



## THE LOCATION

San Francisco is world renowned as a great place for both business and pleasure. The city has been the birthplace of countless new technologies, companies, and even entire industries. The greater Bay Area—including Silicon

Valley to the south—is at the cutting edge of the knowledge-based economy and is home to a diverse list of successful companies including Charles Schwab, Clorox, Chevron, Gap, Genentech, Google, HP, Kaiser Permanente, Levi Strauss, Lonely Planet, Sun, Williams-Sonoma, Yahoo!, and of course, salesforce.com.

Salesforce.com employees in our corporate headquarters work in the heart of downtown San Francisco in the beautiful, historic Landmark Building on Market Street, just steps away from the major regional and city transportation hubs.

Our premium location affords breathtaking views of the water, the East Bay, Treasure Island, the Bay Bridge, the world-famous cable cars, and the recently renovated Embarcadero. The Ferry Building—with its iconic clock tower—is perched between the Embarcadero and San Francisco Bay, right across the street from our office. A dramatic restoration and renovation recently converted the hundred-year-old transportation hub into one of the leading gourmet marketplaces in the country and home to one of the largest and most diverse farmer's markets in the United States.

In addition to all that the Ferry Building has to offer, employees are just steps away from an array of activities: run along the Embarcadero to Fisherman's Wharf or SBC Park (home of the San Francisco Giants); walk to one of hundreds of restaurants, shops, or bars; or simply grab a healthy snack from one of our well stocked kitchens and take in the view from one of our many window-filled lounge areas.

It's really difficult to oversell San Francisco as a place to live and work. The city truly has something for everyone—from the cosmopolitan to the bohemian.

*Check out these sites to learn more about salesforce.com and San Francisco:*

**Salesforce.com**  
www.salesforce.com

**Salesforce Foundation**  
www.salesforcefoundation.org

**San Francisco Chronicle**  
www.sfgate.com

**San Francisco Chamber of Commerce**  
www.sfchamber.com

**San Francisco Magazine**  
www.sanfran.com

**San Francisco Guide**  
www.sanfrancisco.com

**Craigslist**  
www.craigslist.org

**San Francisco Museum of Modern Art**  
www.sfmoma.org

**San Francisco Rentals**  
www.rentalguide.com

**Cable Car Museum**  
www.cablecarmuseum.org

**San Francisco Webcams**  
www.sfgate.com/liveviews

**Bay Area Public Transportation**  
www.bart.gov and www.caltrain.com

**The Ferry Building**  
www.ferrybuildingmarketplace.com

## THE BENEFITS OVERVIEW

*Salesforce.com benefits include:*

**Health**, including medical, dental, pharmacy, vision, and Employee Assistance Program

**Group life insurance**, including life, accidental death and dismemberment, business travel accident, and optional supplemental life insurance

**Disability**, short- and long-term

**Flexible spending accounts**, for both health care and dependent care

**401(k)**, which includes a salesforce.com matching contribution of 50 cents on the dollar, up to a maximum company contribution of \$3,000 or 6% of the employee's eligible earnings, whichever is less

**Educational assistance program** for full-time employees of as much as \$3,000 a year in reimbursement for tuition, fees, and books

**Paid Time Off**, which is based on an employee's length of service with salesforce.com. For employees with one year, the accrual per year is 15 days. For those with eight or more years, the accrual is 25 days.

Employees are encouraged to take as many as four paid hours a month (six days a year) to volunteer. Employees can volunteer through the Salesforce Foundation or on their own.

**Holidays** (11), which include two floating holidays

For a company of our size and age, we offer a robust and competitive benefits program. All of our benefits meet market standards, and several exceed market standards. In health care, our PPO coinsurance is 90 percent, the copayments for office visits are \$10, and the copayments for prescription drugs are \$10 and \$15. Mail-order prescriptions are just one copayment for a 90-day supply. We also exceed market standards in the cost-sharing we maintain for employee-only coverage in our PPO. (Single employees pay less than 10 percent of the cost of coverage.) Our vision plan offers \$500 per eye for Lasik surgery.



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At salesforce.com, equal talent always means equal opportunity.



## THE COMPANY

Salesforce.com has evolved from a startup founded by four people in a cramped San Francisco apartment seven years ago to a company with more than 1,600 employees and \$100 million in quarterly revenue today. As a pioneer in on-



demand business services, we are transforming the business software industry, championing what we call the "democratization" of software—offering small companies the benefits of sophisticated business applications, a luxury previously affordable only by large enterprises. Our 24,800 customers range

in size from tiny companies to global multinational corporations and represent diverse industries. Companies such as Cisco Systems, Corporate Express, AOL, and Avis and Budget have hundreds or thousands of users taking advantage of our service every day. Smaller companies, such as Zagat Survey (the restaurant review company), Bella Pictures, and m-Qube also use our services. In his best-selling book, *The World is Flat*, Tom Friedman discusses on-demand business services, and salesforce.com specifically, as a contributing force to the flattening world.

