



Kako udovoljiti njegovom Veličanstvu?

Kada kupac više nije samo transakcija





Forward-Looking Statements



This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: the impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to comply with our debt covenants and lease obligations; and the impact of climate change, natural disasters and actual or threatened public health emergencies, including the ongoing COVID-19 pandemic.





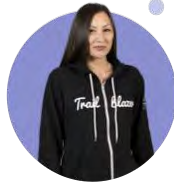
THANK

You



salesforce

KAMELEON SOLUTIONS



AGENDA:

- CRM - Must Have
- Filozofija CRM-a
- Zašto Salesforce?



CRM - Must Have

Kupac je Kralj, a Kralj nije samo transakcija



BIZIT

With Today's Digital-First Customer, Every Moment Counts



84% of customers say that being treated like a person, not a number, is very important to winning their business

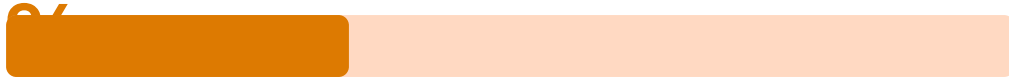


Digital-First Customer



Digital Leader

34% of companies treat customers as unique individuals



But Humanizing Digital Moments Is Hard



Filozofija CRM-a

Nema Ćiribu Ćiriba ili Abrakadabra



BIZIT




How you Engage Customers



Customer-centric business processes

 Redesign business process to be customer-centric

 Leverage automation, bots & AI for speed & simplicity

 Innovate at the speed of market change





How you Make Decisions



Sense, anticipate,
and respond



Earn customer data



Turn data into insights-
driven decision making



Create a data culture

NETFLIX



amazon





How you Work



One team aligned around the customer



- Enable collaboration
- around a single source of
- customer truth



- Enable continuous learning
- & development



- Maintain employee trust
- & wellness



T Mobile





How you Embrace Technology



Digital-first, lean, and ethical by design

- Transition from having a 'digital' team to being a digital business
- Data sets, processes & apps for modularity & reuse
- Integrate data into ever-improving single source of customer truth



BBVA

FT



Zašto Salesforce?

