



Thank You

Forward-Looking Statements



"Safe harbor" 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, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, environmental, social and governance goals and expected capital allocation, including mergers and acquisitions, capital expenditures and other investments. 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 it makes.

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 our 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 our strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies; 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; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; 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 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, natural disasters and actual or threatened public health emergencies.

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.

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



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Why Change?

My journey and perspectives

Kanogo Njuru, Solution Engineer

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Who am I?

Husband, father,
professional and myself



My professional experience



Workforce
Management

My Journey

Swedish Utility
WFM Team

Swedish Trade Union
WFM Manager

Presales at Swedish
WFM Company



Swedish Rugby

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My other passion

Player, coach, manager, people leader, mentor, student, board member and chairperson



Engage to Change

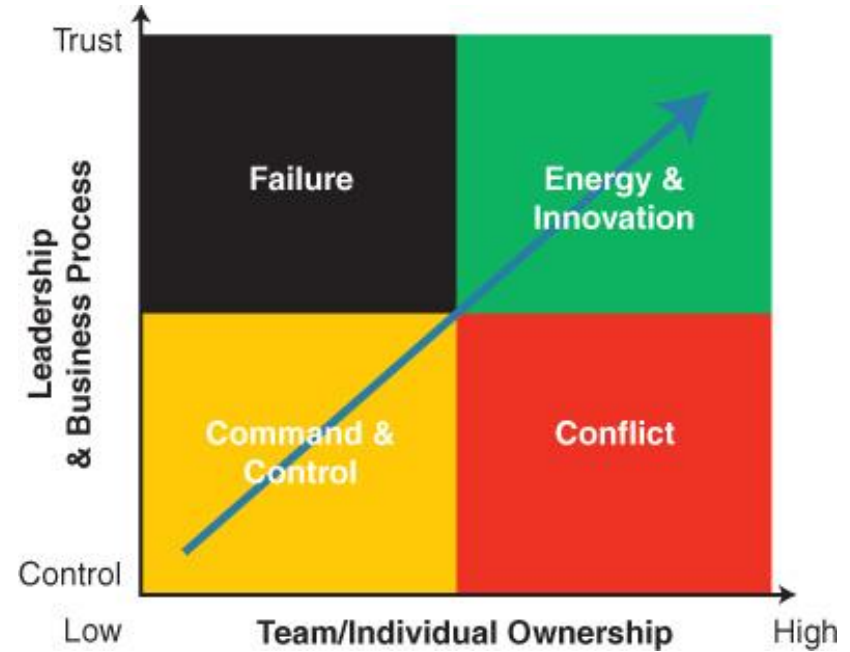
Why and what does it mean?



Trust & Ownership

Why is it important?

- Fosters ACCOUNTABILITY
- Unlocks COLLABORATION
- Triggers CREATIVITY
- Enables ENGAGEMENT



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What Are The Trends?

What are the amplifiers



Investments Into The Workforce

- Build the Workforce You Need (Harvard Business Review – Aug 13, 2019)
- Amazon invests \$700 million to retrain a third of its US workforce by 2025 (Techcrunch – July, 2019)
- The CEOs of nearly 200 companies just said shareholder value is no longer their main objective (CNBC – Aug 19, 2019)
- Boosting contact-center performance through employee engagement (McKinsey & Company – Jan, 2018)
- Chipotle Will Offer Free College Tuition to All Employees (Fortune – Oct 15, 2019)
- Centralised Skills System Causing Nationwide Skills Mismatch (FENews.co.uk - Jan, 2020)

