Summer '08 is the Summer of Success

"Visualforce is our gateway to user interface heaven."

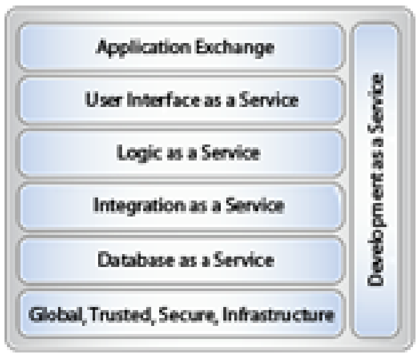
— President, Model Metrics, LLC

● = New features most requested by customers on the IdeaExchange

Visualforce is Here: Build Any User Interface, Any Application

Summer '08 delivers breakthrough technologies that let you build any user interface and any application on Force.com. With Visualforce now generally available in every edition, it's easy to build custom user interfaces using Visualforce and new custom components from the Force.com developer community.

force.com platform as a service



User Interface as a Service

Visualforce ●
- Visualforce Pages
- Visualforce Components
- Visualforce Pages to PDF

User Experience
- Inline List Editing ●
- Drag and Drop List Views
- Custom Landing Page
- Advanced Lookups
- Public Tagging ●

Logic as a Service

Apex
- Dynamic Apex ●
- Asynchronous Apex Code ●
- Apex Managed Sharing
- Apex Code Access Management

Workflow
- Parallel Approval Routing

Database as a Service

- Cross-Object Formulas ●
- Many to Many Object Relationships ●
- Customizable User Object ●

Integration as a Service

- Email Delivery Tracking
- Outbound Messaging Dead Letter Queue
- SAML Support

Development as a Service

- Metadata API Enhancements

Global, Trusted, Secure Infrastructure

- CAPTCHAS

Application Exchange

- Licensing of Managed Packages ●
- Force.com Package Manager

Ensure Success With New Hands-On Training

Training is the only proven way to know you're using Salesforce the right way. Get best practices from a Salesforce expert in our live, hands-on classes and be the expert your company expects.

Successforce education

Salesforce Education

- Administrator Training
- Advanced Administrator Training
- Developer Training on Force.com
- Sales Rep Essentials

Success for Your Entire Community

Summer '08 delivers breakthrough applications for your communities with Salesforce Content and Salesforce Ideas now globally available in the Salesforce Customer and Salesforce Partner Portal. And with more than 50 new CRM features and our new Salesforce for Google Apps office, it's easier than ever to collaborate with your employees, customers, and partners.

salesforce software as a service

Salesforce for Google Apps

- Salesforce and Gmail ●
- Salesforce and Google Talk ●
- Salesforce and Google Docs ●

Salesforce Content

- Content for Partner Portal ●
- Content for Customer Portal ●
- Global Content Availability ●
- Content Analytics

Salesforce Ideas

- Multiple Communities ●
- Customizable Ideas ●
- Ideas for Partner Portal ●

Salesforce SFA

- Analytic Snapshots ●
- Opportunity History Tracking ●
- Multi-Day Events
- Task Hovers on Home Page
- Public Tagging ●
- Advanced Lookups

Salesforce Marketing

- Converted Lead Page ●

Salesforce Call Center

- Global Business Hours ●
- Task Hovers on Home Page
- Public Tagging ●
- Advanced Lookups

Salesforce Customer Portal

- Content for Customer Portal ●
- Customer Analytics in the Portal ●

Salesforce Partners

- Content for Partner Portal ●
- Ideas for Partner Portal
- Reports for Partner Portal ●
- Login as Partner
- Partner Self-Service User Administration ●
- Sales Data Sharing with Salesforce to Salesforce

Salesforce Mobile

- Advanced Device and Data Management ●
- Recent Items for Mobile
- Streamlined Client Deployment
- Person Accounts for Mobile
- Force.com Connect Offline Enhancements

force.com platform as a service

User Interface as a Service

VISUALFORCE PAGES *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Create Any User Interface as a Service – Now Generally Available

:: Customize the user interface of any Salesforce application
:: Build new user interfaces and experiences for custom applications
:: Design your own wizards

A breakthrough for the Force.com platform, Visualforce is a new technology for developing powerful user interfaces (UIs) that can be used to enhance the standard Salesforce applications or to create custom applications. Visualforce includes all the resources developers need to build rich, interactive applications and user experiences for a variety of audiences, applications, and devices.

- **Complete User Interface Control**
  Visualforce takes advantage of standard Web technologies—including HTML and AJAX—to support the best possible user experience. With pixel-level control over every aspect of an application's appearance and behavior, it's easy to either reuse existing Salesforce UI elements or to create completely new experiences.
- **Visualforce Pages**
  Visualforce pages are the primary building block of a Visualforce application. Similar in format and structure to HTML, Visualforce pages are easy to create and manage for anyone familiar with Web page design. And by leveraging a rich library of standard components as well as custom components, you can compose powerful, highly interactive Visualforce pages with a minimum amount of code.
- **Apex Controllers** *(Enterprise, Unlimited, and Developer Editions)*
  Behind Visualforce is a fully featured model-view-controller (MVC) framework you can use to not only access and organize information, but to incorporate intelligent interactions. By using Apex within Visualforce, you can create Apex controllers that add logic to your interface to create branching wizards, combine data from multiple objects on a single edit page, and orchestrate other kinds of sophisticated, intelligent user interactions.
- **Static Resources**
  You can easily create, reference, and manage the assets used to create UIs—including images, style sheets, JavaScript libraries, and other browser components—by using the Static Resources feature. By packaging these assets in a Zip file and uploading that file to Force.com, the assets' associated directory structure is immediately available from within Visualforce.
- **Inline Page and Controller Editing**
  In Visualforce development mode, you can edit Visualforce pages and Apex controllers directly from the runtime view of any page. The editor features productivity enhancements such as syntax highlighting, auto suggest, and a number of quick fixes to streamline common development tasks

Note: Automatically visible to all users. No setup required.

[Back to Index]

VISUALFORCE COMPONENTS *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Reusable User Interface Components

:: Componentize common UI elements and easily add them to pages
:: Incorporate data and logic from external systems
:: Add visual appeal to your apps with interactive charts and other data visualizations

By providing reusable interface components, Visualforce speeds up development and helps create better applications.

- **Rich Component Library**
  Visualforce includes a library of more than 50 components that represent standard Salesforce UI elements such as views, form details, and related lists. You can selectively include these elements in your designs without having to redesign them from scratch. Through cascading style sheets (CSS), you can extend the styles of these components to match any application-specific requirements.
- **Custom Components**
  Bring your own interface patterns and customizations into Visualforce as components for simple reuse throughout your Visualforce pages. Like pages, custom components are markup based. Custom components can leverage standard components, other custom components, and Apex to combine information from across your applications, even from applications that don't run on the Force.com platform.

Note: Automatically visible to all users. No setup required.

[Back to Index]

VISUALFORCE PAGES TO PDF *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Convert Any Visualforce Page to PDF

:: Deliver print-optimized documents with a single click

With Visualforce, you can weave together information from several objects into a single screen. For example, imagine that a sales rep needs to generate a quote in PDF format that includes information from the account, contact, quote (custom object), quote line items (custom object), and product objects. With Pages to PDF, you can create a Visualforce page that formats all this information appropriately and binds the page to a button in the UI. This button converts the page into a PDF document or leverages Apex to automatically attach the page to a record or send it in an email.

