

Dubai User Group Meeting

Date : 13th December, 2016

Time : 05:30 P.M. to 07:30 P.M.

Your Leaders:

Suzanne Miller
Divyesh Ardesana
Ayman Alawadhi

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Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

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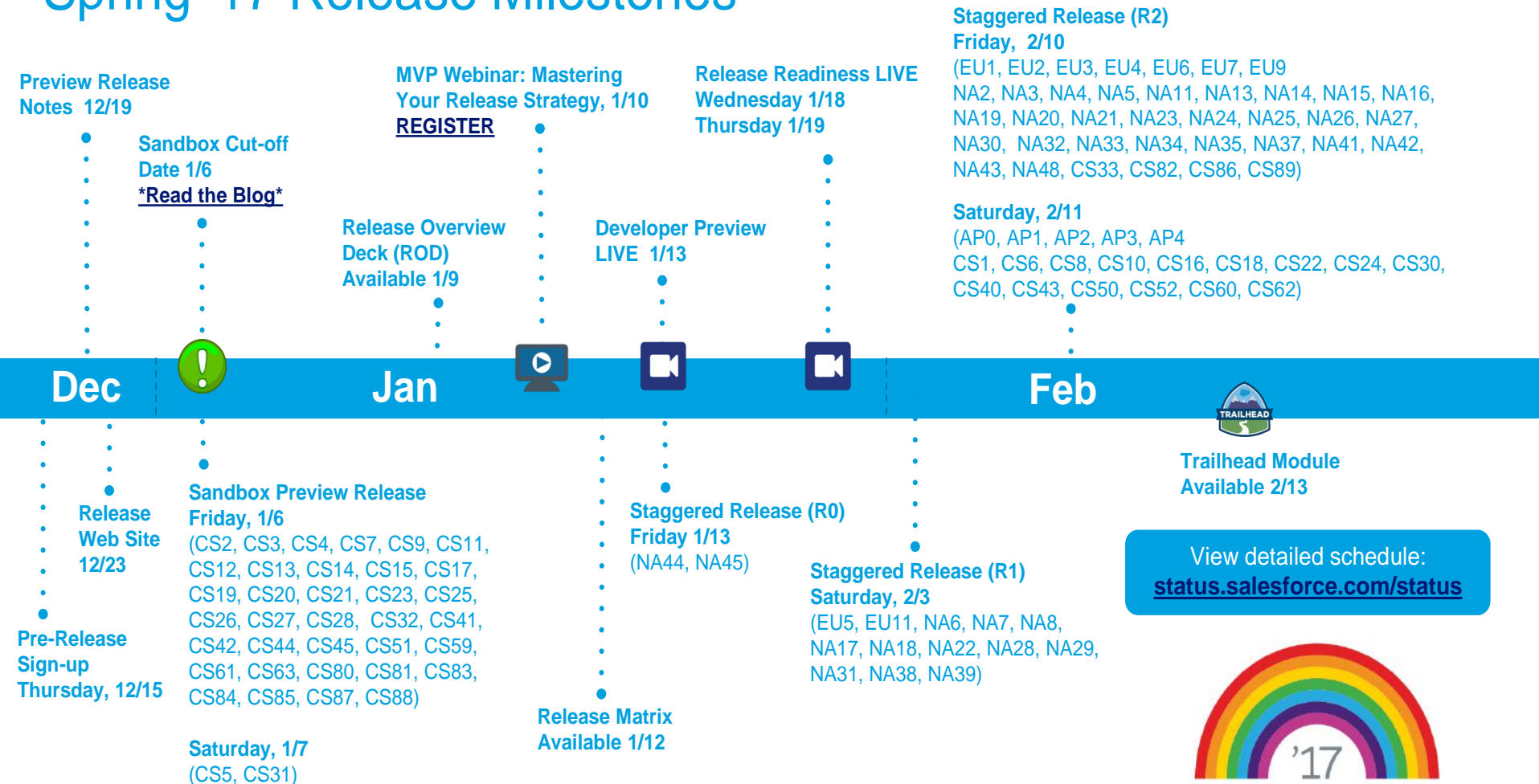
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Index

- Spring '17
- Salesforce Lightning
- Migration to Lightning checklist
- Learn Lightning
- New Features – Winter '17
- Q & A

Spring '17 Release Milestones*



* All dates are subject to our Forward Looking statements - <http://bit.ly/SFForwardLookingStatement>

** Check the Release Community group for updates - <http://bit.ly/ReleaseReadinessHome>

Salesforce Updates



- Salesforce will be activating additional IP addresses in January 2017
- You have from now until **January 6, 2017** to decide if you would like your Sandbox to take part in the Winter '17 Preview.
- Check if you are on a preview instance or not
- Chatter Messenger no longer supported in Winter '17 – live feed in lightning
- Full Lightning roadmap is now available

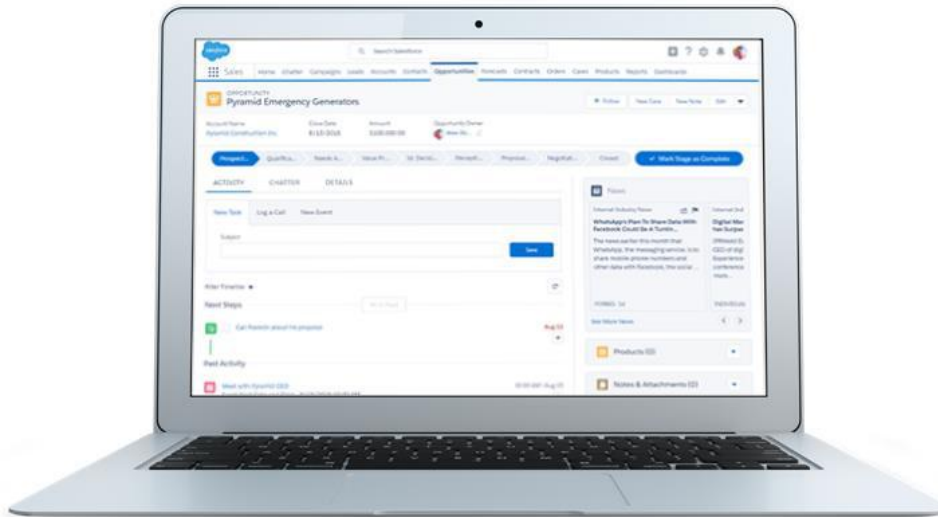
Salesforce Lightning

Salesforce Lightning

- Lightning Experience, the new, fast, beautiful user experience from Salesforce.
- A new way to sell your product.
- Sell smarter, faster, and the way you want
- Available in: Group, Professional, Enterprise, Performance, Unlimited, and Developer Editions

Meet the new Salesforce!

