

2013
PARTNER
CONNECT

Accelerating Growth.
Together.

Salesforce.com Compete Update Partners

Harry Tolsma – CRM compete lead EMEA





Who are they

Why do they matter

How do they sell

AGENDA

We do WIN

How to beat them

Resources and Wrap-Up



Microsoft Dynamics CRM



SFDC is everyone's problem and they want more than just CRM sockets and revenue.



Stack Comparisons

Microsoft Stack

 Office Web Apps  Office 365	 Lync Online  Exchange Online  skype	 Lync Online  SharePoint Online	 NETBREEZE Understanding your audience  Microsoft Dynamics CRM Online  MarketingPilot	 Microsoft Forefront  Windows Intune	 Windows Live ID  Windows Server Active Directory	 Microsoft SQL Azure  Windows Azure Platform Appliance	 Windows Azure  Windows Azure Platform Appliance
Productivity	Communications	Collaboration	Business Applications	Desktop Management	Identity	Database	Platform
 Office Web Apps  Office Web Apps	 Exchange Server 2013  Lync Server 2013	 SharePoint  Lync Server 2013	 Microsoft Dynamics  Microsoft Dynamics CRM	 Windows  Microsoft Forefront System Center	 Windows Server Active Directory	 Microsoft SQL Server	 Windows Server  Microsoft System Center

Salesforce.com Stack

Google



do GET WORK DONE.

salesforce chatter

-  Sales Cloud
-  Service Cloud
-  Marketing Cloud
-  Salesforce Work.com
- ExactTarget.