Note: Automatically visible to all users. No setup required.

[Back to Index]

INLINE LIST EDITING *(All Editions)*

Edit Multiple Records Directly from a List View

:: Increase user productivity by reducing the time spent editing records
:: Reduce administrator tasks associated with mass data updates

Summer '08 introduces a list-view capability for editing multiple records right from a list without leaving the page. What's more, all administrator customizations are protected during list-view inline edits.

- **Inline List-View Editing**
  In a list view, you can edit up to 200 records at a time inline.
- **Protect Customizations**
  All administrator customizations—including page layout properties, workflow, validation rules, and Apex triggers—are protected during list-view inline edits.
- **Granular Control to Restrict Mass Edits**
  A new Mass Inline Edit from Lists profile permission gives administrators the granular control to restrict mass edit capabilities to selected groups.

Note: Automatically visible to all users. No setup required.

[Back to Index]

DRAG AND DROP LIST VIEWS *(All Editions)*

Next-Generation List Management

:: Increase user productivity
:: Reduce search time

With Summer ’08, you can make users more productive by making it easier to customize lists and get summarized information.

- **Drag-and-Drop List Customization**
  Reordering fields in a list has never been easier; simply drag column headings to change the order in which they appear. You can also resize the width of a column by dragging it to the size you want.
- **Advanced Navigation**
  With new navigation tools, users can see total record counts, total records selected, selections across multiple pages, first and last page links, and use new jump-to-page capabilities.

Note: Automatically visible to all users. No setup required.

[Back to Index]

CUSTOM LANDING PAGE *(All Editions)*

More Point-and-Click Power to Customize Your Applications

:: Improve productivity and user adoption with default landing pages

With Summer ’08, you can define a default landing tab for any custom or standard application to send users directly to that tab rather than the standard Home Page tab. Jumping users directly to a commonly used page saves them time. For example, if requesting time off is one of the most common user tasks in your organization, you can use the Custom Landing Page feature to send users directly to a Time-Off Requests tab when they access the time-off management application.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

ADVANCED LOOKUPS *(All Editions)*

Find Related Records Quickly and Easily

:: Improve data quality by finding an existing record before creating a duplicate record
:: Increase user adoption by making it easier to find what users are looking for

With Summer ’08, searching for records becomes easier. Users get more control and flexibility by using the sidebar and the advanced search interface for lookups. Lookups can also incorporate filtering, customization of columns and layouts, sorting, paging through results, and auto-complete capabilities for recently viewed records.

- **Filter Lookups**
  Use filter search lookups to narrow results.
- **Page and Sort**
  Use paging and sorting to organize lookup search result sets.
- **Customize Columns**
  Optimize available information by reordering columns as needed.
- **Auto Complete**
  Get completion suggestions based on recently viewed records that match the text typed into the search field, without having to open the lookup dialog box.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

PUBLIC TAGGING *(All Editions)*

Harness the Power of the Consumer Web by Sharing Tags Across Your Organization

:: Share your tags with other users

:: Share critical information across your user base

Do you use the tagging functionality of popular Web sites such as Flickr or del.ici.ous? What about the personal tags within Salesforce? With Summer ’08, you can use Public Tagging to share tag information with other users in your org. Managers and team leads can use public tags on accounts and contacts to share critical information across the user base. Subject-matter experts in support organizations can add troubleshooting information to cases, solutions, and documents. All users can search for public tags from the sidebar and the advanced Search feature to view records that contain those tags. Users with the proper permissions can also edit and delete public tags.

- **Add Public Tags**
  Create a new public tag or choose an existing tag by using the auto-complete feature.
- **Navigation Using Tags**
  Easily search for tags in the tag browser. You can also customize the display of tagged records with custom buttons, filters, and columns.
- **Share Data Using Public Tags**
  Add a public tag by using the auto-complete feature.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Logic as a Service

DYNAMIC APEX *(Enterprise, Unlimited, and Developer Editions)*

Dynamic and Flexible Programming with Apex Code

:: Retrieve and evaluate application customizations
:: Inspect and programmatically enforce user permissions

When you develop CRM extensions and custom applications, flexible operations that support the dynamic nature of end-user interactions can be an advantage. For example, you may want to implement a Visualforce page that renders based on user-level access and dynamically enforces application permissions. With the Apex Describe feature in Summer ’08, you can build generic and flexible processes that use the Describe methods to dynamically determine runtime behavior.

- **Leverage Customizations**
  Incorporate and deploy customizations with familiar Describe classes.
- **User Permission Awareness**
  Get the power of system-level access and enforce user permissions and constraints.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

ASYNCHRONOUS APEX CODE *(Developer Edition)*

Flexible, Powerful Development with Apex

:: Annotate Apex code to be executed asynchronously
:: Monitor the execution status of Apex code

With Summer '08, developers can annotate Apex code to be executed asynchronously. This feature provides more flexibility when developing custom business logic, relaxes governor limits for executing Apex code, and simplifies certain use cases, such as executing Apex triggers.

Note: Please contact salesforce.com Customer Support to have this feature enabled.

[Back to Index]

:: Create flexible, streamlined approval processes
:: Provide more information in approval emails

With Parallel Approval Routing, you can create advanced approval processes by assigning multiple approvers to any step in your approval process. As a result, you can build the complex approval processes your business needs. You can also include approval history information in email templates and re-run workflow rules resulting from field updates.

- **Parallel Approval Routing**
  Parallel Approval Routing makes it easy to assign multiple users to a single approval step. You simply decide whether or not an approval step is approved or rejected, based either on the first response or on whether unanimous approval is required.
- **Approval History Merge Fields**
  You can include approval history information in the approval assignment email template. You can also include the step status, the assigned approver, the approver, the response date, and the comments from the previous step in the email template.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Database as a Service

CROSS-OBJECT FORMULAS *(All Editions)*

More Point-and-Click Power to Customize Your Business Logic and User Experience

:: Take data calculations to the next level
:: Bring relevant related information to your users

Administrators and developers can deliver more powerful and sophisticated business functionality with clicks, not code. With Cross-Object Formulas, you can incorporate merge fields from parent records for calculation and display. With the easy-to-use field browser, you can insert fields from objects that are related via master-detail or lookup relationships—even across multiple levels. The result is formulas with dramatically increased flexibility to fully leverage the power of your relational data model.

- **Create Cross-Object Calculations**
  In Winter '08, salesforce.com introduced Cross-Object Formulas in validation rules, workflow rules, and other business rules. With Summer '08, you get the same flexibility with formula fields that can perform complex calculations using fields from related objects. For example, a "discounted amount" formula on the opportunity object can use a "discount percent" field on the account object for its calculations.
- **Display Fields from Related Objects**
  When users wanted to see information from related objects when viewing a record, they typically used the console view or detail hovers. In Summer '08, you can create a formula field that displays fields from related objects on detail pages, list views, related lists, and reports. That means users now can see data from different sources on a single page.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

MANY TO MANY OBJECT RELATIONSHIPS *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Fully Featured Relationships Between Objects

:: Increase user adoption with intuitive record relationships
:: Simplify reporting for many-to-many relationships

When you're designing CRM extensions and custom apps, it is often desirable to model a many-to-many relationship between objects. In such relationships, each object's record can be related to those of many other objects and vice versa. For example, a recruiting application may associate one applicant with many job postings, or one job posting can have many applications. In Summer '08, you can more easily create many-to-many relationships in your data model and use those relationships in related lists and reports.