Više od tehnologije





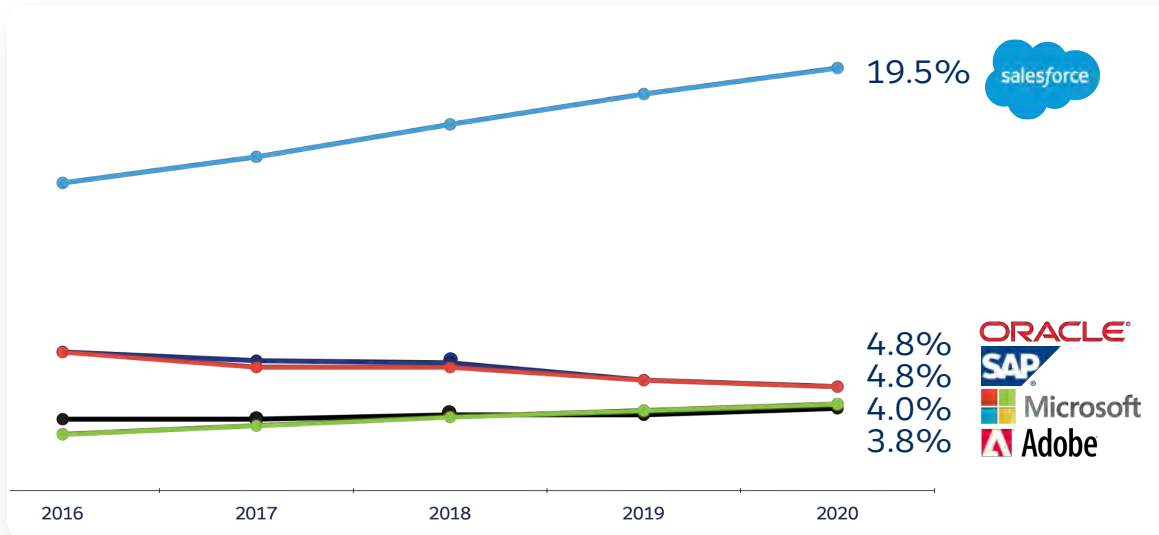
Salesforce Customer 360

Become a Trusted Business

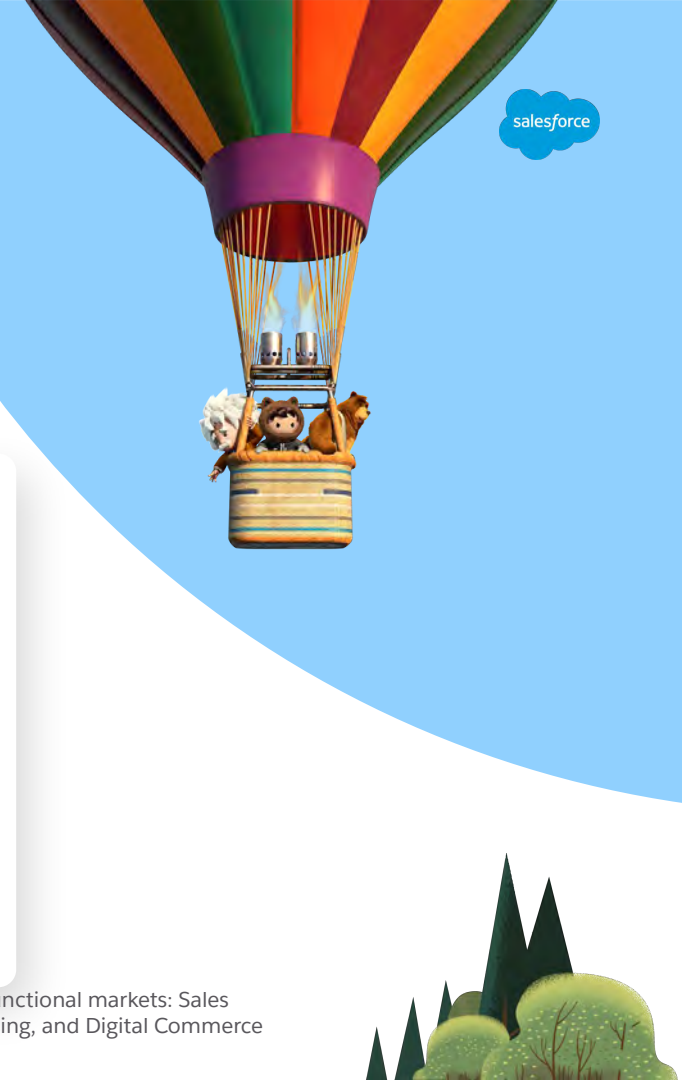


Salesforce: #1 CRM

Worldwide CRM applications 2020 revenue market share by IDC



Source: IDC, Worldwide Semiannual Software Tracker, April 2021. CRM market includes the following IDC-defined functional markets: Sales Force Productivity and Management, Marketing Campaign Management, Customer Service, Contact Center, Advertising, and Digital Commerce Applications.



Business is the Greatest Platform for Change



\$475M+
grants



6.2M
volunteer hours



51K
nonprofits, education,
and philanthropic orgs



\$400M
Salesforce Foundation
endowment*
*including \$54M from Slack for Good



\$19M
investment in US &
European schools
\$100M to Bay Area Schools

Trailblazers, Together

/treyl-bley-zer/ noun

(1) a pioneer; an innovator; a lifelong learner; a mover and shaker.

(2) a leader who leaves a path for others to follow.

(3) most importantly, a person who builds a better world for others.



1300

Community Groups

90

Countries

15M

Trailblazers

Ali Duncan
Cigna

Aldo Fernandez
Holston

Rochelle Hinds
OneUnited Bank





Thank You