

CUSTOMERS CHOOSE CHATTER OVER YAMMER



YAMMER CUSTOMERS ARE SWITCHING TO CHATTER





GROUPON

It was painful because I had to toggle back and forth between systems all the time. - Former Customer

(12/2011)

The only info we had in Yammer was about BBQs and weekend plans. - Former

The thing that scared me was when I realized we didn't own any of the IP.







SALESFORCE SECURITY IS ENTERPRISE-READY









Manual removal of former

employees

Company does not own

data / IP in basic orgs -

users do.

Salesforce Security, Privacy and Policy Accreditations:









ABE













Companies are disillusioned with Yammer Security policies.

Collaborate inside transactions you are already working on.

Bring others in the conversation as necessary.

CHATTER ALLOWS YOU TO

COLLABORATE IN CONTEXT

No more searching emails, meeting notes and collaboration silos.

> My Chatter People **Groups**



Yammer silos collaboration from business transactions.

THAT MATTERS TO YOU IN CHATTER

FOLLOW EVERYTHING

All CRM objects, plus all Custom Objects! **Expense Reports** Knowledge Base Invoice Tracking

> Travel Bookings Time-off Requests Peer Recognition

Yammer limits what you can follow, unless you want to get into heavy, complex customizations. Homepage Dashboard*: The \$850,000 Sales Target component crossed a breakpoint since the last refresh. The value changed from \$0.00 to \$503,525,00





GIVE YOU REAL-TIME UPDATES Chatter automatically pushes information,

vs. having to search for it yourself. No more waiting for status report updates.



Yammer does not have a platform to support triggers.



supports workflow and approvals from any system.

Chatter's platform

full of actionable items, not just FYIs.

Your activity stream is



Seamless

integration

CHATTER MAKES YOUR

to support workflow.

salesforce Candidates + Universal Networks Kevin Offer letter - Monica Smit Offer Kevin Offer letter Kevin Fox Candidate Grade Level Grade Level 5 W My Chatter Reject Yesterday at 9:55 PM - Comment - Like E. All Chatter Monica Smith Need approval for this offenced in the last alternative job offer Yesterday at 9:57 PM - Like Write a comment. ert a trend by adding a #Topic to ur post. Frequently used topics Q4 \$1M+ Opportunities Randall Dean - Kathy Bates change Killy Contacts (\$ Acme rectorday at 8:05 PM Commen

EXISTING PROCESSES SOCIAL



Key Chatter Services

Collaboration

on Records

Approvals

Customer

Groups

Apex

Triggers &

Newsfeeds

Criteria-

based

Messenger

social layer to your traditional business processes.

Social

performance

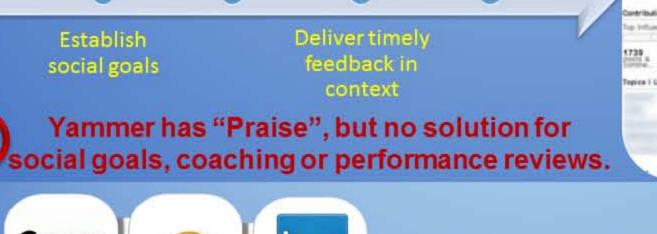
CREATE A SOCIAL MANAGEMENT MODEL WITH WORK.COM

Yammer lacks the platform necessary to add a

with Chatter to goals summaries Establish **Deliver timely** feedback in social goals context

Collaborate

and coach



Chatter

Work,com









APPEXCHANGE Yammer has 17 pre-built integrations.

THERE ARE HUNDREDS OF

APPS AVAILABLE ON THE

SALESFORCE IS THE PREMIERE PARTNER OF CHOICE



#1 #27

INNOVATORS

Billion

59

per Quarter

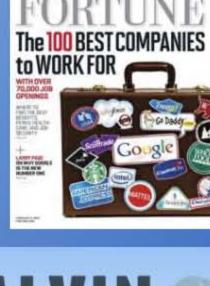
Billion

Revenue Run Rate for FY13

Innovative Company-2

years in a row

Places to Work



Expected Annual World's Most World's Best Transactions