FORTUNE

TECH TechCrunch



Harvard
Business
Review

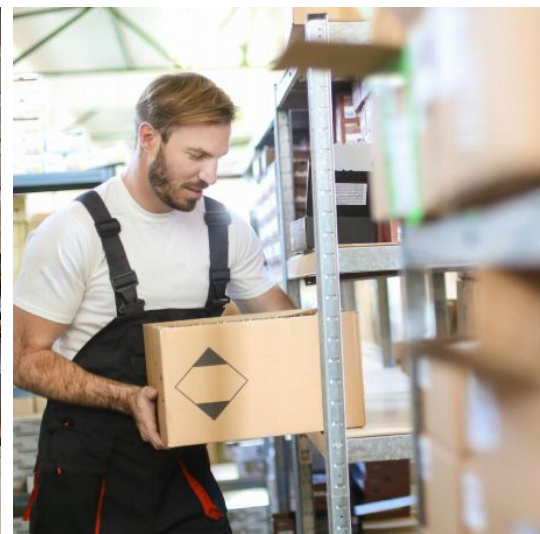


Human Focused Movement

- How unpredictable work hours turn families upside down (NY Times – Oct 16, 2019)
- Research suggests happy employees are good for firms and investors (The Economist – Oct 31, 2019)
- Working Anything but 9 to 5 (NY Times – Aug 13, 2014)
- Stable Scheduling Increases Productivity and Sales (Worklife Law – Feb, 2016)
- The movement to make workers' schedules more humane (Vox – Nov 5, 2019)
- Finland's new 34-year-old prime minister wants her citizens on a four-day workweek (CNBC - Jan 6, 2020)