Lightning Experience



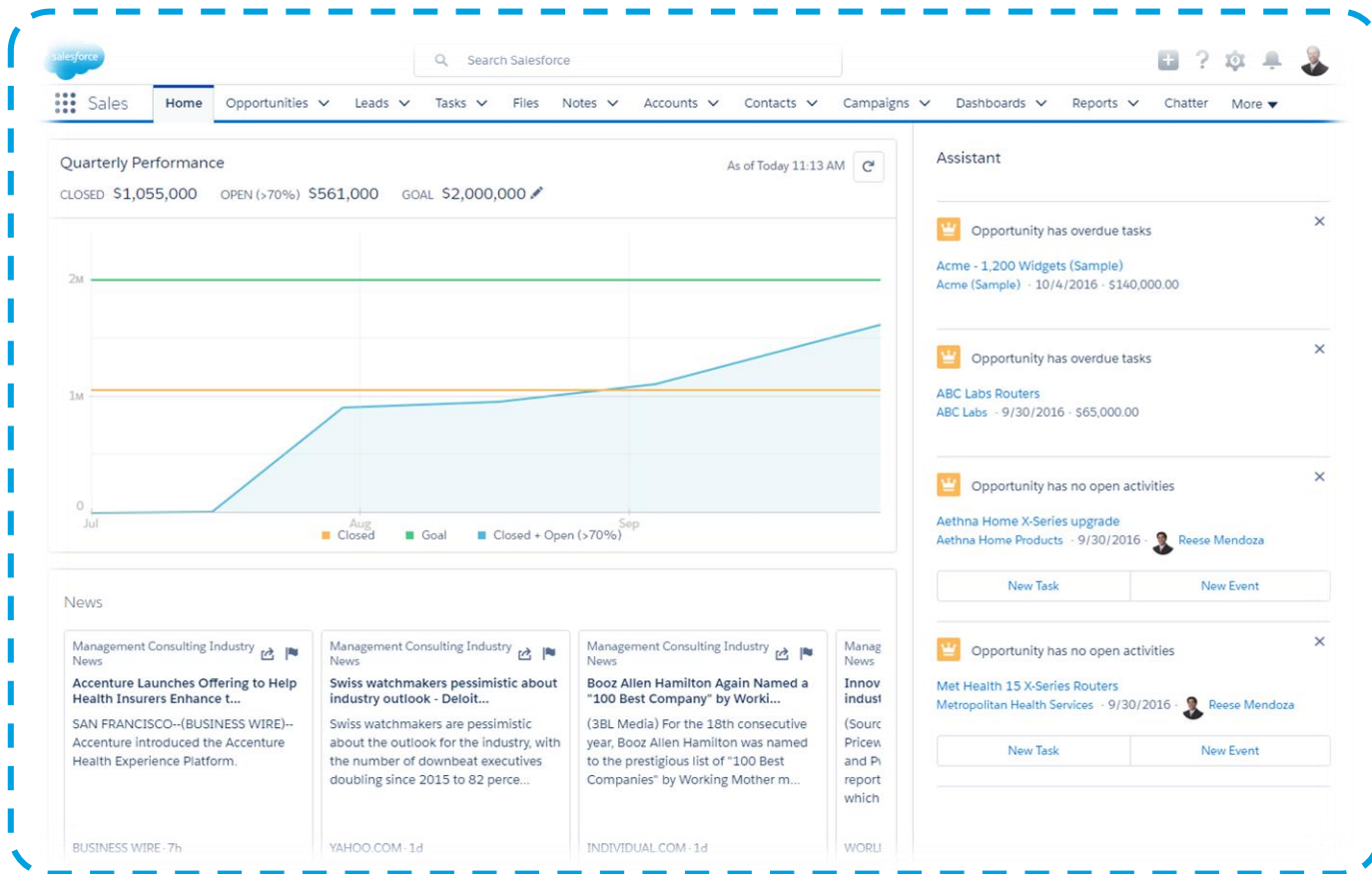
Learn about Lightning Experience

Salesforce Classic



Understand the previous experience

Home



Performance Chart

Track your performance to target


Assistant


Helps you focus on what matters most with proactive notifications

Account Insights

Personal and relevant new articles about top accounts that help you take meaningful action

Contact

**CONTACT**
Mr. Marc Benioff


[+ Follow](#) [Send Email](#) [Edit](#) [Delete](#) 

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Contact Owner
 Madison Rig...

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**Marc Benioff** @marc_sfdc
This is a demo account.
San Francisco, CA salesforce.com

0 people in common



 **Related Accounts (2)**


 **Acme**
Direct: ☐
Roles: ☐ Evaluator

 **UCSF Children's Hospital**
Direct: ☐
Roles: ☐ Decision Maker

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ACTIVITYCHATTER

Email


To  Marc Benioff X


Filter Timeline ▼

Next Steps [More Steps](#)