- **Built-In Data Integrity**
  Junction records are automatically deleted when either parent record is deleted.
- **Enhanced Data Visibility**
  Junction-object related lists can show fields from parent objects.
- **Powerful Reporting**
  Standard and custom report types can span objects from either direction.
- **Flexible Security**
  Administrators can specify who can create and edit record associations.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

CUSTOMIZABLE USER OBJECT *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Improved Customization Capabilities to Support Tracking User Data

:: Increase the amount of information you can track for a user object
:: Customize the user experience

Administrators and developers can create additional types of customizations of the standard user object. With Summer '08, you can assign field-level security, create page layouts, and add more custom fields to the user object to give you the flexibility to support your organization's needs.

- **Field-Level Security, with Up to 500 Custom Fields**
  The user object, which is traditionally used for basic login information, previously only supported 20 custom fields. With Summer '08, the user object will support up to 500 custom fields (depending on the edition) as well as support field-level security and dependent picklists.
- **Custom Layouts**
  Using customizable page layouts for the user object, administrators can define custom sections to organize their custom fields, custom links, custom S-controls, and embedded Visualforce pages. Customizable mini-layouts are also available for adding custom fields to the user lookup hover details.

***Note*:** Standard fields and related lists are *not* customizable in the Summer '08 release.
Note: Automatically visible to all users. No setup required.

[Back to Index]

Integration as a Service

EMAIL DELIVERY TRACKING *(All Editions)*

Automated Bounced Email Tracking

:: Improve data quality with automated prompting and reporting of bounced emails
:: Increase user adoption with centralized tracking of bounced emails

With Summer '08, bounced emails are automatically tracked in Salesforce, and the contact or lead record associated with the bounced email is flagged. A "bounced emails" report also provides a list of all bounced emails.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

OUTBOUND MESSAGING DEAD LETTER QUEUE *(Developer, Enterprise, and Unlimited Editions)*

Reliable, Flexible Management of Outbound Integrations

:: Retain failed outbound messages for up to 7 days
:: Monitor outbound messages failures and take action
:: Send email notifications for outbound messages failures

With Summer '08, outbound integration becomes even more flexible, powerful, and reliable. The Outbound Messaging Dead Letter Queue feature allows integration administrators to define whether outbound messages are deleted or retained if they are not delivered within 24 hours. Being able to set up email notifications for failed outbound messages makes monitoring easy and convenient.

Note: Please contact salesforce.com Customer Support to have this feature enabled.

[Back to Index]

SAML SUPPORT *(All Editions)*

Easy, Secure Single Sign-On

:: Improve the user experience with single sign-on across the enterprise
:: Centralize user management in a single system

With Summer '08, you can use the OASIS Security Assertion Markup Language (SAML) standard to provide single sign-on system access. This feature lets customers who invested in SAML to implement single sign-on in Salesforce easily and cost-effectively. Unlike with delegated authentication, customers do not have to deploy Salesforce-specific software to use SAML. Also, SAML never sends passwords to Salesforce, so it is inherently more secure than other authentication mechanisms.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Development as a Service

METADATA API ENHANCEMENTS *(Enterprise, Unlimited, Force.com Sandbox, and Developer Editions)*

More Power and Flexibility to Develop on Force.com

:: Interact with code and setup configurations using XML metadata files
:: Migrate configuration changes between Salesforce environments
:: Create your own tools for managing metadata

The Force.com Metadata API opens the door to new ways of interacting with setup and customization information, resulting in better developer experiences, development team collaboration, and change management. Spring '08 provided metadata access to a subset of platform features, including custom fields, custom objects, profiles, Apex code, Visualforce pages, and S-controls. With Summer '08, data can be written to the following additional types of metadata:

- **Page Layouts**
- **Home Page Components**
- **Validation Rules**
- **Custom Buttons and Links Support**

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Global, Trusted, Secure Infrastructure

CAPTCHAS *(All Editions)*

Protection Against Unauthorized Data Exports

:: Prompts users to solve challenge to ensure a person—not a computer—is requesting a download
:: Uses industry-leading service reCAPTCHA

A CAPTCHA is a type of challenge-response test that ensures that the response is not generated by a computer. Such challenges can prevent data from being exported in response to requests from infected computers (bots), even if your computers are compromised. When users attempt to export data or use URLs to fetch CSV files of Salesforce data, they must pass a CAPTCHA test (similar to those used by Google or Ticketmaster) to ensure that a real person is initiating the download.

- **Ensure Compromised Computers Don't Access Company Data**
  You can prevent computers compromised by bots and Trojan horses from exporting Salesforce data.
- **Extra Verification of Users Attempting to Export Data**
  Users who try to access CSV exports must solve the CAPTCHA puzzle before continuing.
- **Uses reCAPTCHA, the Industry-Standard, Official Implementation**
  reCAPTCHA is recommended by the original CAPTCHA creators to ensure continuous innovation in the fight against bots.

Note: Not automatically visible. Feature is enabled on request.

[Back to Index]

Application Exchange

LICENSING OF MANAGED PACKAGES (LMA 2.0) *(Developer, Enterprise, and Unlimited Editions)*

Manage the Licenses Associated with Your Managed Package

:: Offer your managed packages for trial, convert trial licenses to active status, or suspend licenses if necessary
:: Define how many users in a customer org can access your managed package
:: Define for how long customers can access your package

AppExchange partners that deploy managed packages now have additional options for managing those packages, to benefit themselves as well as their customers. With LMA 1.0, you could track which customers installed a particular version of your managed package. With LMA 2.0, you can also designate the status of the package, define how many users in the customer org can access the package, and limit the period of time for which they have access.

- **Set Package Status**
  You can set the status of a managed package to "Trial," "Active," or "Suspended" to administer a free trial, activate a license, or suspend a license for any given period.
- **Administer Licenses for Developers and Customers**
  You can manage the licenses for each customer by tracking how many of your customer's users downloaded the package.
- **Determine Expiration Date**
  Using the license management application, you can set an expiration date for your managed package. If there is no expiration date, you can define a setting to track this date.
- **Track Download Activity for Your Package**
  Understand and manage your accounts by seeing how many total users chose to download your trials and how many trials were downloaded for each account.
- **Make Trials Easy for Customers**
  Customers can easily try out your packaged application in their own environments rather than downloading a package from the AppExchange.

Note: Only supported with *managed* packages. Must be downloaded via the AppExchange.

[Back to Index]

FORCE.COM PACKAGE MANAGER *(All Editions)*

Flexibility and Ease of Use for Your Managed Packages

:: Prevent installation of outdated packages
:: Delete private Apex classes and triggers

As part of Summer '08, Managed Package Versioning lets you can guarantee that upgrades are deployed automatically with each new release of your package. You can bundle any solution components or a set of related apps with your managed package and prevent customers from installing older packages.