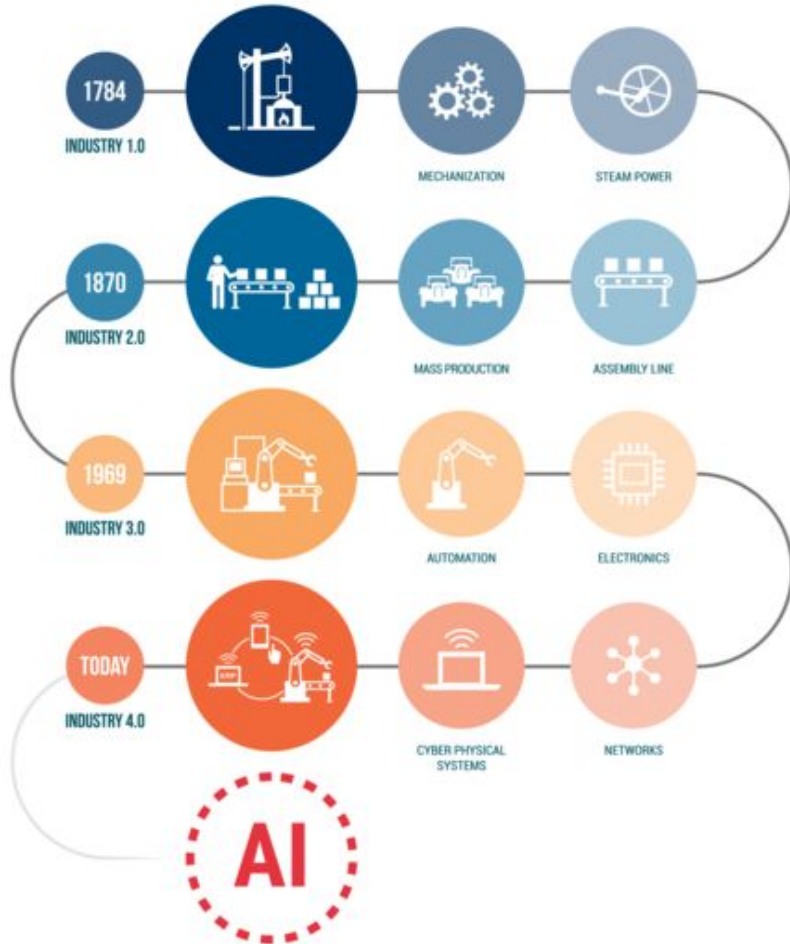


The New York Times



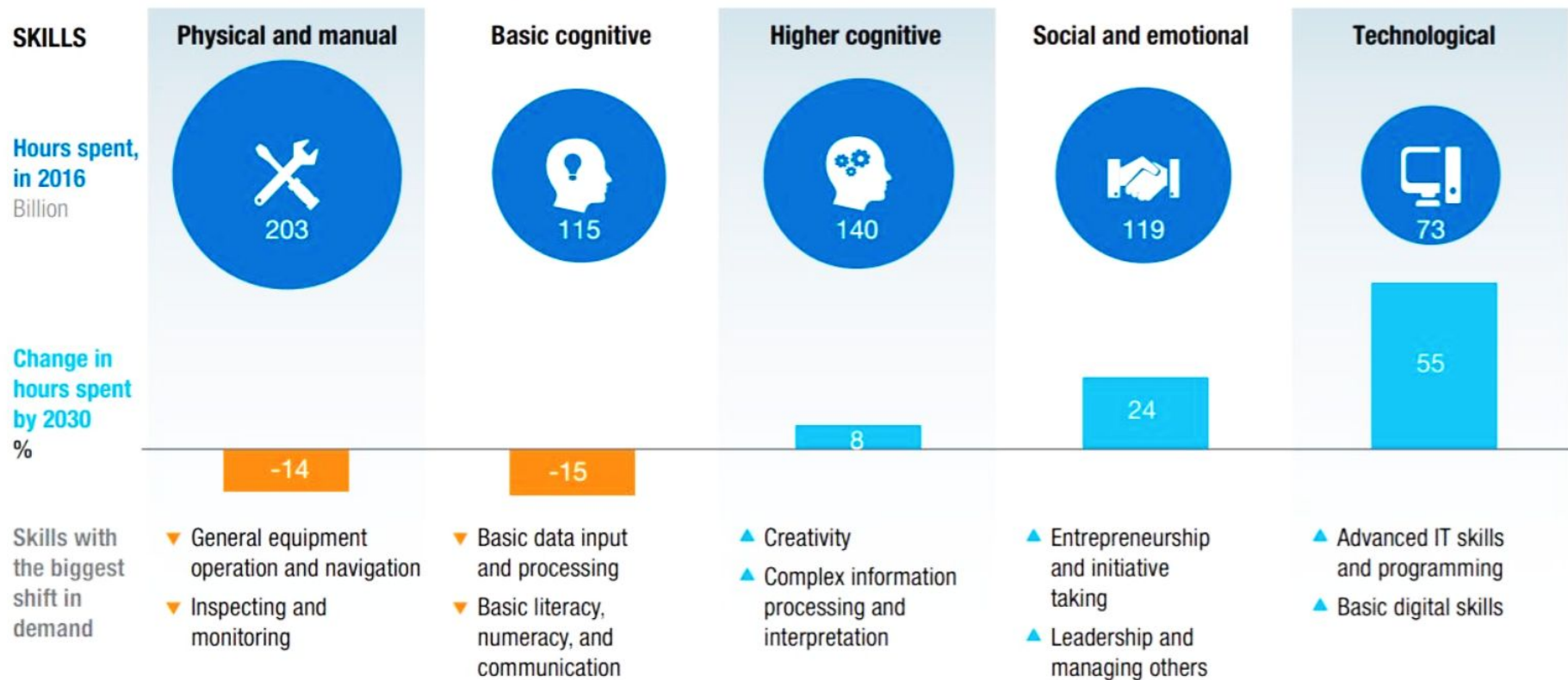
AT THE CUSP OF THE 5TH INDUSTRIAL REVOLUTION

Recent rapid adoption and application of artificial intelligence algorithms — triggered by access to big data and better hardware-processing capabilities — are changing the face of blue and white collar jobs.



