Supplier Diversity Program

Salesforce celebrates diversity, including in our supplier pool. We view working with diverse suppliers who align with our business needs as an important part of our sourcing and procurement processes. We are committed to engaging with diverse suppliers qualified as minority, women, lesbian gay bisexual transgender (LGBT) veteran, service disabled veteran, disabled person-owned and small businesses.

Providing business opportunities for diverse suppliers reflects Salesforce’s commitment to our clients and to the communities in which we operate. We strive to increase opportunities for diverse suppliers to do business with us by:

- identifying diverse suppliers at the time of registration,
- including diverse suppliers in relevant invitations to bid and requests for proposals, and
- monitoring spend with diverse suppliers to track trends and opportunities for additional spend

Additionally, Salesforce requires that major suppliers provide second-tier spend reporting.

Qualifying as a Diverse Supplier

To qualify as a diverse supplier with Salesforce, a supplier must be certified as a small business by the Small Business Administration (SBA) or as diverse by one of the third party agencies listed below:

- Diverse Ownership. The third party agency must certify that your business is at least 51% owned by a minority individual or group, and that the management and daily business operations are controlled by one or more of those individuals. This includes persons who are African American, Asian/Pacific Islander, Hispanic, Native American/Alaskan Native, Women, LGBT, Veteran, Service Disabled Veteran or an individual with a disability.
- Small Business Status. Small Business certification is dependent on the U.S. Small Business Administration’s evaluation of your company based on a number of
factors, including but not limited to number of employees, annual receipts, non-profit status, and business location. “Certification” means that one of the following independent, third party agencies has reviewed the ownership and management status of your business and verified that it is minority-, woman-, LGBT-, veteran-, service disabled veteran- owned or small business.

- National Minority Supplier Development Council
- National Women Business Owners Corporation
- Women’s Business Enterprise National Council
- National Gay & Lesbian Chamber of Commerce
- Veteran Owned Business
- Service Disabled Veteran Owned Business
- U.S. Small Business Administration

In order to become certified, companies will have to complete an application and review process with the above listed agencies and be issued a certificate. Such certification usually must be renewed annually.

**Registering as a Diverse Supplier**

Salesforce welcomes qualified suppliers to register with us as certified diverse suppliers and to participate in the competitive sourcing process when applicable opportunities arise. Although we cannot guarantee that we can or will conduct business with every diverse supplier, Salesforce is committed to conducting outreach and providing information regarding upcoming purchases of goods and services.

Prospective suppliers can contact DiverseSupplierInterest@salesforce.com to submit diversity classification information and inquire about the supplier registration process.

Upon approval of your registration and meeting Salesforce supplier qualification standards, Salesforce will add you to our diverse supplier list and provide you notification of completion. Once you have been added to our diverse supplier list, Salesforce sourcing partners will be able to contact you regarding relevant business opportunities.

**Products and Services generally procured or contracted for by Salesforce**

- Consulting, business, and professional services
- Event organization and support
- Facilities and Consumables
- Hardware
- Marketing and creative services
Contact us

If you are a supplier or prospective supplier of Salesforce and would like to learn more, please contact: DiverseSupplierInterest@salesforce.com.