Working at salesforce.com presents a unique employment opportunity. First, we have transformed the software industry with our new software-as-a-service model. Since 1999, we have been tireless proponents of this new business model. Second, we have transformed the nature of the relationship between software companies and customers, partners, and developers. Salesforce.com has created what is truly an anomaly in the software industry—happy, successful customers, partners, and developers. Third, our "integrated philanthropy" model is changing the notion of what it takes to be a socially responsible company. With our 1 percent model, we have blended career and community service in a way that few other companies have. As employees, we have taken on the task to make a difference in the world at the local level, the national level, and the international level. Fourth, working at salesforce.com has helped each of us develop a very different notion of what a "job" is vis-à-vis our earlier experiences. The company has an invigorating and stimulating environment with smart colleagues and challenging work, giving all of us the opportunity to do some of the best work of our careers.

The company's headquarters are located in the historic Landmark Building at the end of Market Street in downtown San Francisco, right across the street from the newly restored Ferry Building on San Francisco Bay. The company also has a substantial international presence with offices throughout Europe, Asia, Australia, and Latin America.

### KEY NUMBERS

Company Type .....Public (NYSE: CRM)  
Fiscal Year-End .....January  
2006 Sales (mil.) .....\$310  
1-Year Sales Growth .....57%  
2006 Employees .....1,600+

KEY CUSTOMERS: ADP, eBay, Merrill Lynch, AOL, Expedia, AMD, InfoWorld, Gateway, United Way, Nokia



## THE INDUSTRY

The on-demand business model is one of the hottest topics in enterprise technology today. The on-demand delivery of business applications is shaking up traditional software sales and licensing models by offering Web-based alternatives with dramatically lower total cost of ownership, easier implementations, and fewer maintenance and upgrade headaches.

Over the past two years, adoption of hosted solutions at both small and large enterprises significantly increased as technology analysts and journalists began to catch on-demand fever. Today, on-demand applications are more popular than ever. IDC estimates that whereas the overall customer relationship management (CRM) application market will grow from around \$7.2 billion in 2003 to \$11 billion by 2008, almost 80 percent of that growth will come from on-demand models.

*The on-demand model leverages the latest Web technologies to offer organizations and users many benefits unavailable with traditional software:*

- Access anytime, anywhere via a Web browser
- Intuitive, easy-to-use Web-based interface
- Lower total cost of ownership
- Easier implementation, maintenance, and upgrades
- Faster time to value

### The Future of Salesforce.com in the On-Demand Market

In the fall of 2005, salesforce.com introduced our on-demand platform and applications marketplace, known as the AppExchange. Customers and partners can build their own applications on our platform without requiring any IT infrastructure, and they can then share their innovations quickly and easily over the Internet on the AppExchange directory. Companies such as Amazon.com and eBay have created entire ecosystems of small sellers that did not exist a decade ago. Our vision is to do the same with software development, allowing independent developers and small IT shops to build viable businesses by selling into the global business software market without the heavy marketing investment that is required today to commercialize software.

## THE CULTURE & FOUNDATION

CEO Marc Benioff has a penchant for all things Hawaiian, as evidenced by the names of our conference rooms and the surfboard hanging outside his office. The Hawaiian aloha evokes a spirit of cooperation and open communications and a reminder to all employees about the importance of work/life balance.

### What Attracts Top Talent Around the World to Salesforce.com?

Salesforce.com is an employer like no other. As the market leader in the CRM industry, the company has a constantly evolving suite of products that has continued to expand since the company was founded in order to better serve business' needs. With its singular customer focus, salesforce.com has a loyal and passionate customer base that is the core of the company's success in a competitive market.



Top talent across the world joins salesforce.com for its "change the world" mentality; the opportunity to

excel in the sales-driven, fast-paced, and competitive atmosphere; and the chance to be surrounded by peers and leaders that inspire, motivate, and innovate. Salesforce.com has experienced explosive growth over the past year, with expanding business in new markets across the world and a growing number of global employees. Salesforce.com employees describe the atmosphere as exciting, revolutionary, intense, and performance-driven, and our employees are entrepreneurial, competitive, independent, and results-oriented.

Salesforce.com is more than an industry leader with passionate leadership and enormous potential for growth. The company has received countless awards and accolades, including the number seven spot on the Business Ethics list of most ethical companies. Employees have fun in the office, participating in onsite and offsite foundation/volunteer activities with their peers and wearing Hawaiian shirts on Aloha Fridays.

### What Makes Salesforce.com Different as an Employer?

Through the Salesforce Foundation we do more than pay lip service to the concept of giving back to the community. We put our money—and our time—where our mouth is. With our innovative 1 percent model, we're integrating our business and our community (worldwide) by giving 1 percent each of our time, equity, and profit. This concept of corporate citizenship sets us apart in the type of talent we attract; people who are well-rounded, hard-working, and compassionate; who value the pledge we have made to social responsibility; and are dedicated to making a positive difference in the community.