Automation and AI will change the skills needed in the workforce

Total is for United States and 14 Western European countries

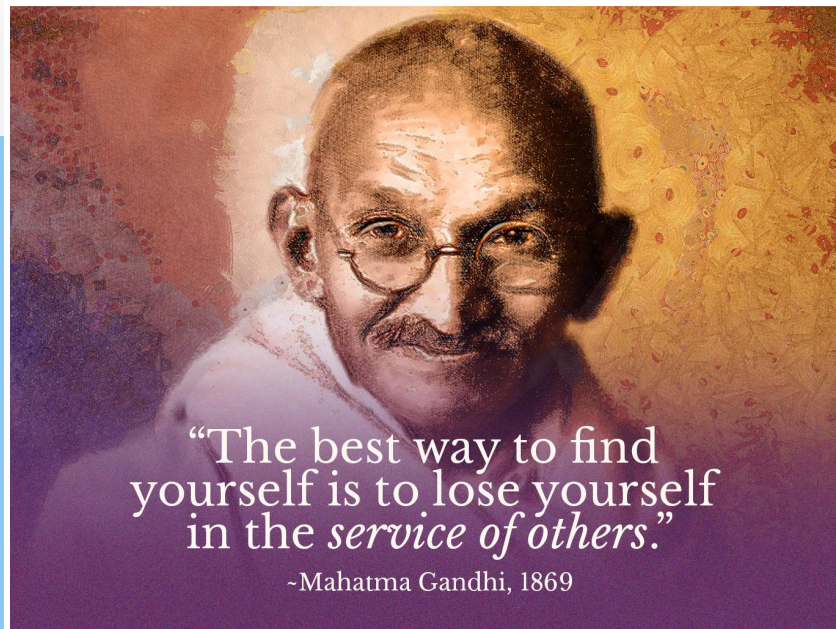
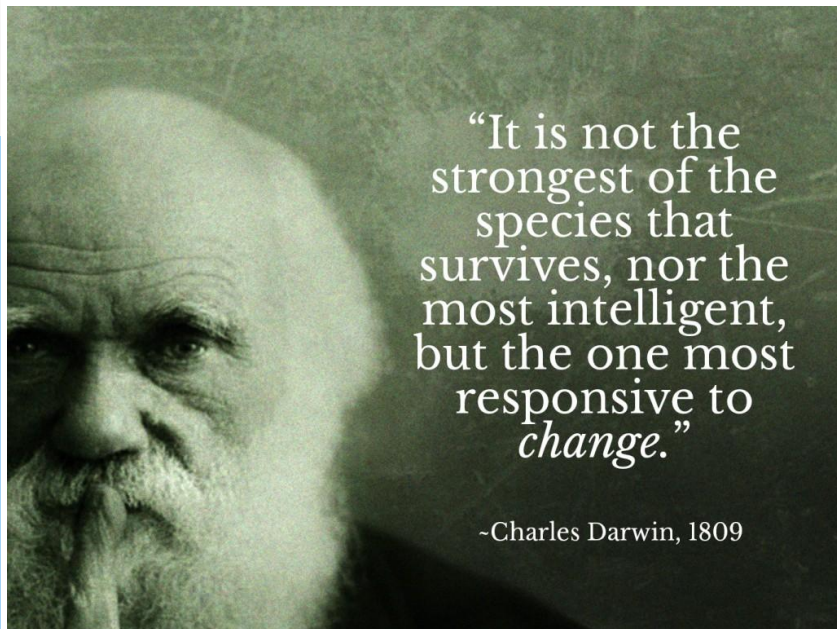




SERVICE & 😊 MOTIVATION



Thought Leaders Then



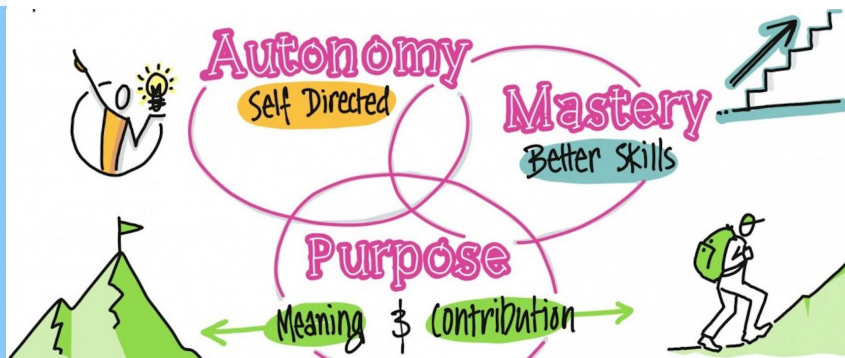


SERVICE & 😊 MOTIVATION



Thought Leaders Today

Daniel Pink's "Theory Of Motivation"



Simon Sinek Author & Motivational Speaker

**TRULY EFFECTIVE AND
INSPIRING LEADERS AREN'T
ACTUALLY DRIVEN TO LEAD
PEOPLE; THEY ARE DRIVEN
TO SERVE THEM.**

Why SALESFORCE ...?