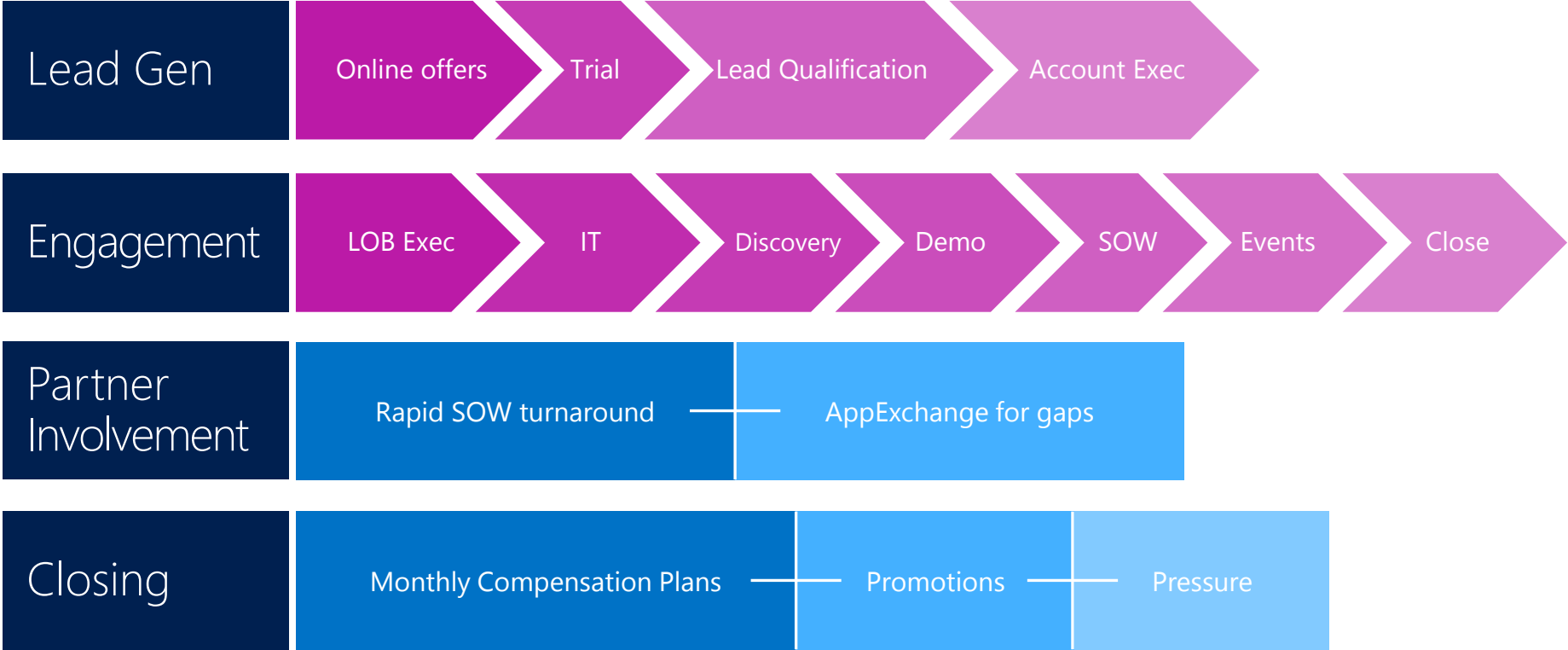


Salesforce Identity
salesforce data.com

salesforce database.com
EdgeSpring

force.com
heroku

How Salesforce Sells



The Salesforce Microsoft Playbook

The Salesforce Advantage

Salesforce.com is the CRM leader, with over 100,000 of the world's most successful companies using our proven platform for social and mobile innovation. That's the Salesforce Advantage you won't find with other software companies.



Advantage	Microsoft Dynamics CRM	Salesforce
▶ Customer success	✗	✓
Market leader	✗	✓
Social innovation	✗	✓
Native mobile	✗	✓
Proven platform	✗	✓
Born cloud	✗	✓



What does customer success look like?

- 95% customer renewal
- 88% would recommend
- 71% already have recommended

Your success is our top priority



See why a Microsoft Gold partner uses Salesforce

[Watch the video >](#)



Microsoft Dynamics vs. Salesforce CRM: a comparison

[Get the PDF >](#)



Sales Cloud demo: take a look at how Salesforce works

[See it in action >](#)

Connect to your customers in a whole new way

Connect to Your Customers in a Whole New Way

Connected Sales People

Connected Employees

Connected Customers

- Share important documents
- Engage in deal rooms
- Drive innovation

Microsoft Chatter

We Do WIN

Microsoft Wins Against Competition

Salesforce.com



1,500 seats

Environmental services

SFDC lacking ability to integrate with other key systems

Estimated \$500,000 in annual licensing savings

Dramatic productivity gains for sales teams

Value Buy

Oracle



Australian Government
Department of Sustainability, Environment,
Water, Population and Communities

2,000 seats

Public Sector - government agency

Microsoft provided complete, tailored solution thru partner and via Microsoft stack

Deep business understanding by sales and service teams

CRM

Siebel



1,000 seats

Financial services – large bank in Australia/New Zealand region

Siebel too complex for users

Outlook and other bizapp integrations key

Partner connection and simplicity of use cited vs. competitor

Outlook

SAP and others



ALBERT EINSTEIN
SOCIEDADE BENEFICENTE ISRAELITA BRASILEIRA

4,300 seats

Healthcare – large hospital in Brazil

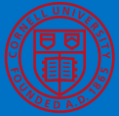
Sold complete solution – all Microsoft products, services - Enterprise Agreement

Deep business understanding by sales and service teams – proof of concept

Cloud vs. on premise choice was key vs. all competition

One Microsoft

Salesforce.com+Google Apps **DENIED**



Cornell University

SEGMENT: ENTERPRISE/
PUBLIC SECTOR

WINNING RESULTS

5,000 seats Microsoft Dynamics CRM Online
All students to receive an Office 365 account
Pull-through revenue (~\$800K) + site license

*"The key to the Cornell win is that we **solved their business problem** with a One Microsoft cloud solution, and we were able to do it for much less than their existing piece-part architecture."*

—David Pearlman, Account Manager,
Microsoft

COMPETITIVE IMPACT

Displaced Google Apps (40,000 seats)

SFDC/Google will not get the
voice/telephony business (\$500K)

System Center to manage 'lots of Macs'

*"Microsoft's cloud solutions allowed us to create a value proposition that resonated with Cornell: **"Let Microsoft free you up to do what you need to focus on."** Now, we have a platform in and we can go back and sell the entire stack."*

—Matthew VanderVen, Account
Technology Strategist, Microsoft

WINNING APPROACH

Established relationships with IT and deans across university.

Focused on Cornell's business problems.

Conducted a "visioning session" for the deans.

Opportunity flat-lined...had a pulse...then Office 365 went viral!

Spent less on site license than for some pieces (for example, SFDC).

Room to sell much more...

