Summer ’20 Release in a Box

A ready-to-use presentation, highlighting top innovations. Perfect for Admins, Business Users, and Developers to share with their organization.
Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company’s financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company’s results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company’s strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company’s financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company’s website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.
What’s Included?

Presentation Deck

This deck* includes high-level summaries of the top innovations for each product.
Select desired slides for a personalized presentation.

Helpful Links

Most innovations contain links to 2-3 minute digestible demos and/or links to learn more.

Additional Information

Use the color-coded legend to choose the appropriate slides for your audience (Admin, Business User, Developer).

*Not to be confused with the Release Overview Deck, which takes a deeper dive into fewer features, and is tailored to admins and developers.
How do I Learn More?

1. Visit salesforce.com/releases: click here
2. Watch demo videos on the YouTube playlist: click here
3. Take the Release Highlights Trail: click here
4. Dive into the details with Release notes: click here
5. Stay up to date by joining the customer Release Readiness Trailblazers Community Group: click here
How do I Play by the Rules?
When using this document, you agree that you will follow the below guidelines.

**Reorder, don’t revise**
You are welcome to remove or reorder slides from the deck, but please do not edit the text itself. We want to ensure the accuracy of the content remains intact.

**Keep our characters safe**
Please do not copy branded images, including Salesforce banners or logos from this deck. Our characters feel most comfortable in context :)

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Work.com

- Workplace Command Center
- Shift Management
- Emergency Program Management
Workplace Command Center

Assess return-to-work readiness from a single hub to reopen workplaces safely. Manage and monitor employee wellness, training completion, shift scheduling, and facilities preparedness. And, trigger workflows and take action right from the Command Center.

Learn More

Available with purchase of Lightning Platform
Shift Management

Streamline employee and workplace readiness. This addition to Workplace Command Center allows employees to specify their availability, empower workplace planners to manage density and shifts, and enable companies to communicate arrival windows that comply with social distancing in crowded areas.

Learn More
Emergency Program Management

This new product in the Emergency Response Management suite of products is designed to help organizations support residents, communities, and agencies during crises by providing access to emergency information and eliminating manual processes with streamlined application processes, from intake through services execution.

Learn More

Available with purchase of Service Cloud or Health Cloud
Sales

- Kanban View Enhancements
- High Velocity Sales: Einstein Call Coaching
- Partner Relationship Management: Account Hierarchy Enhancements
- High Velocity Sales: My Feed Alerts
Kanban View Enhancements

Enable sales reps to quickly update key opportunity fields from the Kanban view. Plus, provide guidance on actions for them to take to advance the opportunity to the next stage. And don't forget to celebrate when that next stage results in a "Closed Won" deal with the new celebration moments in the Kanban.

Learn More  Watch Demo
High Velocity Sales: Einstein Call Coaching

Now, sales teams can optimize customer interactions with conversational intelligence. Post-call insights give managers visibility into customer calls. Intelligent trend recognition means teams can create and refine strategies based on conversation trends.

Available with purchase of High Velocity Sales (Enterprise and Unlimited editions)
Partner Relationship Management: Account Hierarchy Enhancements

Connect multiple tiers of external partners to do business together. Create up to 7 levels of distribution on a partner account record with clicks, not code, so you can easily ensure the right data rolls up to the right stakeholders.

Available with purchase of Community Cloud

Learn More  Watch Demo
High Velocity Sales: My Feed Alerts

Sales reps can strike while the iron is hot by responding to prospect engagement in real-time to maximize outreach effectiveness.

Available with purchase of Sales Cloud and High Velocity Sales (Enterprise and Unlimited editions)
Service

- Service Cloud Voice
- Einstein Reply Recommendations
- Field Service Lightning: Deep Link Actions
Natively integrate the telephony channel within Service Cloud. Voice calls can now be part of the dynamic workspace, alongside digital channels. Agents use an omni-channel module to accept an interaction. With real-time call transcripts, connect workflows and next-best actions to voice conversations. Deeper integration drives agent efficiency, customer satisfaction, and supervisor insights.

Available with purchase of Service Cloud (Enterprise and Unlimited editions)
Einstein Reply Recommendations

Give your agents AI-powered recommendations for replies to customer requests. To surface these recommendations, take advantage of a deep learning model that looks at the previous messages of a conversation to understand the context and suggest a reply based on a list of your approved response templates.