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CORE VALUES

TRUST
CUSTOMER SUCCESS
INNOVATION
EQUALITY



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What Does It Mean?

How is it different?



Salesforce Customer 360

Trailblazer Success & Community • World's #1 CRM • Fast Time to Value • Scalable & Flexible • Work From Anywhere

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Experience



Apps



Web



Channels



Bots

Einstein



Automation



Workflow



Personalization



Low Code

Single Source
of Truth



Data



Streams



Segments



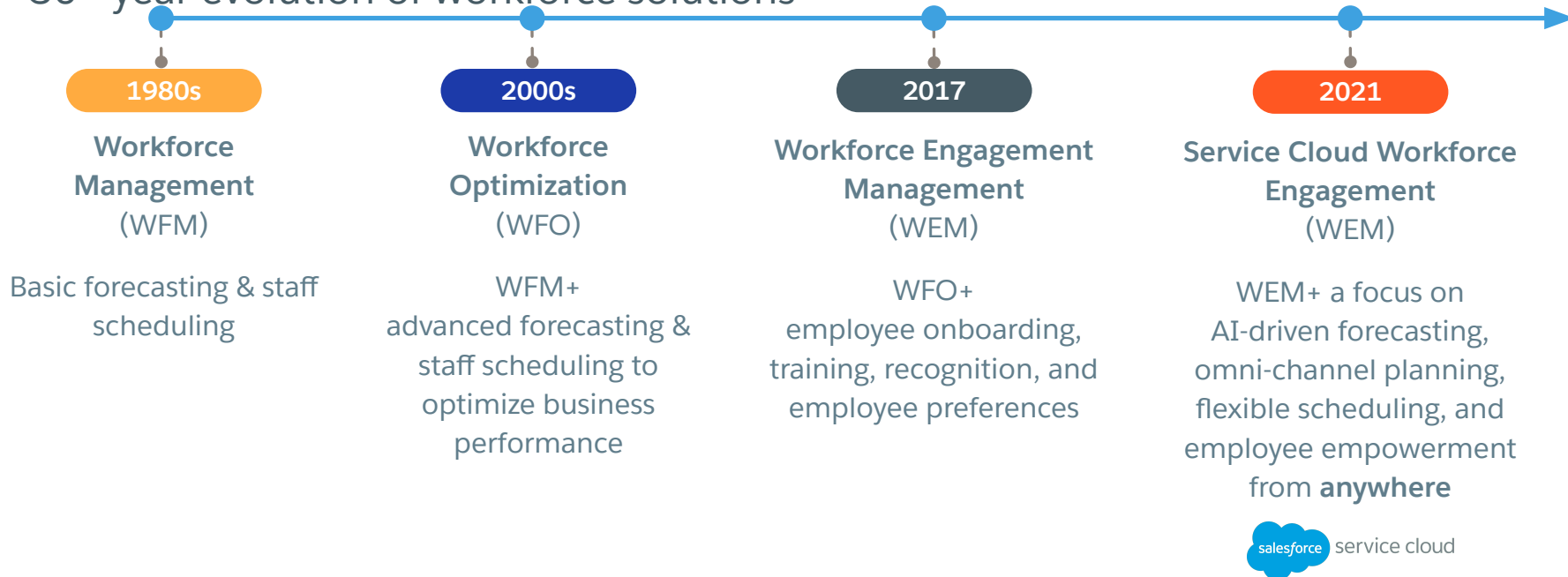
Privacy

Hyperforce



WFM, WFO, WEM, Oh My!