Where we WIN

	Microsoft	Salesforce.com
User experience & productivity	<ul style="list-style-type: none"> Reimagined experience focused on driving outcomes Familiar Microsoft experience & interoperability Immediate access to people, content, and information Immersive mobile experience 	<ul style="list-style-type: none"> Traditional form-based user interface Perpetually late on Office integration "Another" app to flip back/forth to Overlapping and varying mobile apps
Analytics	<ul style="list-style-type: none"> Real-time dashboards, reporting, & inline insights Instant Excel connectivity to Dynamics CRM database <u>Dynamics CRMOL</u> easily leverages advanced Excel features <u>CRM on premise</u> → SQL Analysis Services for advanced self-service BI, data mining, predictive modeling, and more 	<ul style="list-style-type: none"> Static dashboards and reports (no inline insights) No Excel connectivity to database; must download data in *.csv Download limitations limit reporting capabilities in Excel No advanced self-service BI, data mining, or predictive modeling Advanced functionality requires 3rd party solutions
Collaboration	<ul style="list-style-type: none"> One click away from social, email, IM, voice, & screen-sharing Immediate access to people, content, & information Enterprise-class internal+social collaboration (Lync+Yammer) Yammer \$3/user/month for non-Office 365 license holders 	<ul style="list-style-type: none"> "Another" app to flip back/forth to Several clicks required to access people, content, & information No audit log; Chatter must be on or off for all users; no Chatter Messenger (IM) timestamps; etc. Chatter \$15/user/month for non-CRM license holders
Choice	<ul style="list-style-type: none"> Online, on premise, or hybrid Desktop, browser, or device of choice Connected or disconnected use 	<ul style="list-style-type: none"> Online only Browser or iOS, Android, Blackberry only Very limited disconnected use
Trust	<ul style="list-style-type: none"> Trust dashboard & compliance w/ most cloud certifications Regional datacenters and redundancy Transparency in operations Financially-backed SLA 	<ul style="list-style-type: none"> Trust dashboard & compliance with most cloud certifications Lacking EU data center and redundancy WW No transparency in operations No financially-backed SLA
TCO	<ul style="list-style-type: none"> Among the lowest CRM list prices Extra data storage \$9.99/GB/month Full featured CRM + Office 365 \$68/user/mo. Transparent on additional costs 	<ul style="list-style-type: none"> Among the highest CRM list prices Extra data storage \$250/GB/month Limited feature CRM-only \$65/user/mo. Reputation for hidden costs

How to beat them

Compete with confidence

Compete strategy

- Partner with Microsoft on other workloads than CRM to cover all bases
- To BDM
 - Our 5 key points elevator pitch (broad Microsoft story with focus on CRM) + lead with a reference
 - Questions to ask to determine the business issues
 - Show our innovations in UI, social, mobile
 - Talk about ROI
- To TDM
 - Our 5 key points elevator pitch(broad Microsoft story with focus on CRM)
 - Dig deep on our strengths (with SSP CRM, Applat, BP, Infra and PPS)
 - One Microsoft and leverage what you already have
 - Choice in Cloud or On premise
 - Integration is our sweetspot
 - TCO

Key 5 Principles of Differentiation



Promote **Productivity** and demonstrate **One Microsoft** Story



Detect Trends, **Facilitate** Decisions and **Suggest** Actions



Seamless Experience regardless of the choice of device



Deployment Choice on the same infrastructure



Integrated **Transactional and Social** : Structured and Unstructured

TCO long term

Customer Success Around the Globe

Financial Services



Professional Services



Manufacturing



Public Sector



Retail & Hospitality



Health & Life Sciences



Travel & Entertainment



User Experience

Salesforce User Interface

Company Logo

Global Search

Application

Company Logo

Search... Search

User 1 Help Sales

Home Chatter Files Campaigns Leads Accounts Contacts Opportunities Forecasts Content Connections Contracts Cases +

CTI adapter

Create New...

Recent Items

Burlington Textiles Corp of America

Pierre Duport

Pyramid Construction Inc.

ACME

Burlington Textiles Weaving Plant Generator

00001040

Paul Durand

Pat Stummiller

Kristen Akin

sForce

Account

Burlington Textiles Corp of America

Customize Page | Edit Layout | Printable View | Help for this Page

Hide Feed Following

Post File Link Poll

Write something...

Share

Followers Show All (1)

Sort by: Post Date

There are no updates.