 ☐ Review proposals
Related To  salesforce.com Jul 7

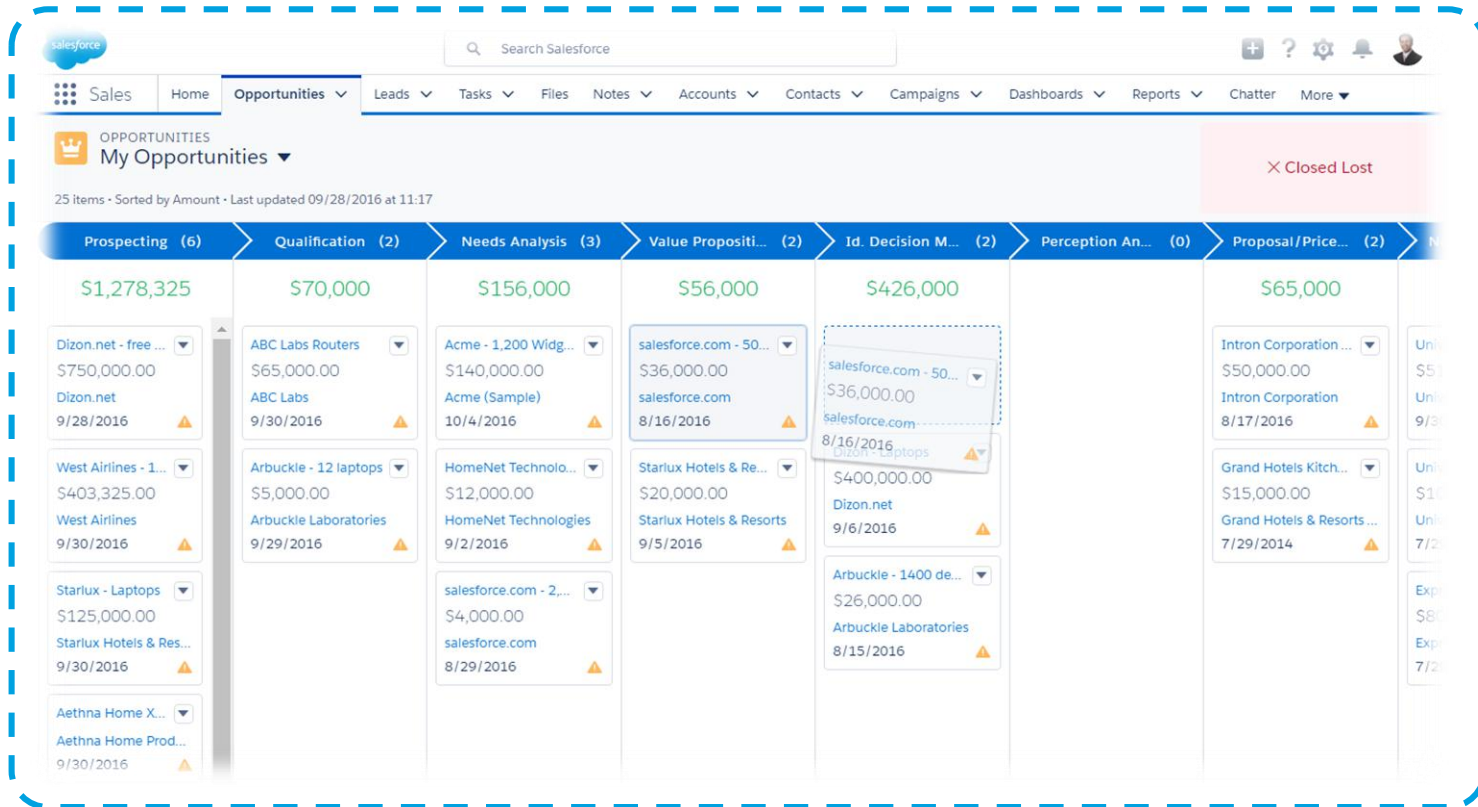
Past Activity

 schedule meeting Mar 29

 Call Jon
Related To 1000 widgets No due date

[More Past Activity](#)

Opportunity Kanban



Visualize Your Pipeline

See your opportunities organized by stage, with subtotals up top

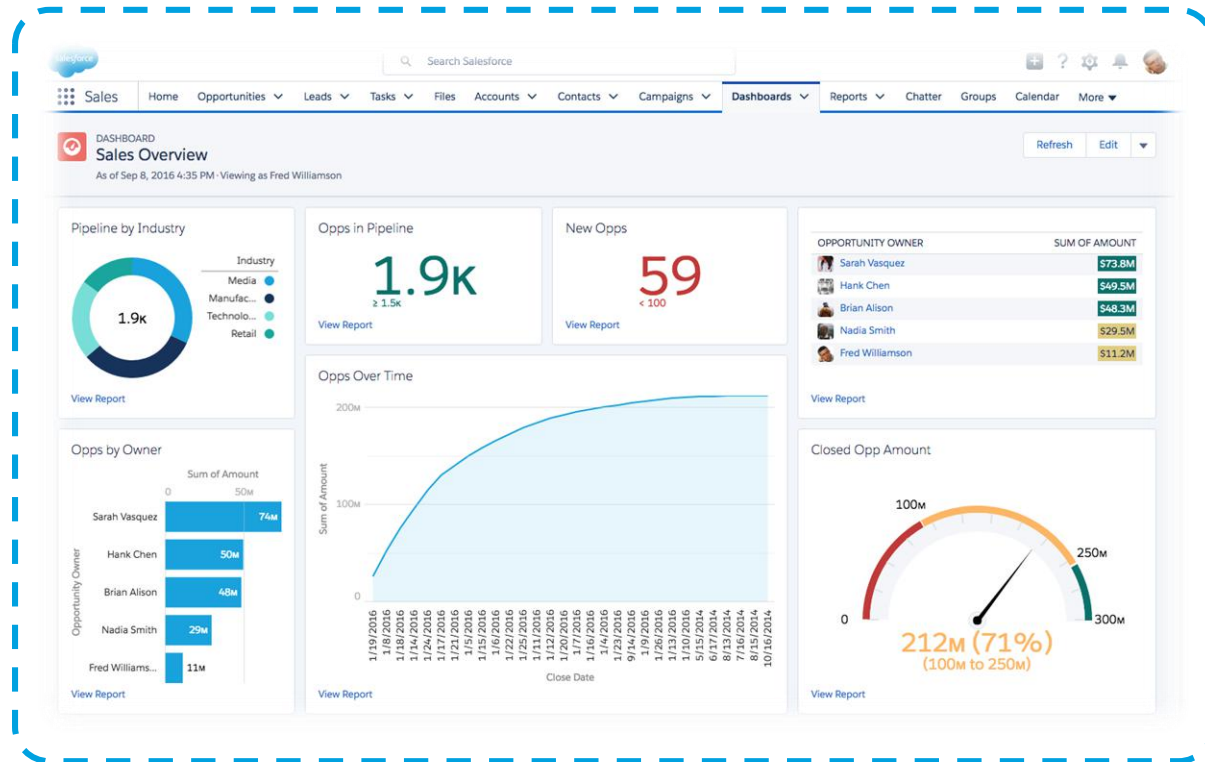
Drag and Drop

Move deals between stages with click and drag

Alerts

Get intelligent alerts prompting you to take action on deals that need your attention

