**Why do we have a pricing and packaging guide?**

Our commitment starts even before you’re a customer, by giving you insight into each of our products so you can select the ones that will help your organization reach its goals faster. This guide will help explain how our product portfolio translates into our pricing and packaging.

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**Our Portfolio**

We have a complete portfolio of CRM offerings that helps organizations solve their business challenges. We call this product portfolio the **Customer Success Platform**.

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These are organized by specific business needs into what we call clouds (for example, Sales Cloud, Service Cloud, Marketing Cloud).

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**Pricing and Packaging**

We break each cloud down even further to help you find the best solution for your company.

1. **Editions**: Our editions bundle some of our most popular features together into consumable, easy-to-buy packages.

2. **Add-ons**: These help you create a custom solution that matches your organization's needs. Some add-ons also offer different tiers of functionality, similar to how editions represent varying levels of functionality for most products.

This packaging flexibility means we can work together on a solution that both meets your needs and fits your budget. The more licenses you buy and the greater number of products your organization is using, the greater your potential discount would be. We will take everything you buy into account and then collaboratively work with you to determine your net price.
Editions

When you become a Salesforce customer, you’ll select the edition that works best for your company. The edition you choose determines which features will be included in your org(s). An org is a specific instance of Salesforce with its own dataset.

**There can only be one edition in an org at any moment in time.** Editions help you grow with the Salesforce Platform as your business needs change over time.

For example, Sales Cloud* and Service Cloud each have four editions, as detailed below. Marketing Cloud follows a different edition hierarchy, but the concept is the same.

<table>
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<tr>
<th>Essentials</th>
<th>Professional</th>
<th>Enterprise</th>
<th>Unlimited</th>
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<td>Designed for small businesses that want to get started with a CRM system quickly. It includes intuitive walkthroughs and a setup assistant to get started, an easy-to-use UI, and administration tools to customize your deployment as you grow.</td>
<td>Designed for businesses requiring full-featured CRM functionality. It includes straightforward and easy-to-use customization, integration, and administration tools to facilitate any small to midsize deployment.</td>
<td>Meets the needs of large and complex businesses. It gives you advanced customization and administration tools, in addition to all the functionality available in Professional Edition, that can support large-scale deployments. Enterprise Edition also includes access to Salesforce APIs, so you can easily integrate with back-office systems.</td>
<td>Maximizes your success and extends it across the entire enterprise through the Lightning Platform. It gives you new levels of platform flexibility for managing and sharing all your information on demand. Includes all Enterprise Edition functionality, Premier Support, full mobile access, unlimited custom apps, increased storage limits, and other features.</td>
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* For more details on the differences between our editions as they apply to Sales Cloud, check out “How to Select the Right Salesforce Lightning Edition” [here](#).

**Add-ons**

If you want to further customize your Salesforce experience, you can purchase add-on licenses, which give you access to additional features and technology beyond what’s included in the base edition. Add-ons are either applied per user (as is the case with Pardot and CPQ, for example) or the entire org (as is the case with sandbox or data storage, for example).

Several of our add-on products (Pardot, Einstein Analytics) have multiple tiers that give you the freedom to choose the level of product that’s right for your organization. We use direct customer feedback to guide us in the development of our editions and tiers so that we’re able to best serve every organization, no matter what size or need.

Across many of our products, you will see the following tier hierarchy: Starter, Growth, Plus, Advanced.

This flexibility ensures you receive the right mix of technology and capabilities for your organization.
Licensing Types

Our products are subscription-based, and depending on which product(s) you use, you will see different licensing types and pricing meters.

**Priced Per User**

In cases where value scales with users, our products are often priced per end user of the technology. Each user has his or her own login. Common examples include Sales Cloud and Service Cloud.

**Flat Fee Per Org**

For products/services that span all users or whose value is not driven by users, we price per bundle/org. An example of this model is Marketing Cloud.

**Priced as a Percentage of Contract Value**

In cases where functionality of a product spans all users in an org and value scales with users and functionality that these users consume, we can price percentage of contract value. For example, the price of a sandbox environment is a percentage of what you pay for the products the sandbox supports.

**Priced Per Planned Consumption**

We also have models that are usage-based, where we price on planned consumption. Examples of this model include community logins, Marketing Cloud Super Messages, and data storage, among others.

**Pricing Overview**

Please visit our pricing webpage (salesforce.com/pricing). For more details, please contact your account executive, or call us at 1-855-382-6558.