- **Version Control Support**
  You can "turn off" the versions of any managed packages you no longer want to support to prevent users from installing those packages. Please note that existing installations are *not* affected.
- **Increased Flexibility**
  Within a released managed package, you can delete private Apex classes and triggers to re-factor code and accommodate new functionality.

Note: Automatically visible to all users. No setup required.

[Back to Index]

Salesforce for Google Apps

SALESFORCE AND GMAIL *(All Editions)*

Email and CRM Joined Together

:: Track and organize all your email correspondence
:: Add Gmail messages to records in Salesforce
:: Launch new Gmail messages from records and links within Salesforce

When email and CRM are integrated, it's easy to work the way you want to work. With Salesforce and Gmail, you can send Gmail messages to contacts from within Salesforce or copy Gmail messages into Salesforce. There's no longer any need to manually transfer information back and forth between the two applications in which you spend much of your time.

- **Add Gmail to Salesforce**
  You can automatically add a copy of an email as an activity to lead and contact records in Salesforce. No more hunting around for emails; you—and any colleagues with the appropriate access levels—can view all past correspondence with a particular contact in a single location.
- **Compose Gmail from Salesforce**
  When you're looking at a lead and contact record in Salesforce, you don't have to switch to Gmail to send a message from your business Gmail account. With just a click of the "Compose Gmail" button, you're on your way. A copy of the email is added automatically to the activity history of any Salesforce leads and contacts to which you send the message.
- **Quick Links to Gmail**
  Any time you see an email address in Salesforce, you're just a click away from sending a message through Gmail. The Gmail link next to any email address field launches a new Gmail message, with the appropriate recipient address in the To line. A copy of the email is added automatically to the activity history of any Salesforce leads and contacts to which you send the message.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

SALESFORCE AND GOOGLE TALK *(All Editions)*

Instant Messaging From Within Salesforce

:: Exchange instant messages with colleagues while reviewing CRM data
:: Save time by not toggling back and forth between applications

With the addition of Google Talk, real-time communication for your internal sales teams or customer-facing support teams can be part of your Salesforce solution. Your teams can collaborate during sales calls, when servicing customer support issues, or while coordinating with partners—all without ever leaving Salesforce. Salesforce and Google Talk is also a great way for users to collaborate on creating CRM data in Salesforce: Your users can send instant messages to each other while reviewing contact or opportunity data and quickly coordinate changes or next steps.

- **Google Talk in the Sidebar**
  A chat with your colleagues and customers is as close as the sidebar of your Salesforce application. That means you don't have to switch back and forth between Google Talk and Salesforce when you review CRM data. Google Talk functionality—such as saving chats—still works. You can even associate a chat's content with the lead or contact record of the person with whom you chatted.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

SALESFORCE AND GOOGLE DOCS *(All Editions)*

Real-Time Document Collaboration

:: Create and collaborate on documents in real time
:: Attach Web-based documents to records in Salesforce

It's the kind of easy collaboration everyone in the business world needs: creating and editing Web-based documents, spreadsheets, and presentations hand-in-hand with your colleagues, partners, and customers. Everyone can access and edit the documents together, in real time—no more mailing attachments or worrying about different versions floating around. With real-time collaboration finally a reality with Salesforce and Google Docs, teams can work together seamlessly—the way you always wanted.

- **Google Docs Tab**
  Don't waste time toggling between two user interfaces. Simply click a tab to get to Google Docs as easily as to any other part of the Salesforce application.
- **Google Docs Attached to Records**
  Keep track of documents by associating them with contacts or leads in Salesforce. You can create Google documents, spreadsheets, and presentations right from Salesforce records. Because these new documents can appear in the notes and attachments list, you never again have to search to find the right document in your desktop files. Or, if you're in a Google document, you can add that document to a Salesforce record (or records) directly.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Salesforce **Content**

CONTENT FOR PARTNER PORTAL *(Enterprise and Unlimited Editions, Partner Portal)*

Collaborate with Your Partner Communities

:: Empower partners with your best sales content to help them win business
:: Track content usage and obtain feedback from external communities

Your firewall doesn't have to be a barrier to collaboration. With Community Content integrated into the Salesforce Partner Portal, you can share large volumes of content with external parties as easily as with internal users. Provide partners with rapid access to a wide array of documents, track which materials they find most useful, and collaborate to get more value from the content you create.

- **Salesforce Partner Portal**
  Put your best sales materials at your partners' fingertips to help them compete more effectively and win more business for you.

Note: This feature is not enabled by default for new Salesforce Partner Portal customers. Customers must be licensed for at least one internal user license for Salesforce Content. To use this feature, you must be working with the Salesforce Partner Portal delivered in the Spring '08 release.

[Back to Index]

CONTENT FOR CUSTOMER PORTAL *(Enterprise and Unlimited Editions, Customer Portal)*

Deliver the Most Effective Content to Drive Enhanced Self-Service

:: Highlight featured documents to assist your customers
:: Get direct customer feedback on your content

Your goal is to turn your customers into evangelists. Critical to achieving this goal is successfully delivering self-service through the Salesforce Customer Portal to give customers the collateral and information they need to resolve their issues immediately. Because your customers can also provide immediate feedback on the content, you can make changes quickly, while focusing on content quality and usefulness.

- **Publish Featured Content**
  Arm your customers with the most relevant content by publishing "featured content" that will get immediate attention.
- **Tag, Categorize, and Rank Content**
  Make it easy for customers to search for content by delivering search results that show relative rankings that provide immediate visual cues as to the relevancy, popularity, or value of different documents.

Note: This feature is not enabled by default for new Salesforce Customer Portal customers. Customers must be licensed for at least one internal user license for Salesforce Content. To use this feature, you must be working with the Salesforce Customer Portal delivered in the Spring '08 release.

[Back to Index]

GLOBAL CONTENT AVAILABILITY

Find the Best Content from Every Corner of the World

:: Provide access to content in up to 15 languages
:: Serve different user groups in their languages of choice

In today's global economy, even the smallest companies need to do business in different parts of the world. With global availability of the Salesforce Content solution, you can collaborate with internal users, partners, and customers worldwide, in their local languages.

- **User-Specific Language Preferences**

Users can set their languages independently; for example, colleagues in France and China can navigate the same version of Salesforce Content in French and Chinese.

- **Multi-Language Full-Text Search**
  Searching through the full text of all language versions of a PDF document or PowerPoint presentation may be critical to finding what you need. With Global Content Availability, our search engine searches through content in 15 different languages, from Dutch to Thai, with all the major languages in between.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

CONTENT ANALYTICS

Manage Content Like You Run a Business – With Data

:: Make smarter investments in creating new content
:: Retire outdated or underused materials to keep content fresh
:: Give publishers visibility into how their content is consumed

In the past, you had to make blind decisions about what new sales and support materials to develop—without any actual data that showed what worked and what didn't. With Content Analytics, you can track usage metrics to identify the most popular materials among sales reps, partners, and customers. You can use dashboards and reports to identify and remove outdated or rarely used content, ensuring year-old documents don't keep users from finding today's new sales presentations.