30+ year evolution of workforce solutions



Right Agent at the Right Time with Workforce Engagement

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Intelligent
Forecasting



Omni-Channel
Planning



Human-Centric
Agent Scheduling



Agent Skilling
& Empowerment



Complete
Service Platform



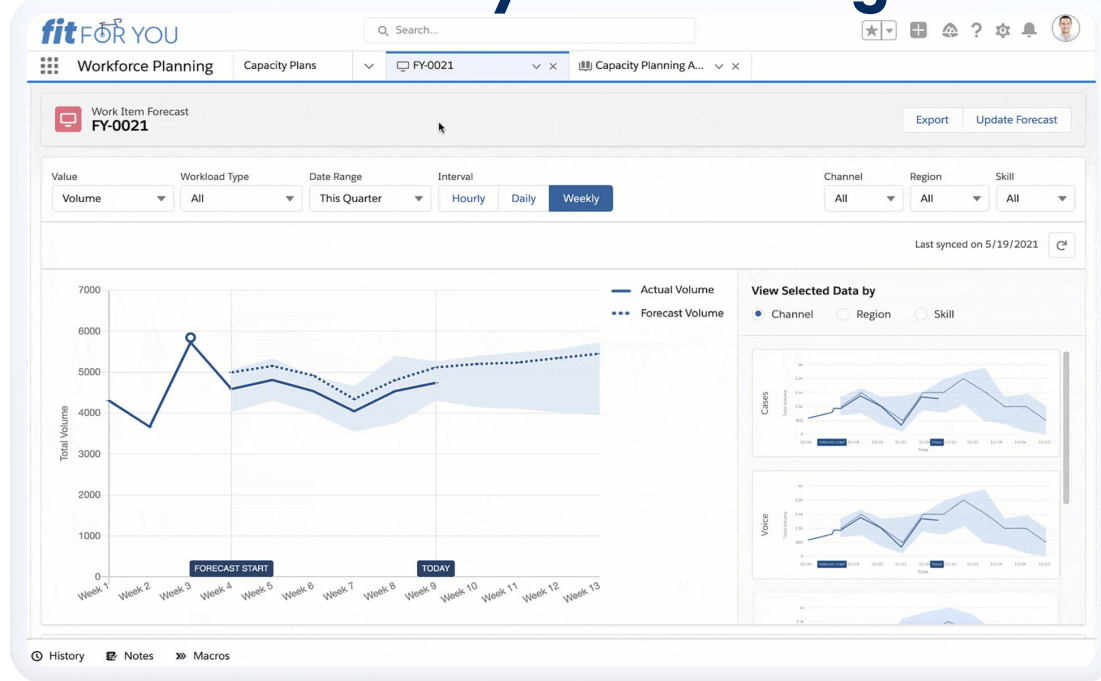
Predict Needs Accurately with Intelligent Forecasting

AI-Driven Processes

Leverage Machine Learning to optimize every contact center prediction and outcome

Fast & Easy Forecasts

Create different forecasts based on skills, channels, regions, and any other data segment in a matter of minutes



Identify Opportunities for Business Acceleration

Compare, evolve, and take action on insights by visualizing forecasts by channel, skill, and any other forecasting segment

Easily Adjust Data

Remain flexible by excluding outliers or adjusting forecasts as your business needs evolve