Dashboard



Spanning columns

Give a chart the space it needs to show the right data

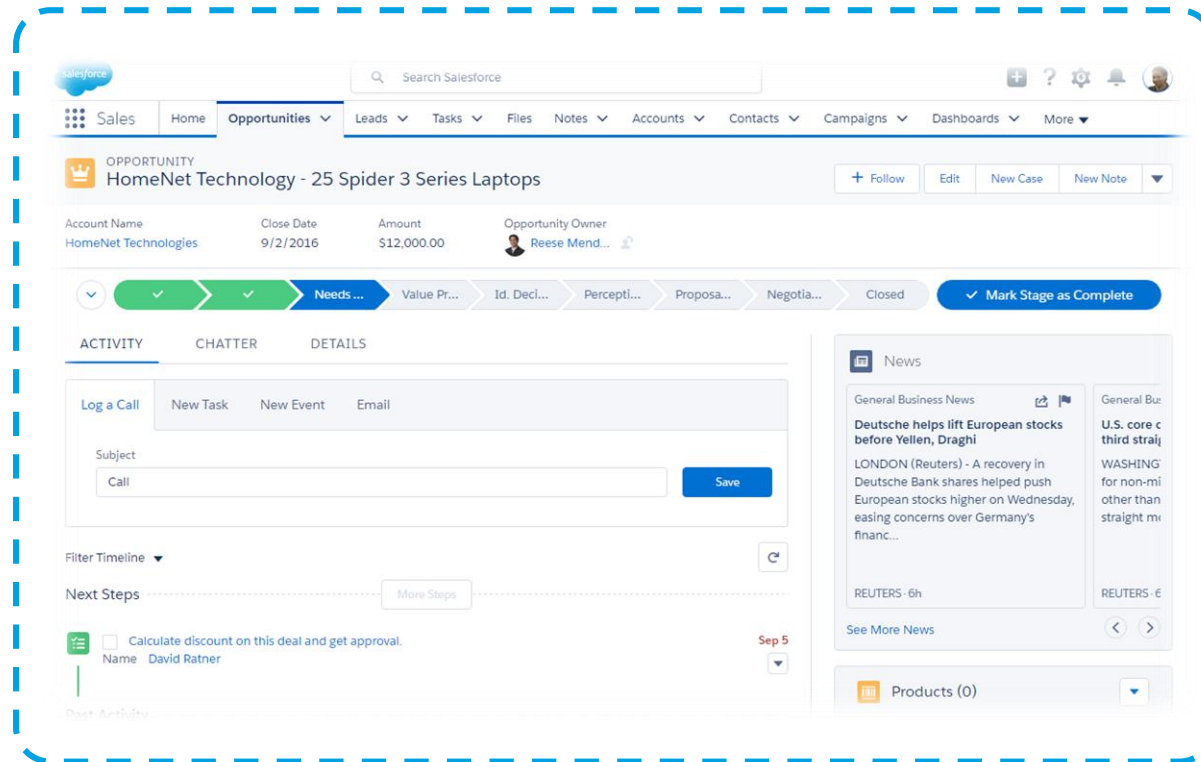
Flexible Layout

Add more components in a row with more columns available

Easy Filters

Add filters with a simple, visual interface

Opportunity & Lead Workspace



Sales Path

Customizable guidance to support your sales process

Timeline

Easily view open and previous activities and create records on the fly

Highlights Panel

See important information at a glance

Sales Path

The screenshot displays the Sales Path interface. At the top, a progress bar shows the current stage as 'Needs Analysis' (highlighted in blue) with a green checkmark. Other stages include 'Proposal', 'Negotiation', and 'Closed'. A button 'Mark Stage as Complete' is visible. Below the progress bar, the 'KEY FIELDS' section includes 'Amount' (\$140,000.00), 'Close Date' (8/9/2015), and 'Discovery Completed' (checkbox). An 'Edit' link is next to the 'KEY FIELDS' header. To the right, the 'GUIDANCE FOR SUCCESS' section provides context-specific advice: 'Understand the business need and decision criteria.' followed by a list of questions: 'Why is our solution a good fit?', 'How is our solution better than our competitors?', and 'What resources are available to implement the solution?'.

Customize Sales Path to support your sales process

The screenshot displays the Sales Path interface. At the top, a progress bar shows the current stage as 'Qualification' (highlighted in blue). Other stages include 'Needs Analysis', 'Proposal', 'Negotiation', 'Closed Won', and 'Closed Lost'. Below the progress bar, the 'Fields' section includes 'Close Date', 'Description', and 'Budget Confirmed'. A link 'Add/Update Fields' is visible. To the right, the 'Guidance for Success' section provides context-specific advice: 'Qualify the opportunity and confirm budget.' followed by a list of questions: 'What's their business?', 'What problems are they trying to solve?', 'How does solving these problems help them?', 'Is the timing good for them?', 'What's their budget?', and 'What other solutions are they considering?'.

Customizable

Add your statuses and stages for leads and opportunities

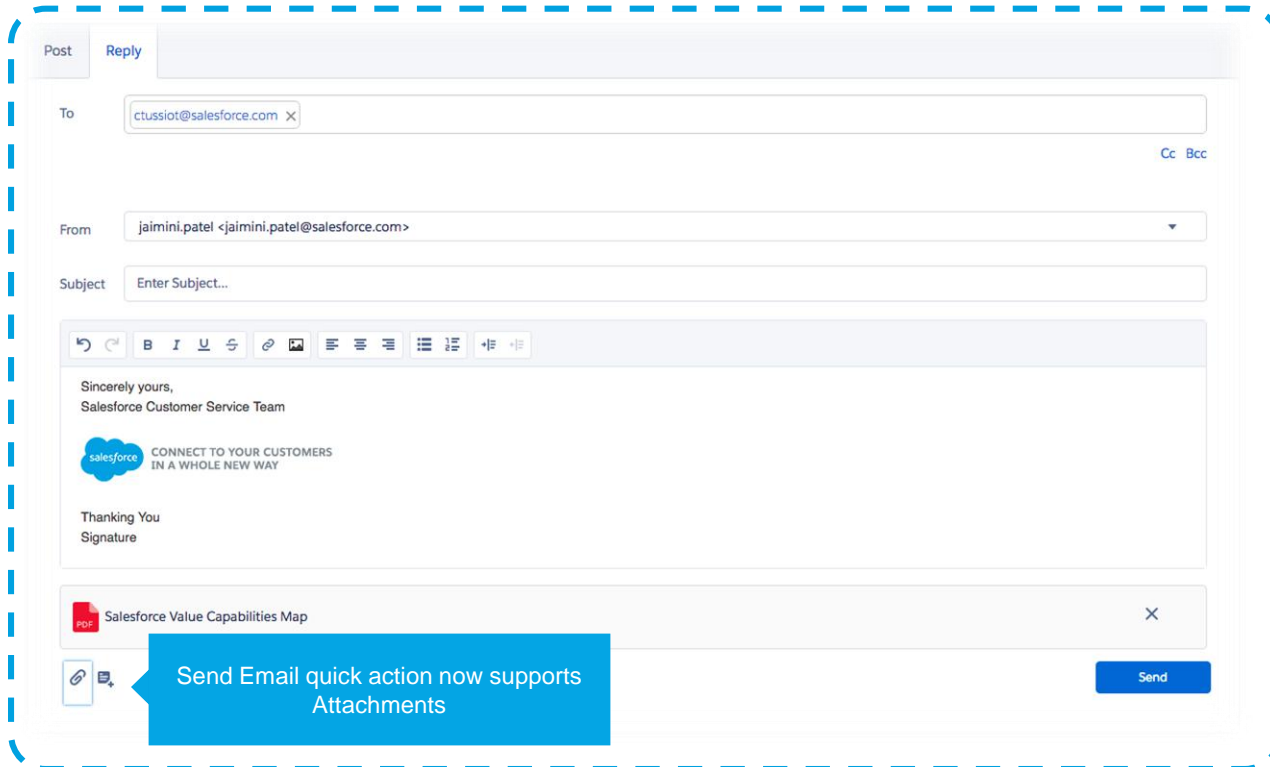
Guidance for Success

Provide coaching in context at each step in the sales process, including helpful scripts, questions to ask, and tips

Key Fields

Present important details up top, with the ability to edit

Email



The screenshot displays the Salesforce email composer interface. At the top, there are 'Post' and 'Reply' buttons. Below these are fields for 'To' (containing 'ctussiot@salesforce.com'), 'From' (containing 'jaimini.patel <jaimini.patel@salesforce.com>'), and 'Subject' (with a placeholder 'Enter Subject...'). A rich text editor follows, containing the text 'Sincerely yours, Salesforce Customer Service Team', a Salesforce logo with the tagline 'CONNECT TO YOUR CUSTOMERS IN A WHOLE NEW WAY', and 'Thanking You Signature'. An attachment named 'Salesforce Value Capabilities Map' is shown below the text. A blue callout box points to the attachment icon with the text 'Send Email quick action now supports Attachments'. A 'Send' button is located at the bottom right of the composer.