Back to List: Users

External Sharing | S-Docs | Service Contracts | Entitlements | Contact Roles | Contacts | Opportunities | Cases | Open Activities | Activity History | Notes Attachments | Partners | Account Team | Account KPIs | Dummies | JCT Complete Chatters

Account Detail

Save Cancel

Account Owner User 1 [Change]

Account Name Burlington Textiles Corp of America [View Hierarchy]

Account Site CD656092

Type Customer - Direct

Industry Apparel

Rating

Hot

Warm

Cold

Phone

(336) 222-8000

Fax

(336) 222-8000

Website

http://www.burlington.com

Website

http://www.burlington.com

Ticker Symbol BTXI

Ownership Public

Employees 9 000

Address Information

Billing Address 525 S. Lexington Ave
Burlington, NC 27217
USA

Shipping Address

Customer Priority

12/06/2009

SLA Silver

SLA Expiration Date

12/06/2009

S.L.A. Serial Number

5367

Number of Locations

Upsell Opportunity

Maybe

Related list (start with 5 items)

Include Offline Work with Portal S-Docs

Contacts

New Contact Merge Contacts

Contacts Help

Action	Contact Name	Title	Email	Phone
Edit Del	Jack Rogers	VP, Facilities	irogers@burlington.com	(336) 222-7000

Opportunities

New Opportunity

Opportunities Help

Action	Opportunity Name	Stage	Amount	Close Date
Edit Del	Burlington Textiles Weaving Plant Generator	Closed Won	\$235,000.00	27/04/2008

Cases

New Case

Cases Help

Action	Case	Contact Name	Subject	Priority	Date Opened

Real Time Chat

Standard page

Visualforce page

Salesforce.com domain

Force.com domain

No client-side scripting on all standard pages.

No logic can initialize values on a standard form.

Custom pages are developed in Visualforce and can be embedded in standard pages, but in view mode exclusively.

No cross scripting possible since Visualforce pages reside in a specific domain.

Dynamics CRM UI is way more customizable

Future releases will take over Salesforce on standard pages features (inline editing, integrated processes, ...)

Dynamics User Interface - 2013

Microsoft Dynamics CRM | SALES | Dashboards | Create | Reuben Krippner Proseware

My Work: DASHBOARDS | ACTIVITIES | Customers: ACCOUNTS | CONTACTS | Sales: LEADS | OPPORTUNITIES | COMPETITORS

Recently Viewed: Jamie Carragher | Alexei Eremenko | Alistair Speirs

Interested in Product Designer	Bold Sales Accessories	6/11/2013	\$234,382.00	20	Cold
Interested in Product Designer	Coho Winery	6/18/2013	\$182,796.00	50	Warm
Interested in Plotters	Daring Rides	7/28/2013	\$685,780.00	50	Warm
Interested in services project	Adam Smith	7/31/2013	\$450,000.00	50	Warm

1 - 5 of 6 | Page 1

1-Qualify 2-Develop 3-Propose 4-Close

Top Opportunities

My Closed Opportunities in Current Fiscal Year

Title	Est. Revenue
Interested in 3D Pri...	~1,200,000
Interested in Produc...	~800,000
Interested in 3D Pri...	~700,000
Interested in Factor...	~200,000

Leads by Source

All Leads

Advertisement Employee Referral External Referral

Business Process

Powerful processes

The screenshot shows the 'Opportunity to Cash' Business Process Flow in Microsoft Dynamics CRM. The interface includes a navigation menu with 'OPPORTUNITY > QUOTE > ORDER' and an 'Options' icon. A table lists stages and their associated steps and fields.

Stages	Stage Category	Steps	Fields	Required?
QUALIFY	QUALIFY	Identify Contact	Contact	<input type="checkbox"/>
		Identify Account	Account	<input type="checkbox"/>
		Purchase Timeframe	Purchase Timeframe	<input type="checkbox"/>
		Estimated Budget	Budget Amount	<input type="checkbox"/>
		Purchase Process	Purchase Process	<input type="checkbox"/>
		Identify Decision Maker	Decision Maker?	<input type="checkbox"/>
		Capture Summary	Description	<input type="checkbox"/>
DEVELOP	DEVELOP	Customer Need	Customer Need	<input type="checkbox"/>
		Proposed Solution	Proposed Solution	<input checked="" type="checkbox"/>
		Identify Stakeholders	Identify Customer Contacts	<input type="checkbox"/>
		Identify Competitors	Identify Competitors	<input type="checkbox"/>

A 'NEW STAGE' dialog box is open at the bottom, showing a 'NEW STAGE' input field, a 'QUALIFY' dropdown, a 'New Step' input field with the placeholder 'Select to enter data', and a 'Required?' checkbox.