Available with purchase of Chat (Digital Engagement for Sales or Service Cloud)
Field Service Lightning: Deep Link Actions

Mobile workers can now access the Field Service mobile app through deep linking. Add deep links to specific actions and flows. Deliver better experiences by reducing the number of taps it takes to launch an action or a flow.
Marketing

- Content Builder: Interactive Email
- Datorama: Data Lake
- Einstein Copy Insights
- Einstein Messaging Insights
- Social Studio: Instagram Story Publishing
- Pardot: Einstein Attribution
- Pardot: B2B Marketing Analytics Plus
Evolve the inbox experience, starting with the Email Form block. Marketers can build in-email forms using five different templates. Subscribers can complete the form without leaving their inbox, and data collected from that form can drive actions and personalization in Marketing, Sales, and Service.
Data Lake is a new, comprehensive solution for processing granular, raw, and non-aggregated marketing data for use within Datorama. Now, marketers can extract and store raw data at scale, and easily load that data into Datorama for analysis, visualization, insights, reporting, and activations.
Einstein Copy Insights

Marketers can gather language-related insights related to subject lines in an intuitive dashboard to figure out what drives engagement and improves campaign performance.

Available with purchase of Marketing Cloud (Pro, Corporate, and Enterprise Editions), excluding Limited and LP Editions.
Einstein Messaging Insights automatically analyzes your email and Journey activity, detecting anomalies from expected performance, and proactively surfacing these changes to marketers. Quickly and easily understand when performance changes, and which key factors impact your email sends.

Available with purchase of Marketing Cloud (Pro, Corporate, and Enterprise Editions), excluding Limited and LP Editions.

Learn More
Social Studio: Instagram Story Publishing

Schedule Instagram Stories, run approval rules, and publish using mobile push. Grow your social audience with this highly visible and effective Instagram post format.

Available with purchase of Social Studio
Pardot: Einstein Attribution

New AI powered multi-touch attribution model that monitors all of the conversion patterns of your campaigns and highlights which channels and campaigns are most effective. Look at the complete journey from marketing to sales across multiple activities that connect a prospect to an opportunity - even if wasn't linked through an opportunity contact role!

Available with purchase of Pardot (Advanced and Premium), and Sales Cloud (Enterprise and Unlimited editions)
Pardot: B2B Marketing Analytics Plus

Discover a connected, intelligent, and enterprise-ready experience that ties together data across all your marketing applications and business units, enhanced further with predictive insights and recommendations. Fully understand what happened with your campaign, why it happened, and even what will happen in the future. Smart suggestions help you determine what to do next to maximize ROI at every stage of the funnel.

Available with purchase of Pardot (Plus, Advanced and Premium), and Sales Cloud (Enterprise and Unlimited editions)
Commerce

- B2B Commerce on Lightning Experience
- B2C: Headless Commerce Developer Toolkit
- B2C: Salesforce Order Management support for EMEA and ANZ
- Salesforce Order Management Enhancements
- B2C: Page Designer Enhancements
B2B Commerce on Lightning Experience

Now deploy B2B Commerce with Lightning Experience. This makes it easier and faster for storefront managers to run their sites quickly, and stay connected to Salesforce data and processes.

Learn More  Watch Demo
Headless Commerce Developer Toolkit

Efficiency is key when building headless applications. That’s why Commerce Cloud is launching a new developer experience to provide new resources, best practices, and a community to enhance productivity and shorten project timelines.

Available with purchase of B2C Commerce
Salesforce Order Management support for EMEA and ANZ

Order Management now supports storing net and gross totals across all records. This new extension of the data model enables the platform to support orders created with Value Added Tax, and enables companies selling in EMEA and ANZ. Adyen will be supported for post-purchase payment transactions, including payment capture and refunds.

Learn More  Watch Demo

Available with purchase of Salesforce Order Management
Page Designer Enhancements

Page Designer is a low-code tool that empowers business teams to dynamically create and manage their ecommerce sites in a fast and visual way. In the Summer release, Page Designer is extending to dynamic pages like product landing pages and product detail pages.

Available with purchase of B2C Commerce
Salesforce Order Management Enhancements

To support the Service Experience and add flexibility to the overall implementation, order summary records can now be associated to a contact and post purchasing discounts can be applied. And, we've added visibility to the entire order lifecycle for service agents, including orders that were captured from an external source.