Email

Compose an email with rich text formatting, attachments, templates, and more

Composer

The screenshot displays the 'Composer' interface, which is a form for creating tasks, events, or emails. The interface is divided into three main tabs: 'ACTIVITY', 'COLLABORATE', and 'DETAILS'. The 'ACTIVITY' tab is currently selected, and within it, the 'New Task' sub-tab is active. The form contains several fields: 'Subject' (with the text 'Follow up with CMO'), 'Due Date' (set to '8/25/2015'), 'Assigned To*' (assigned to 'Chris Duarte'), 'Name' (assigned to 'Geoff Minor (Sample)'), and 'Related To' (assigned to 'Acme - 1,200 Widgets (Sample)'). There is also a 'Comments' section with the text 'Follow up with the CMO on our latest presentation.' and a 'Priority*' dropdown menu set to 'High'. A blue 'Save' button is located at the bottom right of the form.

New Task

Make a follow-up task

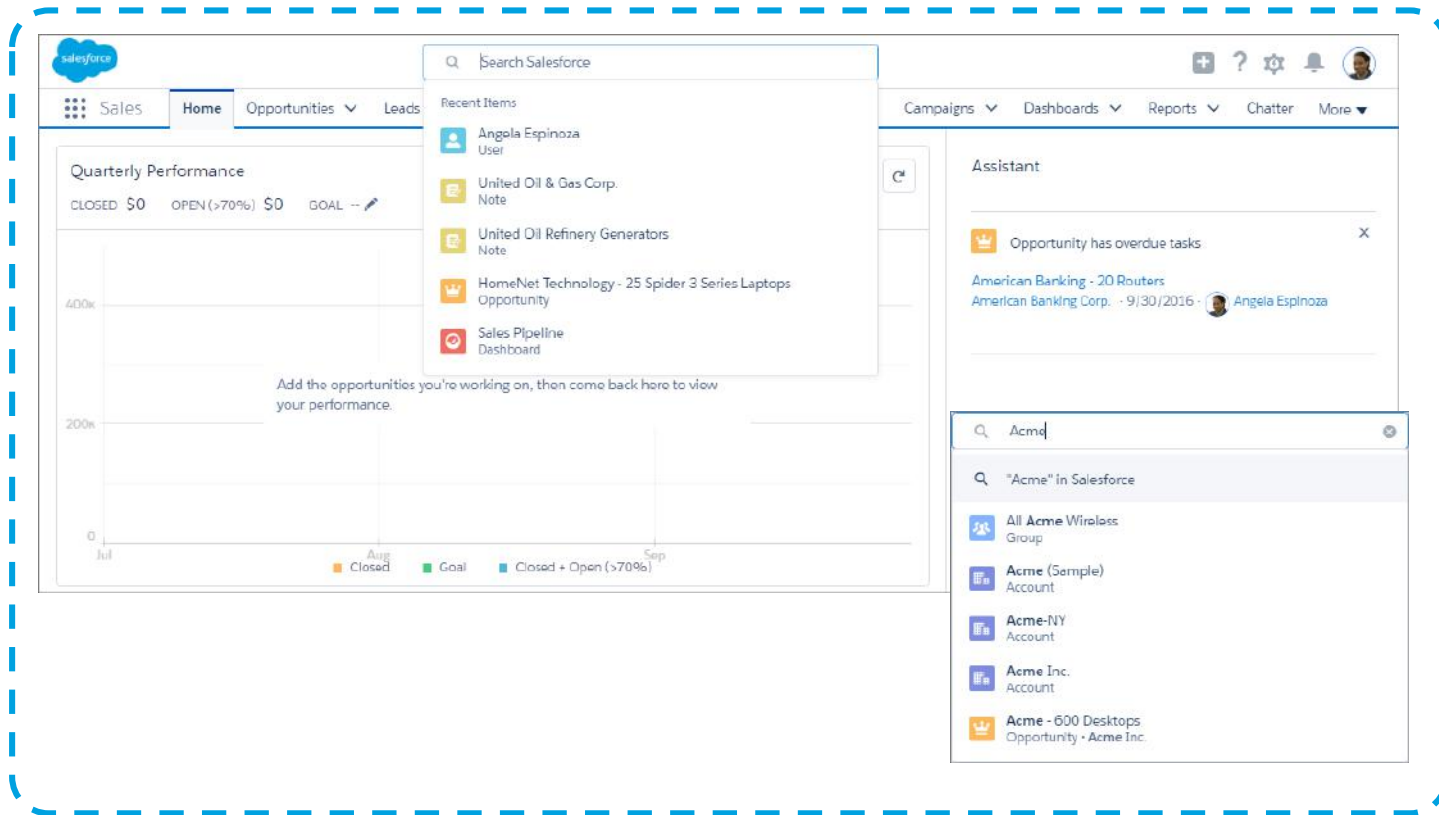
New Event

Make a meeting request

Collaborate & Details

Click Collaborate and Details tabs to access Chatter and see all fields, respectively