- **Content Dashboards**
  Create dashboards that summarize content usage, document aging, and other attributes to identify content gaps and provide insight into content consumption.
- **Standard Content Reports**
  Use pre-defined standard reports to identify the most popular materials, monitor publishing activity, and find rarely used content.
- **Custom Content Reports**
  Generate reports based on custom fields, including review dates, product lines, or document types.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Salesforce **Ideas**

MULTIPLE COMMUNITIES *(Professional, Enterprise, and Unlimited Editions)*

Create Multiple Communities to Engage Internal and External Collaborators

:: Deploy multiple communities catering to different audiences
:: Toggle between different communities and conversations
:: Manage communities within a single integrated location

With Multiple Communities, you can enable organizations to extend Salesforce Ideas to a broader audience of internal and external collaborators. It's easy to go from one community to another and to participate in the discussions that are most relevant to each. It's also easy to manage these communities and keep tabs on the latest ideas and comments posted. Some examples of communities:

- **Departmental Communities**
  Create a community site for an individual department so teammates can easily share best practices and ideas.
- **Employee Communities**
  Deploy an online community across your entire employee base, breaking down organizational barriers, fostering cross-team collaboration, and fueling a culture of employee-led innovation.

- **Customer/Partner Communities**
  You can deploy Salesforce Ideas to your customer and partner base to capture product feedback, reduce incoming support inquiries, and engage the community using the Salesforce Customer Portal or Salesforce Partner Portal.

Reports and Dashboards provide visibility into the community at the idea and contributor level, allowing you to slice and dice the data in any number of ways.

Ideas in Actions Tab
You can incorporate an Ideas in Actions tab into your Salesforce Ideas solution using any idea as the basis for an active project. The resulting tab is a custom object—you can assign owners, milestones, and other attributes to it to manage your project from start to finish.

Note: Salesforce Ideas is available for creating communities consisting of existing Salesforce CRM or Platform Edition subscribers. Salesforce Ideas is also available for your partner and customer communities through the Salesforce Partner Portal and the Salesforce Customer Portal. Salesforce Ideas must be enabled to be visible in the organization.

[Back to Index]

CUSTOMIZABLE IDEAS *(Professional, Enterprise, and Unlimited Editions)*
Create Customized Fields and Triggers to Streamline Ideas Management

:: Create new custom fields to track idea status or related projects
:: Build workflows and triggers to customize your Salesforce Ideas experience
:: Get timely notification of new comments or ideas

With Summer ’08, Salesforce Ideas features custom fields that facilitate idea management through a broad set of options that make it possible to surface any number of fields at the Idea level. You can then use those fields to filter by criteria or to expose the field’s latest status—for example, “under review” or “delivered”—in Salesforce Ideas.

Ideas is now also tightly integrated with the Force.com platform in the form of validation rules, workflows, and Apex triggers that customize the Salesforce Ideas experience with the help of rule-based notifications. Examples of Notification Alerts that provide up-to-date visibility to community activities include being able to set up email workflows based on comments or keywords or to set up language guidelines.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

IDEAS FOR PARTNER PORTAL *(Enterprise and Unlimited Editions, Silver and Gold Partner Portal Licenses)*
Partner Ideas to Fuel Your Channel Business Success

:: Use community features to further differentiate your partner program
:: Harness the ideas of your partner community to grow your channel business

Your channel partners have ideas on how to improve your channel business. But how do you collect those ideas and evaluate them in an effective and democratic way? With Summer ’08, your partners will have access to the Salesforce Ideas application via the Salesforce Partner Portal. With Salesforce Ideas for Partner Portal, partners can make suggestions and vote on suggestions posted by other channel partners. By getting prioritized, real-time feedback on your partner programs and product offerings, you can improve your initiatives and increase partner loyalty and mindshare.

Note: This feature is not enabled by default for new Salesforce Partners customers. Customers must be licensed for at least one internal user license for Salesforce Ideas. To use this feature, you must use the Salesforce Partner Portal delivered in the Spring ’08 release.

[Back to Index]

Salesforce SFA

ANALYTIC SNAPSHOTS *(Developer, Professional, Enterprise, and Unlimited Editions)*

Create Snapshot Data for Trending and Point-in-Time Reporting on Any Object

:: Copy data covering any objects, from any tabular report, to create a snapshot
:: Create reports and dashboards to show changes over time

Creating historical views on data has never been easier. You can take any tabular report and copy its data to create a dated, duplicate snapshot of the results. You can then report on that snapshot as on any other object, looking at totals either for a set of snapshots or for any specific snapshot.

- **Expand Opportunity Stage & Trend Analysis**
  You can run an opportunity history at any time interval you choose, on any standard or custom opportunity fields.
- **Schedule Snapshots**
  You can schedule snapshots to run every day, week, or on specific days of the month.
- **Copy Record Ownership to Reproduce "My" Views on Historical Data**
  When copying data as snapshots, copy the owner information so that the role hierarchy, the snapshot, and the source data are identical.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

OPPORTUNITY HISTORY TRACKING *(All Editions)*

Effortlessly Track Any Pipeline Data Fields

:: Track and view changes to pipeline data
:: Increase data quality in a collaborative sales environment

Opportunity records in Salesforce are core to tracking your organization's pipeline. Similar to the history tracking capabilities offered for accounts, contacts, and other objects, with Summer '08, you can track changes to your standard and custom opportunity fields. The result is a detailed log of all changes made to your tracked fields—an essential resource for maintaining data quality in a collaborative sales environment.

- **Track Standard and Custom Fields**
  You can choose up to 20 fields to track on opportunities. For maximum flexibility, you can track both standard and custom fields.
- **View Changes**
  When changes are made to tracked fields, you can see—at a glance—the date, time, the changed content, and who made the changes.
- **Analyze Changes**
  The Opportunity Field History report is available to users and administrators to analyze the history on multiple opportunities over time.

Note: This feature is disabled by default and requires administrator activation in the Setup area of Salesforce.

[Back to Index]

MULTI-DAY EVENTS *(All Editions)*

Enhanced Flexibility in Defining Calendar Events

:: Create events that span days, with specific start and end times

APEX MANAGED SHARING *(Developer, Enterprise, and Unlimited Editions, except as noted)*

A New Class of Sharing for Apex Developers

:: Use Apex to programmatically control data access to meet any visibility requirement
:: Verify data access at any time by recalculating Apex Managed Sharing

Summer '08 introduces Apex Managed Sharing, a new type of sharing created specifically for Apex developers. Using Apex, developers can programmatically control data access to meet any visibility requirement. Now, developers can separate their sharing from end-user sharing, providing a new level of protection to programmatic sharing. Apex Managed Sharing uses Apex Sharing Reasons to track why you shared a record. These features greatly improve productivity by reducing the amount of code required to share a record.

- **Application Logic Protection**
  You can manage sharing without fearing user deletion. The application's behavior is always protected and maintained.
- **Simplify Your Code**
  Using Apex Sharing Reasons, you can share repeatedly with the same user, for different reasons. This feature helps developers understand why they shared with a user, which improves developer productivity by reducing the amount of code required to manage sharing.
- **Package for the AppExchange**
  Packaged partner applications can include Apex Managed Sharing to support unique data-sharing requirements.
- **Recalculate Apex Sharing** *(Developer Preview)*
  With Apex Managed Sharing Recalculation, you can write Apex code that will evaluate and fix any sharing issues.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

APEX CODE ACCESS MANAGEMENT *(Group, Professional, Enterprise, Unlimited, and Developer Editions)*

Visual Overview of Custom Functionality and Scope

:: Inspect and evaluate partner-provided code
:: Review and manage code, dependencies, and data changes

As part of our effort to provide evaluation tools for both internally developed functionality and partner-provided solutions, the Operational Scope Matrix shows the operational scope of custom functionality in a comprehensive, graphic matrix. This matrix provides a consolidated view that includes class-level processing, supporting components such as triggers and Visualforce pages, as well as organizational dependencies such as multicurrency and territory management.

