

The AppExchange: Platform for The Business Web™



APPEXCHANGE SUCCESS

- ⚡ **300+ components and applications** listed in the directory
- ⚡ **12,000+ installations** by Salesforce users
- ⚡ **132,000 test drives** by AppExchange visitors
- ⚡ **Hundreds of application reviews and comments** to help you evaluate a wide range of solutions

The World's First On-Demand Applications Marketplace

Imagine if the innovation, collaboration, and freedom that consumers have come to expect from the Web were available to businesses. *Welcome to The Business Web.*

Building on the global wave of on-demand innovation and development, The Business Web delivers a vast network of applications and services right to your business, all via the Internet. The possibilities and flexibility of The Business Web are compelling more and more enterprises to run their entire businesses on demand.

Salesforce.com's AppExchange (www.appexchange.com) is The Business Web in action. The vibrant and growing community of salesforce.com partners, customers, and developers already has used the AppExchange platform to create and share more than 300 prebuilt applications and components for everything from expense management to purchasing to recruiting. Companies can browse, test drive, and install available apps into Salesforce with a few clicks.

Complete Platform for Developing and Distributing On-Demand Applications

With The Business Web, every organization is free to run its business without the complexity of technology infrastructure or software downloads. Take customer relationship management (CRM) as an example. With salesforce.com's on-demand solution, 24,800 companies have realized CRM success without purchasing or maintaining expensive software or hardware. And now with the AppExchange, any company can extend this success through a broad network of services, applications, and components—bringing the benefits of on-demand to its entire operation.

The breadth of applications on the AppExchange is limited only by the imagination of the global on-demand community. Encompassing everything from finance and HR to industry-specific and CRM-related solutions to productivity tools and components, the AppExchange empowers the enterprise to run its entire business on a single, on-demand platform with one data model, one sharing model, and one user interface.

On-Demand Success for Everyone

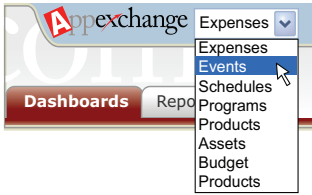
The AppExchange is designed for any organization interested in expanding the benefits of on-demand applications across its entire business. Using the AppExchange, companies can quickly click to add new apps to their current Salesforce deployments and easily customize them to meet their unique needs.

The AppExchange is generating increasing success for the entire salesforce.com community.

- ⚡ **Customers** get immediate access to a wide variety of applications and components they can easily install and run alongside the award-winning Salesforce family of applications.
- ⚡ **Developers** from around the world can join the fast-growing on-demand development community, creating new solutions on the AppExchange platform and bringing them to market online.
- ⚡ **Partners (ISVs)** can leverage the AppExchange as a simple and effective way to deliver innovative, new solutions to the world's largest audience of on-demand subscribers.

You can take advantage of the AppExchange to tackle a whole new set of business challenges and opportunities. It's everything you hoped for from The Business Web.

**How Many
AppExchange Applications
Do You Have?**



Getting Started with the AppExchange

A Single Repository for All Your Applications

Music lovers now enjoy portable jukeboxes, like the Apple iPod, that store thousands of songs. In much the same way, each company's salesforce.com environment can hold all its business applications—using the same data model, sharing model, and user interface. Why put up with the chaos of emails, spreadsheets, and client-server applications when you can have your own consolidated system with all the collaboration, reporting, dashboards, and data-sharing advantages of salesforce.com's on-demand model?

A Library of Prebuilt Apps and Components to Get You Started

Subscribers can create and share their own collections of apps in Salesforce. The AppExchange gives on-demand users a rich library of solutions that can take them far beyond the realm of CRM to managing everything from purchase orders to recruiting efforts to product quality. It's easy to browse through the listings, test drive, and install on-demand apps into Salesforce or into the Salesforce Sandbox test environment.

Simple Installation in Just a Few Clicks

Installing an application from the AppExchange is simple. Customizations are created automatically in your environment, including all the objects, fields, reports, dashboards, and Web links you'll need. Once installed, these apps run alongside the applications included in your current Salesforce service.

Some of these applications are offered for free by salesforce.com and other individuals or organizations. For others, there's a charge. The AppExchange gives you a wealth of information about each app before you install it. Decide you don't really need the application you installed? You can remove it with a few clicks.

Make It Your Own

Perhaps you'd like to modify the application. It's entirely optional, but because all the apps in the AppExchange directory are built on the AppExchange platform, it's easy to make them uniquely yours by customizing them or mashing them with other apps. You can use built-in tools to add fields, change workflow rules, and link to other apps—with just a few clicks.

Welcome to The Business Web

With the AppExchange, The Business Web is here now, with hundreds of solutions from vendors, developers, and customers available on demand. The AppExchange is the hub of a new universe of on-demand possibilities for customizing, integrating, sharing, trying, and developing customer-focused applications for running an entire business on demand.

For More Information

Contact your account executive to learn how we can help you accelerate your CRM and AppExchange success.

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