Search



Type-Ahead Search

Potential matches for your search suggested as you type

Recent Items

Drop-down list of your recently-viewed items

Frequently-Used Objects

Search results show your most frequently used objects and top results at the top

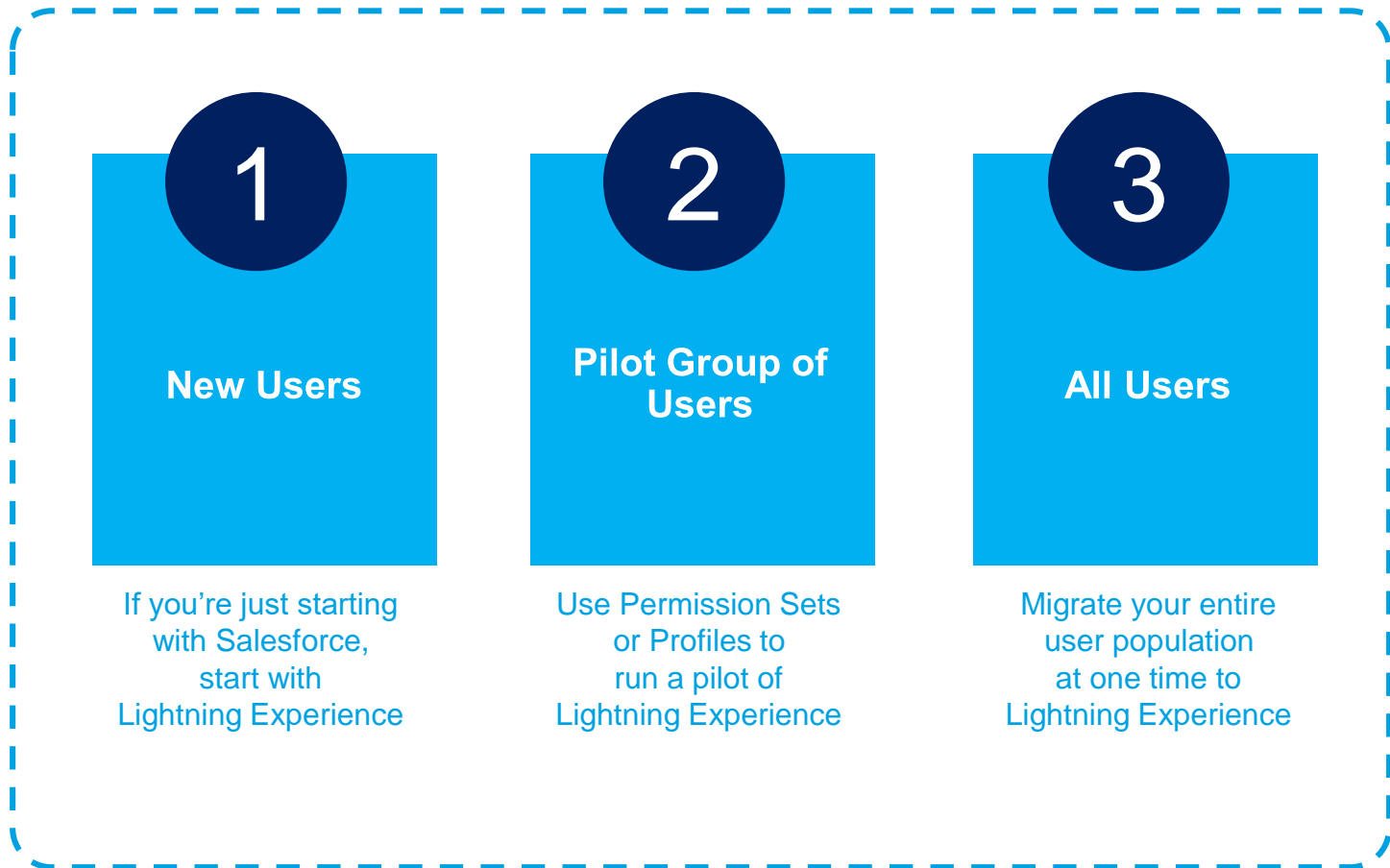
Migration to Lightning Checklist

Migration to Lightning



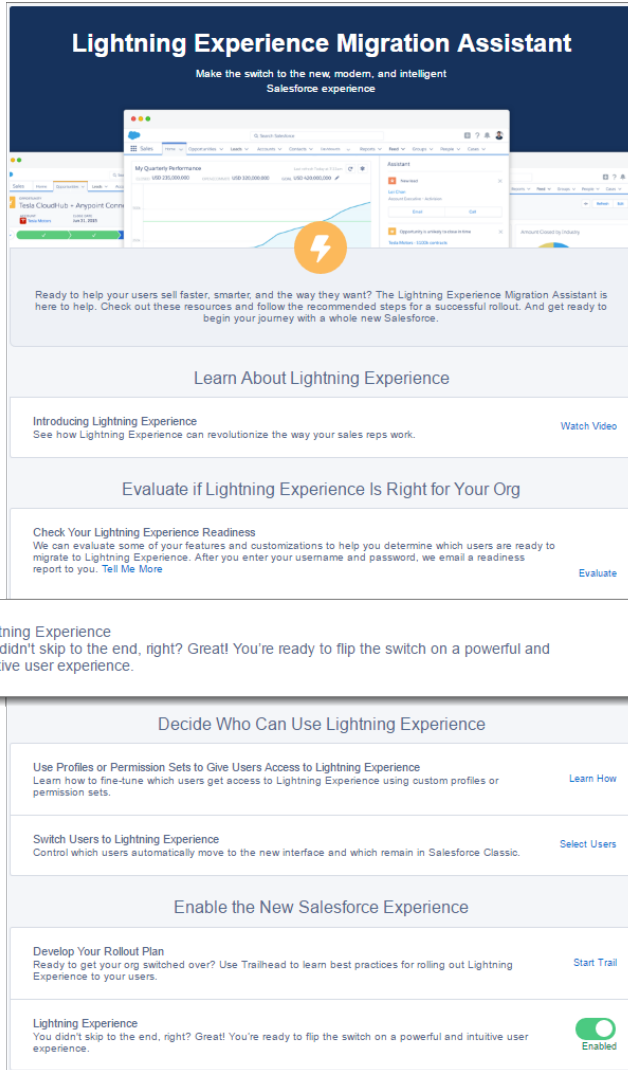
- Comparing Lightning Experience and Salesforce Classic : [Click here](#)

Understanding your options

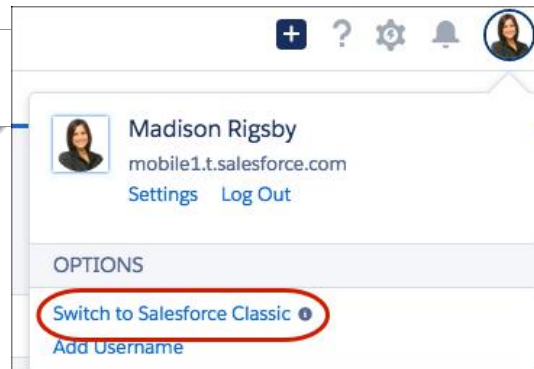


Migration to Lightning

- Setup | Lightning Experience



Switch to Classic



Switch to Lightning



Checklist

- **Educate yourself about Lightning**
 - Complete Lightning Experience trails on Trailhead and watch videos
 - Get hands-on practice:
 - Use the Migration Assistant Preview and Readiness Check
 - Enable in sandbox
 - Enable in production for yourself (Permission Set)
 - Enable in a free Developer Edition
 - Read the latest Release Notes
 - Review feature comparison charts and decide when to migrate to Lightning Experience