- **Review Custom Application Scope**
  Incorporate the class operational scope for both objects and fields.
- **Identify Supporting Custom Elements**
  Highlight references, classes, triggers, and pages.
- **Confirm Org-Level Dependencies**
  Illustrate the feature dependencies required by an Apex class.

Note: Automatically visible to all users. No setup required.

[Back to Index]

PARALLEL APPROVAL ROUTING *(Enterprise, Unlimited, and Developer Editions)*

Assign Multiple Users to a Single Approval Step

:: Create all-day events that span several days

You can create calendar events that span several days and have specific start and end times. Multiday Events are useful for out-of-the-office appointments for which the departure or return occurs during the business day, as opposed to an all-day event, for which the entire day is blocked off. You can also create Multiday All-Day Events with this new feature.

- **New Start and End Date Fields in Reports & List Views**
  Enhance your reports and list views by adding new event start and end dates.
- **More Control over Event Duration**
  Now that events have a start time and end time, event duration is no longer limited to a picklist value, giving users the flexibility to record events of any length.

Note: Automatically visible to all users. No setup required.

[Back to Index]

TASK HOVERS ON HOME PAGE *(All Editions)*

Improved Productivity with Quick Access to Task Details

:: Get details via Task Hover Links on the home page and in the calendar day view
:: Configure hover details using the Task Mini Page Layout

Tasks are an important tool for managing customer interactions and general “things to do.” With My Tasks Hover Links, you can hover over a task on your home page or in the calendar day view and get all the details for that task without having to click through for details.

- **Configure Hover Details to Meet Your Company’s Requirements**
  You can configure task hovers to show any standard field, including status, due date, and comments. You can also define custom fields to display hover information.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

PUBLIC TAGGING *(All Editions)*

Harness the Power of the Consumer Web by Sharing Tags Across Your Organization

:: Share your tags with other users
:: Share critical information across your user base

Do you use the tagging functionality of popular Web sites such as Flickr or del.ici.ous? What about the personal tags within Salesforce? With Summer ’08, you can use Public Tagging to share tag information with other users in your org. Managers and team leads can use public tags on accounts and contacts to share critical information across the user base. Subject-matter experts in support organizations can add troubleshooting information to cases, solutions, and documents. All users can search for public tags from the sidebar and the advanced Search feature to view records that contain those tags. Users with the proper permissions can also edit and delete public tags.

- **Add Public Tags**
  Create a new public tag or choose an existing tag by using the auto-complete feature.
- **Navigation Using Tags**
  Easily search for tags in the tag browser. You can also customize the display of tagged records with custom buttons, filters, and columns.
- **Share Data Using Public Tags**
  Add a public tag by using the auto-complete feature.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

ADVANCED LOOKUPS *(All Editions)*

Find Related Records Quickly and Easily

:: Improve data quality by finding an existing record before creating a duplicate record
:: Increase user adoption by making it easier to find what users are looking for

With Summer '08, searching for records becomes easier. Users get more control and flexibility by using the sidebar and the advanced search interface for lookups. Lookups can also incorporate filtering, customization of columns and layouts, sorting, paging through results, and auto-complete capabilities for recently viewed records.

- **Filter Lookups**
  Use filter search lookups to narrow results.
- **Page and Sort**
  Use paging and sorting to organize lookup search result sets.
- **Customize Columns**
  Optimize available information by reordering columns as needed.
- **Auto Complete**
  Get completion suggestions based on recently viewed records that match the text typed into the search field, without having to open the lookup dialog box.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Salesforce **Marketing**

CONVERTED LEAD PAGE *(Group, Professional, Enterprise, and Unlimited Editions)*

Instant Visibility into Converted Lead Records

:: Get greater visibility into converted leads
:: Get instant access to related records

When accessing converted lead records, users see all the related records into which a lead was converted, with easy links to those records. Easy access to the new contact, opportunity, or account means users can quickly get to the information they need, spending less time searching for converted records.

[Back to Index]

GLOBAL BUSINESS HOURS *(Professional, Enterprise, and Unlimited Editions)*

Provide Consistency in Service Delivery across the Globe

:: Track actual work times for multiple locations

With Summer '08, you can establish multiple business hours across a single organization. As a result, you can more effectively monitor service delivery that spans the globe or different time zones. With Global Business Hours, you get greater visibility into and better reporting on the success of your service delivery.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

TASK HOVERS ON HOME PAGE *(All Editions)*

Improved Productivity with Quick Access to Task Details

:: Get details via Task Hover Links on the home page and in the calendar day view
:: Configure hover details using the Task Mini Page Layout

Tasks are an important tool for managing customer interactions and general "things to do." With My Tasks Hover Links, you can hover over a task on your home page or in the calendar day view and get all the details for that task without having to click through for details.

- **Configure Hover Details to Meet Your Company's Requirements**
  You can configure task hovers to show any standard field, including status, due date, and comments. You can also define custom fields to display hover information.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

PUBLIC TAGGING *(All Editions)*

Harness the Power of the Consumer Web by Sharing Tags Across Your Organization

:: Share your tags with other users
:: Share critical information across your user base

Do you use the tagging functionality of popular Web sites such as Flickr or del.ici.ous? What about the personal tags within Salesforce? With Summer '08, you can use Public Tagging to share tag information with other users in your org. Managers and team leads can use public tags on accounts and contacts to share critical information across the user base. Subject-matter experts in support organizations can add troubleshooting information to cases, solutions, and documents. All users can search for public tags from the sidebar and the advanced Search feature to view records that contain those tags. Users with the proper permissions can also edit and delete public tags.

- **Add Public Tags**
  Create a new public tag or choose an existing tag by using the auto-complete feature.
- **Navigation Using Tags**
  Easily search for tags in the tag browser. You can also customize the display of tagged records with custom buttons, filters, and columns.
- **Share Data Using Public Tags**
  Add a public tag by using the auto-complete feature.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

ADVANCED LOOKUPS *(All Editions)*

Find Related Records Quickly and Easily

:: Improve data quality by finding an existing record before creating a duplicate record
:: Increase user adoption by making it easier to find what users are looking for

With Summer '08, searching for records becomes easier. Users get more control and flexibility by using the sidebar and the advanced search interface for lookups. Lookups can also incorporate filtering, customization of columns and layouts, sorting, paging through results, and auto-complete capabilities for recently viewed records.

