save	Q Search Knowledge Î↓ ▼
Mortgage Balance: \$265,790.00 Every Day Savings	Call Recording Processing       David Lu     Wendy Yang     Talk/Listen: 63/37	Suggested Articles 7 Results • Sorted by Relevance
Balance: \$5,000.00 View All		Credit Account Closing Disclosure 000001296 • Last Published Jun 26, 2020, 4:51 PM
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### One more thing...



## Thank You