Checklist

- **Craft your rollout strategy**

- Identify executive sponsor/project champion
- Identify super users
- Create project schedule with milestones and dates
- Identify measures for success
- Take a snapshot of current metrics (to measure before and after)
- Create a Chatter group for project team communication and collaboration and ask questions

Checklist

- Test all features, custom formula, JavaScript and buttons in Lightning Sandbox
- Adjust / Modify Salesforce objects page layout
- Learn Lightning and train users
- Provide Lightning resources – videos, manual and TrailHead
- List all – JavaScript, Apps, VisualForce Pages, Joined Reports, Scheduled reports, List views and forecast



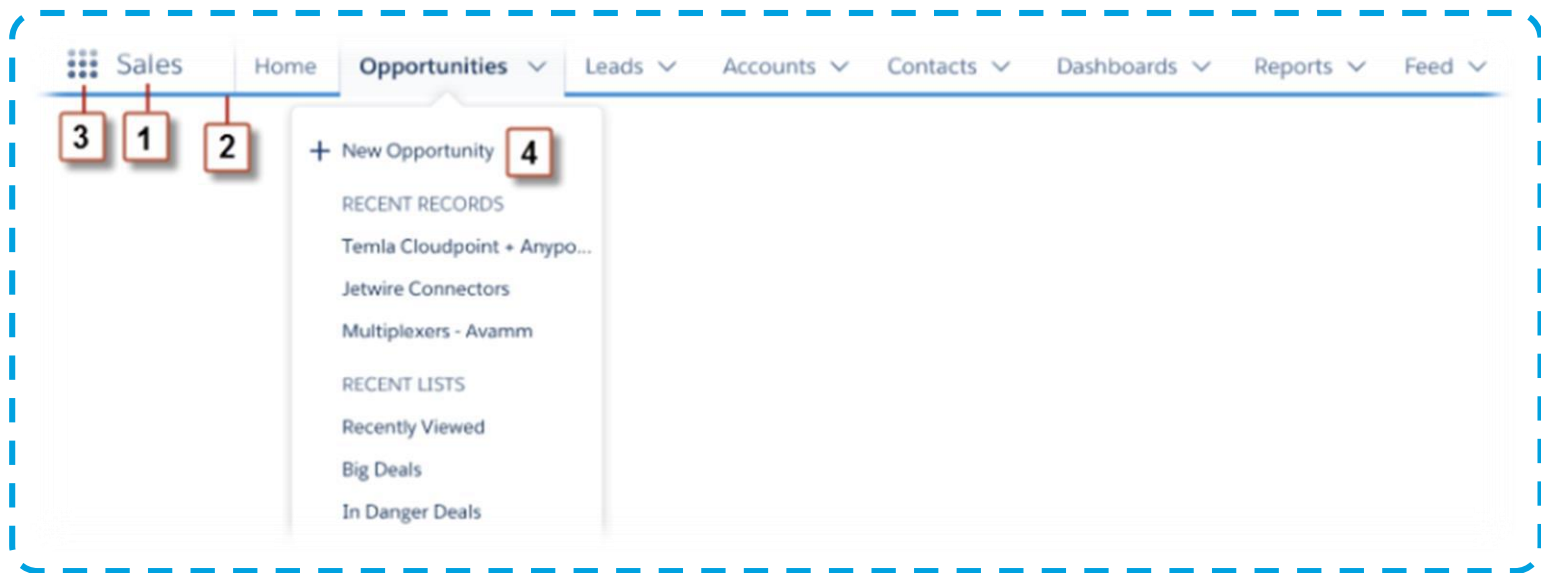
Learn Lightning

Learn Lightning

- Lightning Components Basic : [Click here](#)
- Lightning Experience Rollout : [Click here](#)
- Lightning Experience Development : [Click here](#)
- Visualforce & Lightning Experience : [Click here](#)
- Lightning Experience Reports & Dashboards : [Click here](#)
- Lightning App Builder : [Click here](#)
- Winter '17 Release : [Click here](#)