- **Filter Lookups**
  Use filter search lookups to narrow results.
- **Page and Sort**
  Use paging and sorting to organize lookup search result sets.
- **Customize Columns**
  Optimize available information by reordering columns as needed.
- **Auto Complete**
  Get completion suggestions based on recently viewed records that match the text typed into the search field, without having to open the lookup dialog box.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

Salesforce **Customer Portal**

CONTENT FOR CUSTOMER PORTAL *(Enterprise and Unlimited Editions, Customer Portal)*

Deliver the Most Effective Content to Drive Enhanced Self-Service

:: Highlight featured documents to assist your customers
:: Get direct customer feedback on your content

Your goal is to turn your customers into evangelists. Critical to achieving this goal is successfully delivering self-service through the Salesforce Customer Portal to give customers the collateral and information they need to resolve their issues immediately. Because your customers can also provide immediate feedback on the content, you can make changes quickly, while focusing on content quality and usefulness.

- **Publish Featured Content**
  Arm your customers with the most relevant content by publishing "featured content" that will get immediate attention.
- **Tag, Categorize, and Rank Content**
  Make it easy for customers to search for content by delivering search results that show relative rankings that provide immediate visual cues as to the relevancy, popularity, or value of different documents.

Note: This feature is not enabled by default for new Salesforce Customer Portal customers. Customers must be licensed for at least one internal user license for Salesforce Content. To use this feature, you must be working with the Salesforce Customer Portal delivered in the Spring '08 release.

[Back to Index]

CUSTOMER ANALYTICS IN THE PORTAL *(Enterprise and Unlimited Editions, Customer Portal)*

Provide Transparency into Your Success

:: Make reports visible in the Salesforce Customer Portal

With Summer '08, customers can set up and view Salesforce reports directly from the Salesforce Customer Portal. These capabilities extend the portal's self-service capabilities by giving customers access to critical operational data. By providing reporting capabilities from the Salesforce Customer Portal, you gain an additional tool for showing progress and broadcasting success to your customers.

Note: This feature is not enabled by default for Salesforce Customer Portal customers. User profiles must be configured to grant portal users the permissions required to run reports.

[Back to Index]

Salesforce **Partners**

CONTENT FOR PARTNER PORTAL *(Enterprise and Unlimited Editions, Silver and Gold Partner Portal Licenses)*

Deliver the Most Effective Content to Drive Partner Business

:: Publish featured documents to partner workspaces
:: Get direct partner feedback on your content and sales tools
:: Let partners subscribe to critical content

Partner extranets are filled with documents in complicated folder structures that make it challenging to find the content your partners are looking for. You want to get the right collateral and sales tools to your partner community, to make them productive and successful. But do you know which documents they use most frequently? And how do you find out which documents they like and which they feel need improvement?

- **Publish Featured Content**
  Arm your partners with the content most relevant to their needs by publishing "featured content" to partner workspaces.
- **Tag, Categorize, and Rank Content**
  Make it easy for partners to search for the best content by displaying results that show the relative ranking of documents for immediate visual cues as to the relevance, popularity, and value of different documents.
- **Add Partner Content Subscriptions, Comments, Ratings**
  By subscribing to content, partners always have the latest and greatest content versions. For the first time, you can use partner ratings and comments to make sure the best content is kept relevant and to specifically update it based on partner feedback.

Note: This feature is not enabled by default for new Salesforce Partners customers. Customers must be licensed for at least one internal user license for Salesforce Content. To use this feature, you must use the Salesforce Partner Portal delivered in the Spring '08 release.

[Back to Index]

IDEAS FOR PARTNER PORTAL *(Enterprise and Unlimited Editions, Silver and Gold Partner Portal Licenses)*

Partner Ideas to Fuel Your Channel Business Success

:: Use community features to further differentiate your partner program
:: Harness the ideas of your partner community to grow your channel business

Your channel partners have ideas on how to improve your channel business. But how do you collect those ideas and evaluate them in an effective and democratic way? With Summer '08, your partners will have access to the Salesforce Ideas application via the Salesforce Partner Portal. With Salesforce Ideas for Partner Portal, partners can make suggestions and vote on suggestions posted by other channel partners. By getting prioritized, real-time feedback on your partner programs and product offerings, you can improve your initiatives and increase partner loyalty and mindshare.

Note: This feature is not enabled by default for new Salesforce Partners customers. Customers must be licensed for at least one internal user license for Salesforce Ideas. To use this feature, you must use the Salesforce Partner Portal delivered in the Spring '08 release.

[Back to Index]

REPORTS FOR PARTNER PORTAL *(Enterprise and Unlimited Editions, Gold Partner Portal Licenses)*

Give Partners Critical Insight into Their Business

:: Share reports with a partner's users
:: Create custom reports for the channel
:: Allow partners to configure report parameters

With Salesforce Partners, you can analyze and manage your channel business by using salesforce.com's configurable reporting and dashboards. With Summer '08, you can extend reporting to your partners to give them critical visibility into how they do business with you. You can determine the types of reports your partners can run; they can further configure those reports based on the data they want to see. As a result, your partners finally get insight into how they are performing relative to various metrics, including lead penetration, lead conversion rates, opportunity close rates, and deal registrations. Partner users can configure and run reports, view charts and graphs, and export report data for offline use.

Note: This feature is not enabled by default for Salesforce Partners customers. User profiles must be configured to grant partner users the permission to run reports.

[Back to Index]

LOGIN AS PARTNER *(Enterprise and Unlimited Editions, Bronze, Silver, and Gold Partner Portal Licenses)*

Get on the Same Page—Literally—as Your Partners

:: Allow channel managers and administrators to log in as Salesforce Partner Portal users
:: Reduce confusion and save time

As a channel manager or administrator, you need tools to help your partners succeed. Having the same information in front of both you and your partners saves time and reduces the need for clarifications. Using the Login As Partner feature, you can see exactly what your partners see to eliminate any confusion. This feature, which has been available with Salesforce Partners since 2005, is available with the new Salesforce Partner Portal (Spring '08 release) with Summer '08.

Note: This feature is not enabled by default for Salesforce Partners customers. User profiles must be configured to grant users the permission to use the Login as Partner feature.

[Back to Index]

PARTNER SELF-SERVICE USER ADMINISTRATION *(Enterprise and Unlimited Editions, Gold Partner Portal Licenses)*

Delegate User Management to Your Partners and Ease Your Administrative Burden

:: Allow partners to manage their users
:: Ensure that partner user data is always kept up to date

The turnover of partner sales representatives may be extremely high, which makes trying to track who is in or out a time-consuming, manual process that is not strategic to your business. Without accurate information about your channel users, you cannot accurately scale programs and forecast revenue. With Partner Self-Service User Administration, your partners can add, activate, and deactivate sales reps as needed. As a result, you always have access to the correct user data—and the time to focus on developing successful partner relationships and creating revenue-driving channel programs.

Note: This feature is not enabled by default for Salesforce Partners customers. User profiles must be configured to grant partner users the permissions to manage users.

[Back to Index]

SALES DATA SHARING with SALESFORCE TO SALESFORCE *(All Editions)*

Share Data with Other Companies Using Salesforce

- :: Instantly connect with other companies (partners, suppliers, and customers) via Salesforce
- :: Easily opt in and out of cross-company data sharing
- :: Share leads, opportunities, accounts, contacts, activities, or custom objects

You may be wondering: Can you securely and easily share data with another company that is also using Salesforce? Or, how can you collaborate with other companies when it comes to revenue- and customer-sensitive business processes? With Salesforce to Salesforce, companies can efficiently connect and exchange data with other companies from within Salesforce using secure, customizable data sharing through point-and-click connections. Integrating and collaborating with your extended partner network has never been easier.

