

# Salesforce Product and Packaging

Our commitment starts even before you're a customer by giving you insight into each of our products so you can select the ones that will help your organization reach its goals faster. This guide will take you on a step-by-step journey to explain how our product portfolio is packaged for your business needs. Of course, your account executive can help you at any step of the process and can explain any of this in more detail.

**New to Salesforce? Get started fast with Salesforce Starter.**

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## Step 1: Identify the right products for your organization.

Salesforce Customer 360 is our entire portfolio of industry-leading products and services that connect your marketing, sales, commerce, service, and IT teams around every customer.

With Customer 360, teams get a shared view of every customer, so everyone can work together more efficiently on your customer's behalf. The result?

Happier, more loyal customers, greater team productivity, and bigger cost savings, all of which help you reach your business goals even faster.

Our product offerings below are organized by specific business needs. First, identify which product offering(s) your team or department needs today:



**Sales:** Sales Cloud is the complete platform for sellers, sales leaders, and sales operations to accelerate growth and increase productivity. With the #1 CRM for sales, automation and intelligence are built right in so companies can sell faster, smarter, and efficiently.



**Service:** Service Cloud is the world's most complete and connected service platform. It empowers support teams to scale personalized customer service efficiently using automation, intelligence, and real-time data.



**Marketing:** Marketing Cloud helps you make every moment count with solutions to help you engage and personalize across every channel. With a complete understanding of your customer relationships, you'll be able to anticipate customers' needs with all your data, engage everywhere with relevance using AI, and maximize marketing efficiency through automation.





**Commerce:** Commerce Cloud helps teams make ordering automated and easy, drive revenue in service, make marketing shoppable, and deliver trusted and scalable AI-powered commerce solutions on every channel.



**Data:** Data Cloud is the world's first cloud-based data lakehouse for customer data. With Data Cloud, you can unlock customer data and actionable insights in real time, at scale.



**Tableau:** With a modern, end-to-end analytics stack that surfaces visualizations and AI-driven predictions in automated workflows, Tableau helps you connect the dots between data, insights, and better business outcomes.



**MuleSoft:** With MuleSoft, organizations can empower no-code and pro-code teams to build automations across any system, connect data for a single customer view, and discover and govern every API.



**Slack:** Going beyond legacy collaboration suites, Slack empowers every user to automate work with no-code and low-code workflow, provides AI-powered search to tap into organizational knowledge, and delivers tools for modern work that keep everyone connected and engaged.



**Platform:** The Salesforce Platform gives you the tools and development environments needed to implement, build, and extend your Customer 360, securely. Einstein artificial intelligence creates predictions, personalizes experiences, and generates content to make teams more productive and customer interactions more relevant. Salesforce Flow drives efficiency by automating across people, processes, and systems. Low-code builders accelerate Salesforce development and release cycles with DevOps and secure test environments, known as sandboxes. Lastly, our suite of security and governance solutions protect customer data and satisfy regulatory compliance.



**Net Zero:** Prioritize the planet with sustainability data management and a first-of-its-kind carbon credit marketplace, powered by Net Zero Cloud.



**Small Business:** Salesforce Starter is the fastest, easiest way to start with CRM. It combines sales, service, and marketing tools into one simple suite, so you can find new leads, close more deals, and keep customers happy.



**Customer Success:** Salesforce Customer Success is here to provide guidance and expertise at every stage of your journey with Success Plans, Professional Services, Partners, and AppExchange.



**Industries:** Access prebuilt solutions customized for 12+ industries, including financial services, healthcare and life sciences, manufacturing, government, nonprofit, and more.



## Step 2: Select the right package of features for your needs.



Many of our products are broken down into various tiers, called editions, which bundle some of our most popular features together into easy-to-consume packages. This helps each organization identify the appropriate level of capabilities, and cost, for its needs.

The first step is to decide which products are right for your business needs and goals, like Sales Cloud, Service Cloud, Marketing Cloud, and so on. The product you choose determines which features will be included in your org(s). An org represents a customer's specific version of Salesforce and all of its corresponding data. Each org can be highly customized, including custom fields, custom objects, workflows, data-sharing rules, and components.

If your business needs change and you need additional features and capabilities, you are able to seamlessly upgrade and add on products, so your business can grow with Salesforce Customer 360 over time.

Once you've decided which products are right for your business, you can select the package that best fits your business needs. For example, Sales Cloud and Service Cloud each have the tiers detailed below.

<b>Starter</b>	Best for teams that want to get started with CRM fast. It combines sales, service, and marketing tools into one simple, yet powerful CRM that helps businesses of any size accelerate growth. It also includes built-in best practices and guided onboarding right in the app, so you can achieve faster time to value.
<b>Professional</b>	Ideal for businesses requiring full-featured CRM functionality. It includes straightforward and easy-to-use customization, integration, and administration tools to facilitate any small to midsize deployment.
<b>Enterprise</b>	Meets the needs of large and complex businesses. It gives you advanced customization and administration tools, in addition to all the functionality available in Professional Edition, which can support large-scale deployments. Enterprise Edition also includes access to Salesforce APIs, so you can easily integrate with back-office systems.
<b>Unlimited</b>	Unlimited Edition gives you access to unlimited online training, over 100 admin services, and 24/7 toll-free support. Tailor Salesforce to fit your business by building unlimited custom apps and creating custom tabs and objects. And your admins will have access to multiple sandboxes for development and testing. Includes all Enterprise Edition functionality.
<b>Suites</b>	Product suites are now available for sales and service teams, bringing together best-in-class solutions from across <a href="#">Customer 360</a> to help any company unlock cost savings and create exceptional customer experiences. Suites help businesses simplify tech stacks and reduce total cost of ownership. <a href="#">Sales Suite</a> and <a href="#">Service Suite</a> are available today.

## Step 3: Determine if any add-on products would be beneficial.

Add-ons are products that extend the capabilities of the core products in different ways. For example, a customer purchases Sales Cloud to help transform the organization's sales team effectiveness. The customer then decides to add Salesforce CPQ, a configure-price-quote tool, to help the sales teams deliver contracts more effectively.

Add-ons help you create a custom solution that matches your organization's needs. This flexibility ensures you receive the right mix of technology and capabilities for your organization to reach its objectives. With Sales Suite and Service Suite, the most popular add-ons are already included in one unified solution.

## Step 4: Understand how our products are priced.

Salesforce uses four set pricing models. Each product is assigned one of the models outlined below:

### Priced Per User

We price per user per month when each unit of a SKU allows an individual user to access the technology. Each user has their own login. Common examples include Sales Cloud and Service Cloud.

### Priced as a Percentage of Contract Value

Select products are priced based on how much you're spending with Salesforce, specifically, a percentage of your contract value. This is also called "derived pricing." These derived price products deliver functionality and services that make the underlying products more valuable. For example, the price of a sandbox environment is a percentage of what you pay for the products the sandbox supports, and the sandbox environment helps you make the most of your investment in other products.

### Priced Per Planned Consumption

Certain products follow a usage-based pricing model where we price based on your planned consumption of the product. Examples include Data Cloud, Commerce Cloud, and storage.

### Flat Fee Per Org

Each Salesforce org that uses these products pays a flat fee for use. Examples of this model are Marketing Cloud editions.

Our products and their editions are structured in a way to allow us to work together on a solution that both meets your needs and fits your budget.

## Step 5: Get started.

To learn more about specific product editions, pricing, and more, please visit our pricing webpage ([salesforce.com/pricing](https://salesforce.com/pricing)), contact your account executive, or call us at 1-855-382-6558. For more information, contact your account executive to learn how we can help you accelerate your success.