Time to Value

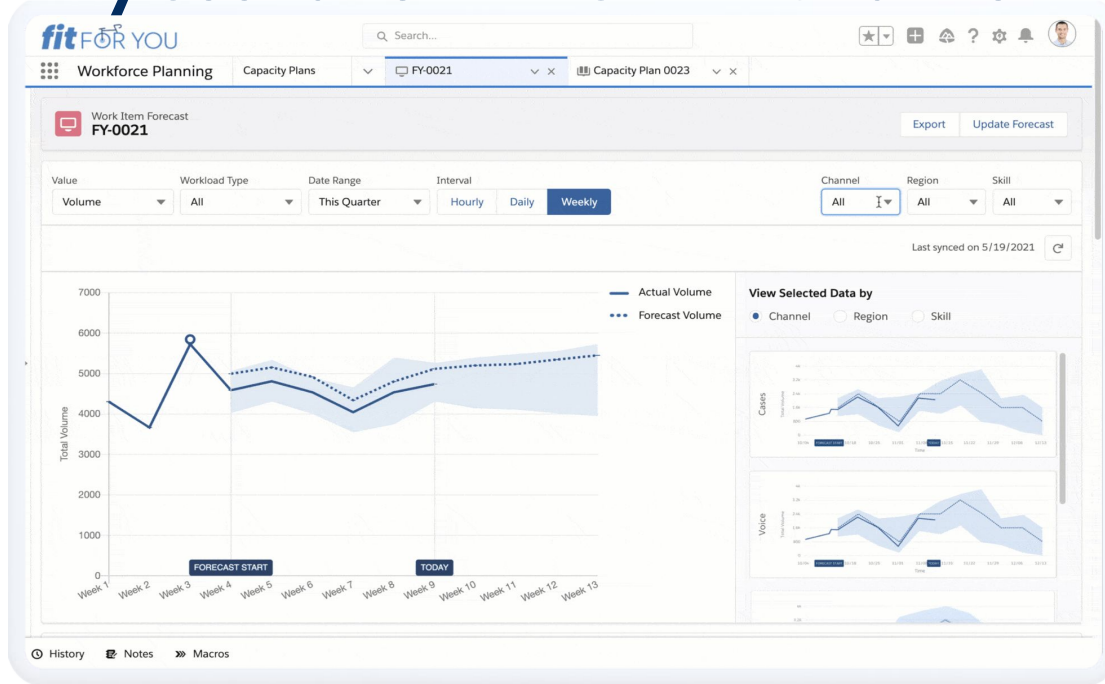


Forecast Accuracy

Tackle Any Scenario with Omni-Channel Planning

Optimized Plans, Everytime

Ensure the most accurate predictions, whether it's by channel or skill or more with simulation-powered Capacity Plans



Built to Support Blended Agents

Seamlessly create plans for all agents, including those who handle more than one channel or skill, to optimize business coverage

Identify & Fill Skill-Gaps

Identify overstaffing and understaffing gaps across job profiles, cross-skill or upskill agents to fill any gaps, and scale teams to meet demand