Learn More

Available with purchase of Salesforce Order Management
Financial Services

- Actionable Relationship Center
- Action Plans Enhancements

'20
Actionable Relationship Center

Reimagine relationship management with an updated visualization that provides a panoramic view of the customer and their relationships with related people, businesses, financial accounts, opportunities, policies, and important entities all in one place. Identify centers of influence and white space opportunities to drive contextual action.

Available with purchase of Financial Services Cloud (Professional, Enterprise, and Unlimited editions)

Learn More  Watch Demo
Action Plans Enhancements

Extend Action Plans functionality to external partner community users so they can administer templates and create and manage Action Plans for consistent customer experiences.

Available with purchase of Financial Services Cloud (Enterprise, Unlimited, and Developer editions)

Learn More
Healthcare & Life Sciences

- Contact Tracing
- Sales Visit and Inventory Management
- Sales Visit Execution
- Remote Monitoring Exception Management
- Einstein Analytics for Healthcare Enhancements
Contact Tracing

Quickly understand which people and locations are at risk of infection through manual contact tracing to safely and securely minimize the spread of disease.

Learn More

Available with purchase of Health Cloud
Empower sales teams with new visit and inventory planning tools to ensure you have the right products and resources at every visit. Create and manage sales visits and add associated medical devices, attendees, and internal resources. Close product gaps with order and inventory insights, and proactively request transfers and replenishment orders.

Available with purchase of Health Cloud
Remote Monitoring Exception Management

Streamline the patient and member device registration process with new flows, then organize and visualize the data to monitor health events over time. Configure when to receive notifications for exceptions, like spikes in weight or blood glucose levels, and apply necessary interventions to improve outcomes and build trust through more personalized, evidence-based interactions.

Learn More

Available with purchase of Health Cloud
Sales Visit Execution

Maximize onsite productivity for sales reps and ensure each visit is successful with visit and task management from any device. View and complete all required tasks during an appointment and capture relevant information, from patient details to new product orders.

Available with purchase of Health Cloud
Uncover AI-powered insights faster with new enhancements to the out-of-the-box analytics for healthcare. Sales reps at medical device companies can gain key account, inventory, and visit insights, while payers and providers can gain a better understanding of care plan performance and care request trends.

Available with purchase of Health Cloud and Einstein Analytics for Healthcare
Manufacturing

- Account Manager Targets
- Key Account and Product Management
- Account-Based Forecasting Enhancements
- Sales Agreement Enhancements
- Einstein Analytics for Manufacturing Enhancements
Account Manager Targets

Create, assign, and edit targets for your organization to meet performance goals based on product volume, revenue, or custom metrics.

Available with purchase of Manufacturing Cloud

Learn More
Key Account and Product Management

Better manage large datasets, drive productivity, and improve forecast accuracy and usability by defining key accounts and product parameters that reflect your organization's tiering structures.

Learn More

Available with purchase of Manufacturing Cloud
Account-Based Forecasting Enhancements

New and improved Account-Based Forecast reporting gives you more flexibility to analyze business performance. Build detailed composite reports that enable you to analyze Account-Based Forecasts more granularly by product and period.

Available with purchase of Manufacturing Cloud
Sales Agreement Enhancements

New and improved Sales Agreement reporting gives you more flexibility to analyze business performance. Build detailed composite reports that display products and product schedules for Sales Agreements.

Available with purchase of Manufacturing Cloud
Einstein Analytics for Manufacturing Enhancements

Track and analyze change in forecasts at the account and product level. With new multi-currency support, users can leverage pre-built templates to analyze data in any of the supported currencies in their organization.

Available with purchase of Manufacturing Cloud
Consumer Goods

- Visit Planning Enhancements
- Visit Execution Enhancements
- Retail Execution – Contractor
Visit Planning Enhancements

Improve the visit planning process with embeddable maps to visualize and plan store visits within platform (desktop only) and visualize and filter on various store information within maps. With an enhanced task framework, customers can now define their own flow based on object based tasks and create custom logic for KPI’s, objectives, and more, to meet unique business needs.

Learn More

Available with purchase of Consumer Goods Cloud

Business User
Visit Execution Enhancements

Provide flexibility in the daily routes and tasks of field reps, including optimized route sequencing based on historical traffic data and ability to create new visits on the go.