- Pick your process
- Ensure completeness
- Easily configurable
- Span multiple entities

Process centric experience

Next best steps

Flexible and configurable

Salesforce leads

The screenshot displays the Salesforce Sales Cloud interface. At the top, the 'sales cloud' logo is on the left, a search bar is in the center, and the user 'John Maxwell' and 'Help & Training' links are on the right. A navigation bar below the logo contains links for Home, Chatter, Tasks, Leads, Contacts, Accounts, Opportunities (highlighted), Dashboards, Forecasts, and Files. The main content area shows the 'Opportunity' record for 'Intermark Foods - \$145K West Coast Stores'. Below the title are options to 'Show Feed' and 'Following', and a 'Back to List' link. The 'Opportunity Detail' section includes buttons for 'Edit', 'Delete', and 'Clone'. The details are presented in a table-like format with two columns. The first column lists fields like Opportunity Name, Opportunity Owner, Account Name, Type, and Competitor. The second column lists values like Amount, Close Date, Stage, Probability (%), and Next Step. Below the details is another 'Edit', 'Delete', and 'Clone' button set. At the bottom, there is a 'Products' section with a 'New Product' button and a table with columns for Action, Product Name, Image, Product Code, Quantity, Unit Price, and Total Price.

sales cloud Search... Search John Maxwell Help & Training Sales Cloud

Home Chatter Tasks Leads Contacts Accounts Opportunities Dashboards Forecasts Files +

Opportunity
Intermark Foods - \$145K West Coast Stores

Customize Page | Edit Layout | Printable View | Help for this Page

Show Feed Following

Back to List

Opportunity Detail Edit Delete Clone

Opportunity Name	Intermark Foods - \$145K West Coast Stores	Amount	\$145,000.00
Opportunity Owner	John Maxwell [Change]	Close Date	12/5/2012
Account Name	Intermark Foods	Stage	Proposal/Price Quote
Type	New Business	Probability (%)	75%
Competitor	South Bay Tile	Next Step	Meeting went great, sending pricing

Edit Delete Clone

Products New Product Products Help

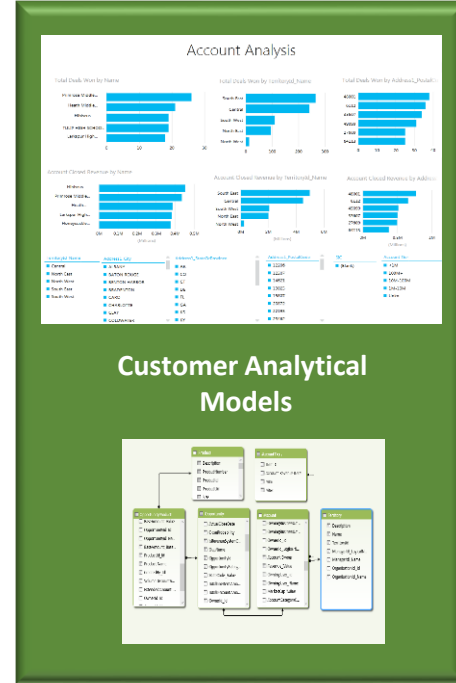
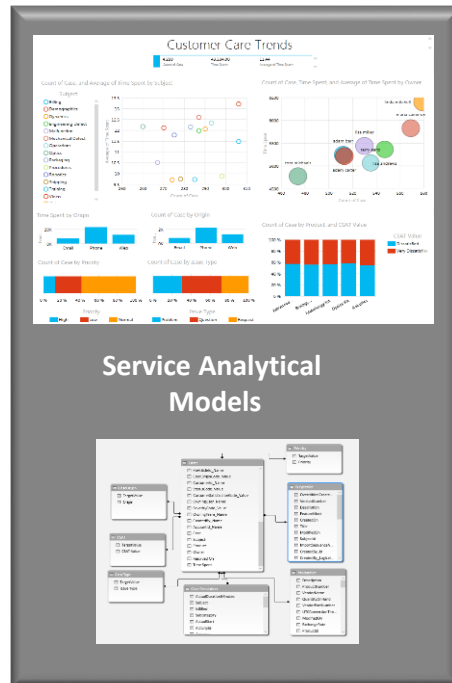
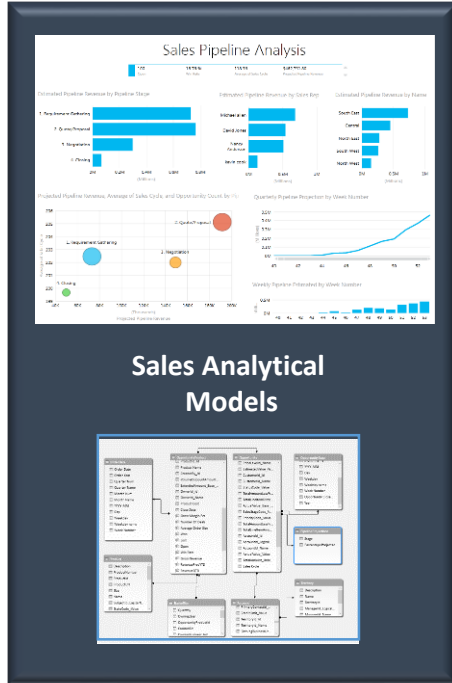
Action	Product Name	Image	Product Code	Quantity	Unit Price	Total Price