Note: This feature is not enabled by default for Salesforce customers. A yearly fee per connection is required for the company extending the connection invitation. Sharing data is available for all Salesforce editions, but users with a Group Edition license can only accept invitations; all other edition licenses can both accept and extend invitations.

[Back to Index]

Salesforce **Mobile**

ADVANCED DEVICE AND DATA MANAGEMENT *(Professional, Enterprise, and Unlimited Editions)*

Manage End-User Mobile Devices and Data Sets with Salesforce

- :: Manage mobile devices from within Salesforce
- :: Check for data synch problems
- :: Construct data sets for users with extended data-filter enhancements

With Summer ’08, administrators can delete devices, see device sync status, monitor the amount of data on devices, and be proactive in managing mobile users. They can see whether a device has data sync problems and delete data or the device association with the user, all from within Salesforce. Extended data-filter enhancements make it easier to construct appropriate data sets for users, automatically load a user’s team members, or use powerful user tokens to construct user-sensitive data sets. Administrators can also add the “user” object to a data filter set and specify sets of users to be downloaded to a device, which makes task assignment and ownership assignment easier.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

RECENT ITEMS FOR MOBILE *(Professional, Enterprise, and Unlimited Editions)*

Synch Recent Work in Salesforce to Users’ Mobile Devices for Immediate Access

- :: Display recently accessed records on mobile devices
- :: Define how records are displayed

With Summer ’08, any records a user recently accessed, both from both standard and custom objects, are available on that user’s mobile device. Users can manage their settings to enable or disable the recent-item display and define the maximum number of recent items to be displayed.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

STREAMLINED CLIENT DEPLOYMENT *(Professional, Enterprise, and Unlimited Editions)*

Deploying Salesforce Mobile to Users' Mobile Devices is Easier than Ever

- :: Streamlined initial installations
- :: Customer-hosted client packages

With streamlined initial installations, mobile users can install or upgrade the Salesforce Mobile client without having to remove the battery on BlackBerry devices. And with customer-hosted client packages, customers can host their own client installation file on internal file servers behind the firewall. This feature allows mobile users to install and upgrade the Salesforce Mobile clients on their devices without having to access an external site.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

PERSON ACCOUNTS FOR MOBILE *(Professional, Enterprise, and Unlimited Editions)*

Person Accounts for Mobile Users Support Business-to-Individual Salesforce Deployments

- :: Deploy person accounts functionality to mobile devices
- :: Create and edit person accounts on mobile devices
- :: Log activities against person accounts
- :: Search locally and remotely for person accounts

With Summer '08, your mobile users can now seamlessly work with both corporate customers and individual clients. Salesforce Mobile now features the flexibility to offer all the native features of contact and opportunity management for corporate contacts as well as individual clients. Schedule and track meetings, send emails, assign tasks to sales teams, create and manage opportunities, and update notes on calls all directly from Salesforce Mobile.

Note: Not automatically visible. Feature is enabled, but requires some setup.

[Back to Index]

FORCE.COM CONNECT OFFLINE ENHANCEMENTS *(Developer, Enterprise, and Unlimited Editions)*

Gain Access to Critical Data while Offline

- :: Create dependent picklists while offline
- :: Enforce validation rules while offline
- :: Expose custom objects while offline (Limited Release)

Force.com Connect Offline gives users access to their most critical data even when they're not connected to the Internet. With Summer '08, Connect Offline also provides offline access to the most popular and critical Salesforce customization capabilities, including dependent picklists, validation rules, and custom objects.

Note: You must install the latest Force.com Connect Offline desktop client software to take advantage of these features. Please contact salesforce.com Customer Support to apply for the limited-release version of the offline enhancements for custom objects and custom tabs.

[Back to Index]

ADMINISTRATOR TRAINING

Be the Expert Your Company Needs

:: Discover hidden Salesforce features
:: Learn best practices from an expert trainer

If you haven't yet taken training from salesforce.com, you could be missing out on some key features, and you're sure to have questions about how you're using the product. In this comprehensive 4-day classroom training, you will learn how the Salesforce Sales, Marketing, and Support modules work together and discover powerful features you may not know exist. Get the most from your investment in Salesforce and be sure you're using it right.

With Salesforce Administrator Training (ADM-201), you will:

- Deepen your knowledge and gain skills in how to set up, configure, and maintain Salesforce applications to optimize business results
- Discover unused functionality and learn to build customizations and new applications
- Save time and increase productivity by incorporating best practices into your daily work
- Gain a sense of context and an understanding of how the Salesforce suite of applications will help solve business-critical issues

Note: Check out the course agenda, then register online at http://www.salesforce.com/services-training/education-services/public/intermediate/enterprise-edition/ or call 1-877-TRAIN10 with questions.

[Back to Index]

ADVANCED ADMINISTRATOR TRAINING

Take Your Salesforce Skills to the Next Level

:: Develop your Salesforce expertise
:: Solve your most pressing business challenges

This course builds on the basics of administration and provides specific, technical instruction to solve real business challenges.

With Salesforce Advanced Administrator Training (ADM-301), you'll discover innovative and new ways to:

- Maintain clean data
- Increase user adoption and productivity
- Implement complex business processes
- Improve your implementation to make administration easier
- Leverage security best practices to protect your Salesforce data

View the course schedule, download the datasheet, and register today at http://www.salesforce.com/services-training/education-services/public/advanced/apex-platform/ or call 1-877-TRAIN10 with questions.

[Back to Index]

DEVELOPER TRAINING ON FORCE.COM

Turn Your Ideas into Applications

:: Learn the fastest way to start developing on the Force.com platform
:: Get hands-on instruction on all aspects of Force.com

The Force.com Application Laboratory is designed for developers and sophisticated administrators with a background in programming. The class provides comprehensive, practical experience with the key features of the platform. It focuses on realistic business scenarios and guides students through building a fully featured, sophisticated Apex application from start to finish.

In the Force.com Application Laboratory (FDC-320), developers will learn about:

- The native Apex Builder tool for creating custom objects, tabs, and applications
- The AppExchange marketplace for publishing, purchasing, and implementing SaaS applications
- Force.com Web services API functionality
- Apex code
- Data management best practices
- S-controls
- The AJAX toolkit
- Salesforce development best practices and templates

View the course schedule, download the datasheet, and register today at http://www.salesforce.com/services-training/education-services/public/advanced/apex-platform/ or call 1-877-TRAIN10 with questions.

[Back to Index]

SALES REP ESSENTIALS

The Power of Salesforce for All Your Sales Reps

:: Achieve maximum rep productivity
:: Empower sales reps to be instant power users
:: Free up administrator time spent on ongoing end-user support

In fewer than 3 hours, your sales reps will learn how to effectively perform every Salesforce task essential to their jobs. This convenient online course uses real-life business scenarios and a media-rich, interactive approach for effective learning.

With Sales Rep Essentials (SFA-180), your reps will get hands-on experience with:

- Navigation and set up
- Account management
- Contact management
- Lead management
- Opportunity management
- Calendar and activities
- Reporting
- Document management

View the course schedule, download the datasheet, and register today at http://www.salesforce.com/services-training/education-services/public/advanced/apex-platform/ or call 1-877-TRAIN10 with questions.

[Back to Index]