Efficiency

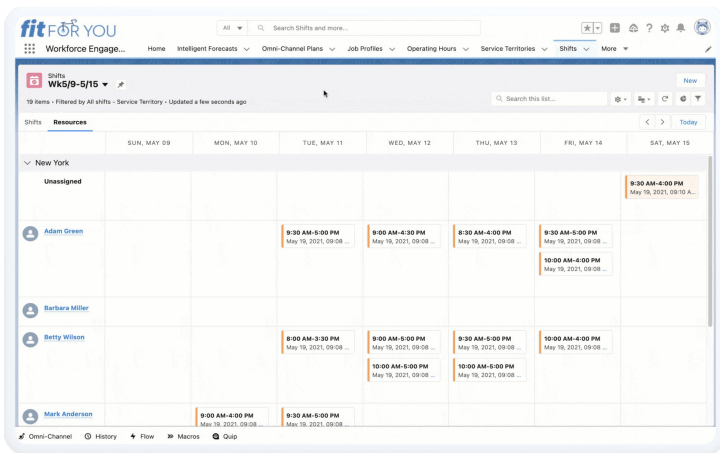


Business Costs

Optimize Shifts with Human-Centric Scheduling

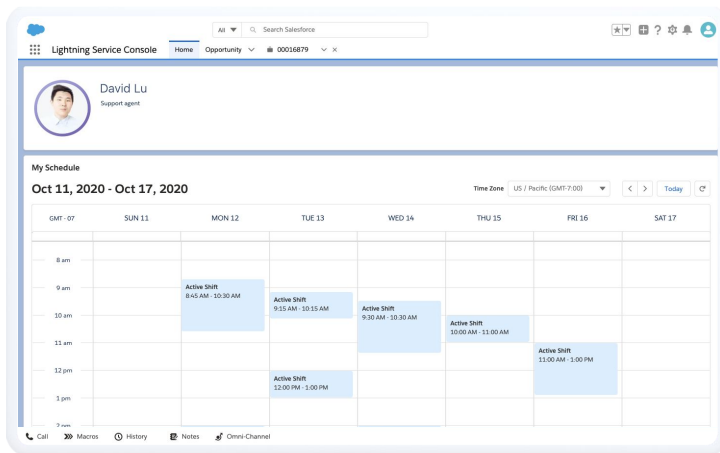
Select the Best Agents

Suggest and assign best candidates for shifts based on skills, location, business rules and agent work preference



Give Agents Control

Agents select their working hours and schedule preferences, request time off, and submit time sheets from one easy experience



Agent Happiness

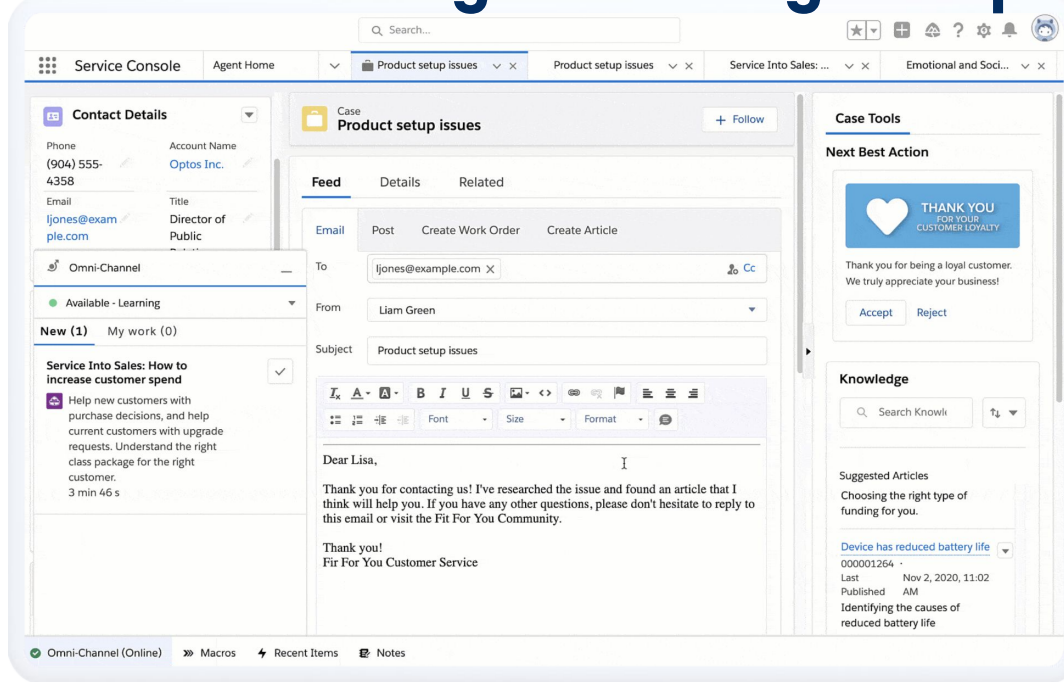


Employee Engagement

Boost Retention with Agent Skilling & Empowerment

Learn in the Stream of Work myTrailhead modules are routed via Omni-Channel Routing, the same routing engine for cases, so agents can upskill and cross-skill within the flow of work and during their downtime

Earn Badges & Gain Skills
myTrailhead badges translate to agent skills - as agents gain new skills, they can work on new cases and grow in their career



Deliver Micro-Coaching
Supervisors can use performance insights to deliver quick, snackable training to coach and optimize agent interactions



Agent Onboarding



Agent Skills



Agent Attrition

Thank You