CRM Suite

Salesforce Report & Dashboard

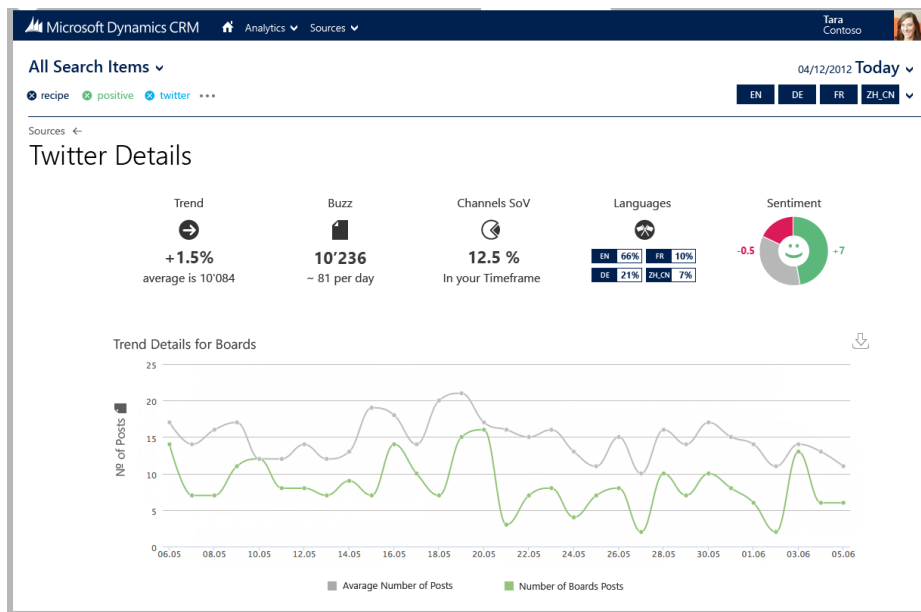


Microsoft CRM Self Service Analytic Model



Social

Future glimpse: social listening and analytics



Social Listening
across multiple
channels

Buzz, Volume,
Trends, Tag
Clouds,
Visualizations

Powerful
Widgets for
inline context

Native
Language
Sentiment
Analysis

Freemium
Model

Simple to set
up and manage

Social when it matters

The screenshot shows a CRM interface for an opportunity named 'CRM Upgrade'. At the top, there are navigation buttons: '+ NEW', 'FOLLOW', 'CLOSE AS WON', 'CLOSE AS LOST', and '...'. Below this, the opportunity details are shown in a table-like format with columns for 'Close Date', 'Revenue', 'Probability', and 'Owner Terry Adams'. The 'DEVELOP' stage is highlighted in blue. Below the stage, there are several tasks with 'click to enter' links: 'Current situation', 'Customer need', 'Map needs to solutions', 'Identify customer contact', and 'Identify competitors'. On the left, a 'NAVIGATION' sidebar lists various fields like Name, Account, Purchase Timeframe, Budget Amount, etc. The main content area is split into 'ACTIVITIES' and 'NOTES'. The 'Yammer' social feed is active, showing a post by Paul Laurel asking for help with a CRM upgrade deal, and a reply by Mary Smith providing a document link. The bottom of the interface shows 'Open' and 'Unsaved changes'.