New Features – Winter '17

Navigate tabs



Create Multiple Records

Create Account

Account Owner

Admin User

Rating

--None--

* Account Name

Phone

Parent Account

Search Accounts

Fax

Account Number

Website

Account Site

Ticker Symbol

Type

--None--

Ownership

--None--

Industry

--None--

Employees

Annual Revenue

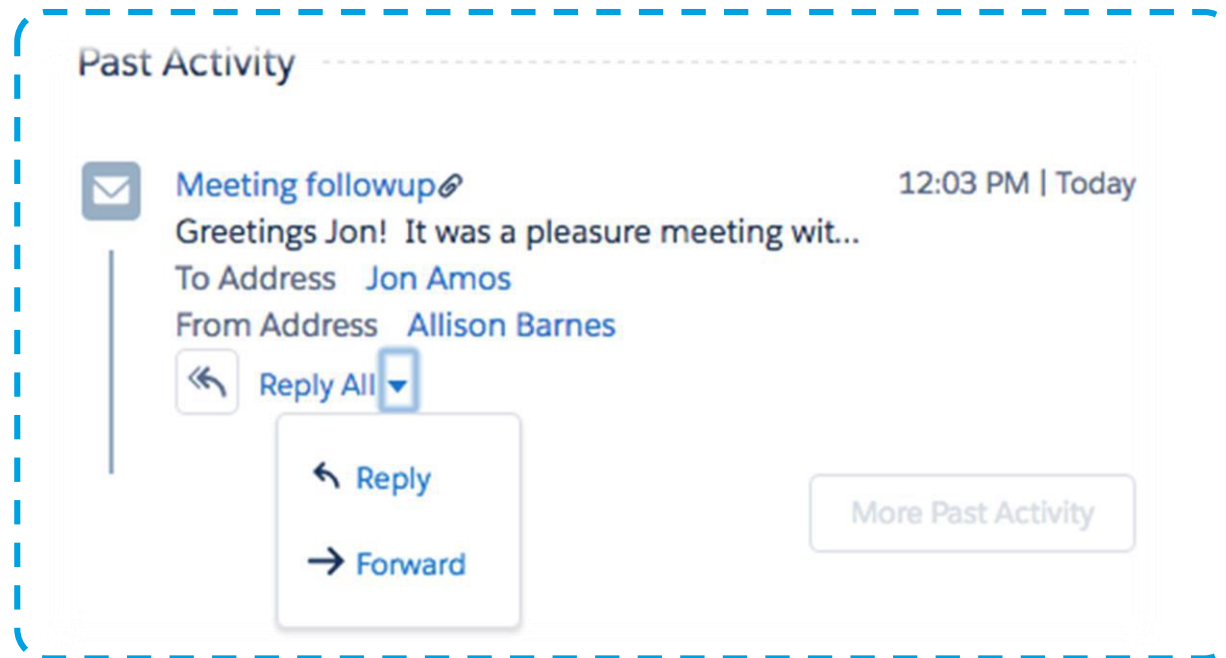
SIC Code

Cancel

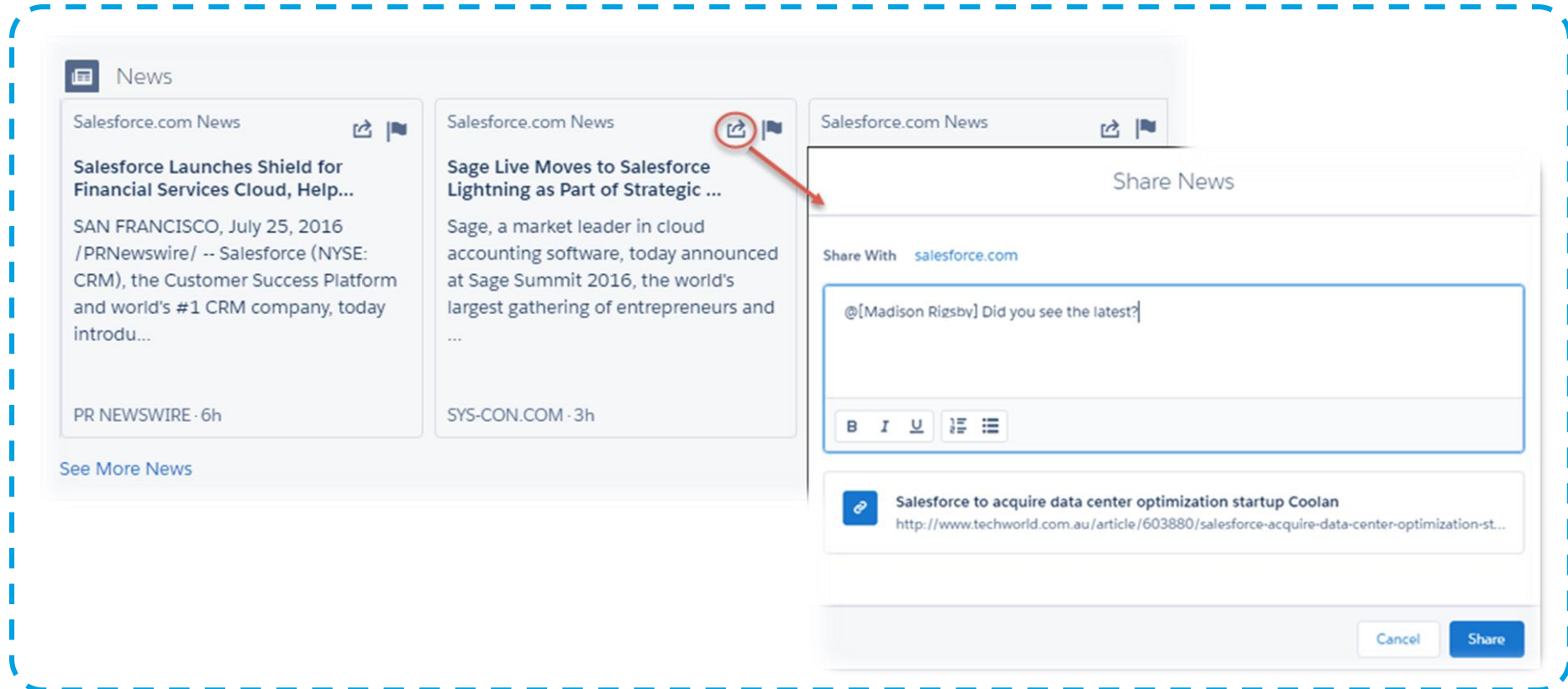
Save & New

Save

Reply to and Forward Emails



Start Spreading the News on Chatter




The image shows a Salesforce News feed interface with two news items. A red circle highlights the share icon on the second news item, with an arrow pointing to a 'Share News' dialog box. The dialog box shows the news item being shared and a text input field for a message.

News Feed:

- Salesforce.com News**
Salesforce Launches Shield for Financial Services Cloud, Help...
SAN FRANCISCO, July 25, 2016 / PRNewswire/ -- Salesforce (NYSE: CRM), the Customer Success Platform and world's #1 CRM company, today introdu...
PR NEWswire · 6h
- Salesforce.com News**
Sage Live Moves to Salesforce Lightning as Part of Strategic ...
Sage, a market leader in cloud accounting software, today announced at Sage Summit 2016, the world's largest gathering of entrepreneurs and ...
SYS-CON.COM · 3h

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Share News Dialog:

- Share With: [salesforce.com](#)
- Message: @[Madison Rigsby] Did you see the latest?
- Buttons: B, I, U, List, Bulleted List
- Preview:  **Salesforce to acquire data center optimization startup Coolan**
<http://www.techworld.com.au/article/603880/salesforce-acquire-data-center-optimization-st...>
- Buttons: Cancel, Share

Modify Records from the Kanban View

OPPORTUNITIES
All Opportunities ▼

9 Items • Sorted by Amount • Last updated 08/10/2016 at 14:40


New

Qualification (2) Needs Analysis (2) Proposal (2) Negotiation (1) Closed/Won (2)

Qualification (2)	Needs Analysis (2)	Proposal (2)	Negotiation (1)	Closed/Won (2)
\$23,199,984 International Etherofloat - 8 Hovercraft \$23,199,984.00 International Etherofloat 11/10/2016 ⚠️ Global Hovering - 400 Components Global Hovering 1/31/2017	\$7,170,992 Floatastic - 2 M Hovercraft \$7,155,992.00 Floatastic 2/8/2017 ⚠️ Acme - 50 components \$15,000.00 Acme Vacations 7/14/2016 ⚠️	\$5,042,996 Acme - 2 Hovercraft (mixed) \$4,688,996.00 Acme Vacations 8/9/2016 Future Flights - 6 Anti Gravity Units \$354,000.00 Future Flights, Inc 11/18/2016	\$2,899,998 Canyon Tours - 1 XL Hovercraft \$2,899,998.00 Canyon Tours Southwest 12/31/2016	\$5,976,996 Floatastic - 2 XL Hovercraft \$5,799,996.00 Floatastic 7/4/2016 International Etherofloat - 3 AntiGravity Units \$177,000.00 International Etherofloat 7/1/2016

Edit
Delete

Account Logo

 Sales Lightning

Home

Accounts ▾


Calendar ▾

Contacts ▾

Dashboards ▾

Files



Groups

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Website
<http://packers.com>

Account Owner
 Kyle Kr... 

Q&A

thank y☼ u