- Lync presence
- Yammer in context
- Effortless collaboration
- Organization-wide

Internal collaboration

Real-time access to people / data

External communication

Mobile

Salesforce Mobile

Salesforce Mobile	Overview	Price
Touch	HTML5 Mobile apps, works on all mobile device and with offline capability. http://www.salesforce.com/sales-cloud/touch.jsp	Included
Salesforce Mobile lite	Mobile lite, Free for iPhone BlackBerry Android	Free
Salesforce Mobile Full	Native Mobile Full- iPhone BlackBerry Android	\$50/User/Month
Salesforce Chatter Mobile	Chatter Mobile for iPhone BlackBerry Android	Free
Salesforce for Ipad	Native apps (none supported)	Free

Overview

Delightful user experience for the mobile salesperson

Fast, fluid and immersive on Windows8 and iPad

Design once and deploy across clients

Hybrid architecture to address new devices and form factors

xRM

xRM



PC



Browser



Phone

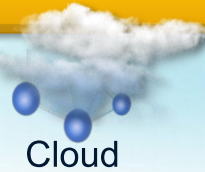
Sales
Productivity

Customer
Care

Marketing
Effectiveness

Extended
CRM
Applications

Relationships • Interactions • Process • Insights
xRM Framework

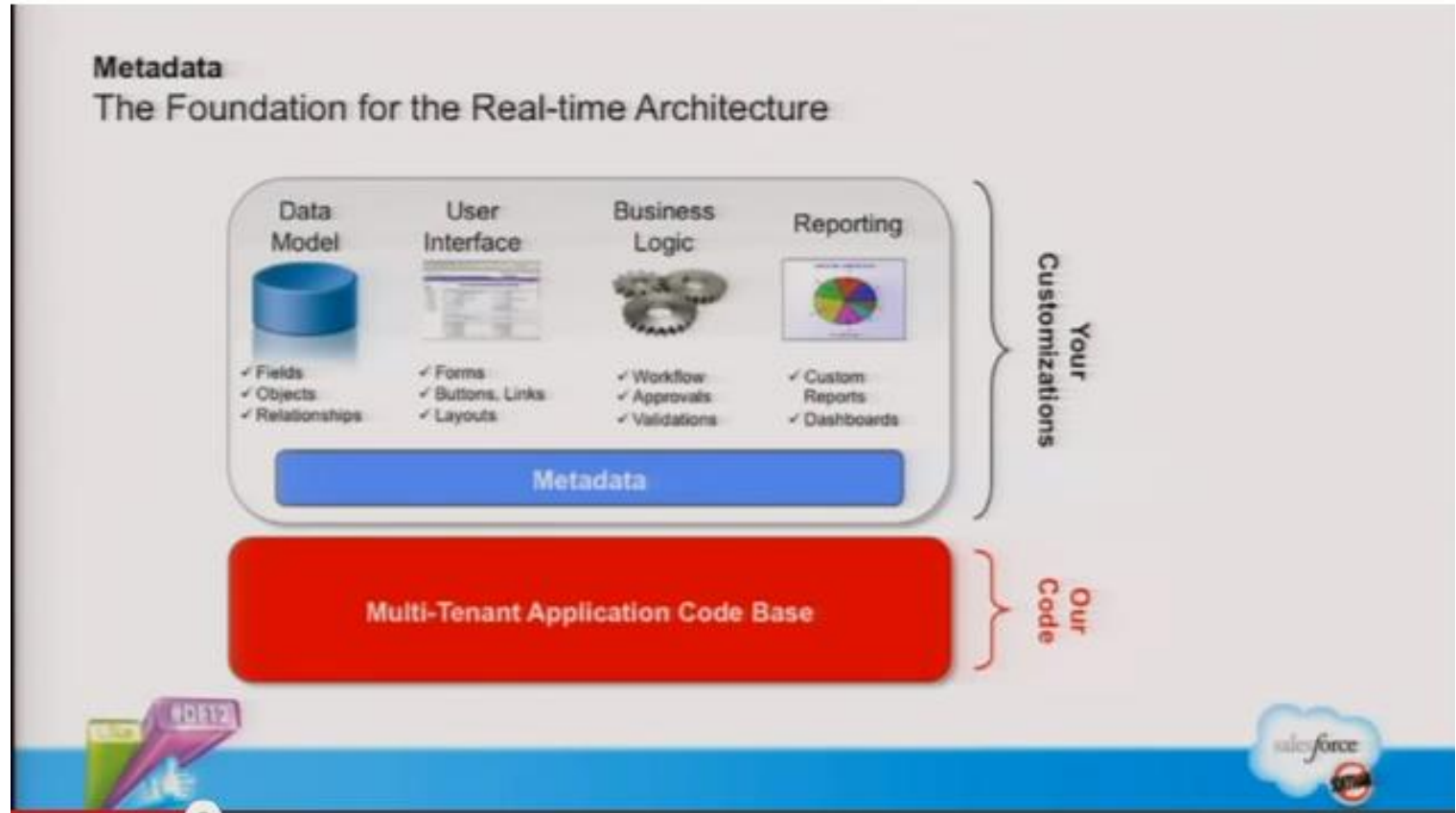


Cloud



On-premises

Salesforce Force.com



Licensing & pricing

Get the world's #1 sales application.

Have questions? Call 1-855-855-8822.

CONTACT MANAGER

Contact management for up to 5 users

\$5

/user/month*
(billed annually)

[Try for FREE >](#)

Includes the following features:

- Accounts & contacts
- Task & event tracking
- Outlook, Gmail email integration
- Mobile access
- Content library
- Customizable reports
- Chatter—company social network

GROUP

Basic sales & marketing

\$25

/user/month*
(billed annually)

[Try for FREE >](#)

Contact Manager features

+

- Opportunity tracking
- Lead scoring, routing & assignment
- Email templates & tracking

PROFESSIONAL

Complete CRM for any size team

\$65

/user/month*
(billed annually)

[Try for FREE >](#)

Group features

+

- Mass email
- Campaigns
- Customizable dashboards

Most popular

ENTERPRISE

Customize CRM for your entire business

\$125

/user/month*
(billed annually)

[Try for FREE >](#)

Professional features

+

- Workflow & approval automation
- Integration via web service API
- Profiles and page layouts
- Custom app development

UNLIMITED

Premier+Success Plan optimize CRM for your business

\$250

/user/month*
(billed annually)

[Try for FREE >](#)

Enterprise features

+

- 24x7 toll-free premier support
- Multiple sandboxes
- Mobile customization & administration
- Unlimited access to 100+ administration services
- Unlimited custom app development

Edition	List Price	Discounted Price Range	Discounting Strategy
Professional Edition (PE)	\$65	\$25 to \$50	Typically selling to SMB and Mid-market, thus discounts tend to be 15% to 25%, larger deals will trend towards EE.
Professional Plus (PE+)	N/A	\$35 to \$44	Not an officially published SKU, designed to compete with Dynamics CRM. Provides two or more of the following add-ons: offline access, profiles and page layouts, API, and workflow. Note, this package falls under the PE application, customization, and dashboard limits.
Enterprise Edition (EE)	\$125	\$30 to \$110	Larger deals will see pricing equal to or lower than Dynamics CRM.
Unlimited Edition (UE)	\$250 (\$195)	\$20 to \$180	Typically, a few thousand users with multi-year contracts are required to see UE prices below \$50.
Enterprise License Agreement (ELA)	N/A	\$350 +	Custom crafted enterprise wide use of all or a selection of Salesforce.com products. For example, a company could have an ELA for CRM, Force.com, and Radian6 that excludes Work.com, Heroku, and Buddy Media. These contracts tend to be three to ten years and have complex pricing and terms.

CRM Discounting Strategy (All Prices per User per Month)

Salesforce.com has been much more aggressive discounting subscriptions, particularly at the end of a quarter. Keep in mind, their year-end is January 31.

In addition to discounting they will try other tactics:

- Offer quarter-end incentives, such as a 50% discount on additional data storage and Mobile Edition for no additional charge.
- Offer Premier Support for the first six months or during the implementation period for no cost or at a steep discount.
- Bundle additional features such as Knowledge, Chat, Customer Portal, and Partner Portal to stretch the discount percentage.
- Combine Force.com licenses for users who only need account, contact, and custom object access (not opportunities and cases) with full CRM licenses to decrease the average price per user.

Better Value vs. Salesforce.com

GOOGLE APPS NOT INCLUDED

Unlimited Edition
\$250/user/month

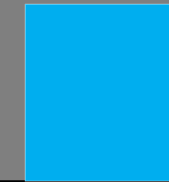
Enterprise Edition
\$125/user/month

Professional Edition
\$65/user/month

Salesforce.com

What You Get	Salesforce.com	Microsoft
CRM suite	☑	☑
Extensible platform	☑	☑
Industry Template	?	☑
Lync unified communications*		☑
SharePoint collaboration*	?	☑
Price	\$70-250 per user per mon	\$\$\$ Perpetual License

\$\$\$ /user/month



Microsoft Dynamics CRM

Microsoft

Summary

Our Formula to Win vs. Salesforce

Accelerate to close with a business solution from Microsoft

Engage to Win



Position One Microsoft



Show Reimagined User Experience



Substantiate Unmatched Value



Business Leaders to understand goals
Partner ecosystem
Microsoft resources
Relationship

Enterprise social
Communications
Analytics & BI
Cloud leadership

Familiar experience
Outlook
Process-driven
Mobile on the go

Choice
Licensing
TCO
Trust