Available with purchase of Consumer Goods Cloud

Learn More
Retail Execution - Contractor

Empower field contractors to turn every store into the perfect store spending less time on operational activities and more time building relationships to drive sales and store satisfaction.

Available with purchase of Consumer Goods Cloud

Learn More

Business User
Communities

- Audience Targeting Enhancements
- Salesforce CMS Enhancements
- Account Hierarchy Enhancements
- Action Override
Audience Targeting Enhancements

If you have built a carousel of content in Salesforce CMS, you can now target different content to different users. By targeting Navigation Menus, you can now point specific user audiences to different menus that contain topics pertinent to different personas - allowing you to personalize each experience in more detail.

Available with purchase of Community Cloud
Mass Content Import allows you to create content faster by importing from any source into Salesforce CMS, in bulk. To get started fast, utilize three out of the box content types: News Articles, Documents and Images, which can now be managed like other content.
Account Hierarchy Enhancements

Connect multiple tiers of external partners to do business together. Create up to 7 levels of distribution on a partner account record with clicks, not code, so you can easily ensure the right data rolls up to the right stakeholders.

Learn More
Action Override

Now, you can override the New and Edit standard actions on standard and custom components. Overriding standard actions allows you to customize your org using Lightning components, including completely customizing the way you create and edit records.

Available with purchase of Community Cloud
Small Business Essentials

- Data Import Wizard Enhancements
- In-App Help Enhancements
Data Import Wizard Enhancements

Bring all your customer data into Essentials faster with enhanced Data Import. Now, you can easily upload the information you have stored in spreadsheets with a guided step-by-step walkthrough so you can start connecting with customers.

Watch Demo
In-App Help Enhancements

Now, in-app help shows you the latest hands-on workshops and resources to help you get the most out of Essentials. With a highlight reel that showcases guided setup, top workshops, and how-to videos, you can find all the resources you need without ever leaving Essentials.
Platform - Services

- Shield: Event Monitoring Threat Detection
- Data Mask Enhancements
- Salesforce Private Connect
- Two-Factor Authentication Enhancements
- Customer 360 Data Manager: Data Federation Service
Shield: Event Monitoring Threat Detection

Threat Detection in Event Monitoring provides visibility to customers into threat events that Salesforce detects, using machine learning algorithms.

Available with purchase of Platform (Enterprise, Performance, Unlimited and Developer editions)
Data Mask Enhancements

Pattern-based data masking allows users to quickly and easily generate sample data to replace sensitive data in Sandboxes. In case the libraries of data built into Data Mask don't match an org's custom objects and fields, custom libraries allow users to upload specific sets of data to replace sensitive data in Sandboxes.

Learn More  Watch Demo

Available with purchase of Salesforce Data Mask, or Platform (Enterprise and Unlimited editions)
Salesforce Private Connect provides secure, private communication between Salesforce and third party clouds. The service is launching with AWS meaning you can send private HTTP/S traffic between Salesforce and AWS regions without exposing that traffic to the public internet.
Two-Factor Authentication Enhancements

By simply checking a box, admins can require external users such as Customer Community and Identity for Customers to use an additional strong authentication method when they log in. This additional step helps our customers protect themselves and their customers.

Available with purchase of Platform (Enterprise, Performance, Unlimited and Developer editions)
Developers can now retrieve data from multiple Salesforce orgs with one query. Apex code in an org can now call Customer 360 Data Manager Data Federation Service using Apex Callouts, passing in a single query and getting back a single, unified response with data queried from multiple orgs.
Platform - Applications

- Salesforce Surveys: Customer Lifecycle Designer
- Salesforce Surveys: Post-Chat Surveys
- Einstein Search
- Salesforce Surveys: Customer Lifecycle Analytics Enhancements
- Salesforce Surveys: QR Code Distribution
- Salesforce Scheduler Enhancements
Salesforce Surveys: Customer Lifecycle Designer

Easily design and embed feedback loops across the customer lifecycle. This cross-cloud, cross-industry capability of Customer Lifecycle Management lets you create Customer Lifecycle Maps, stages within those maps, and surveys tied to each stage in those maps.

Available with purchase of Financial Services Cloud, Health Cloud, Sales Cloud, Service Cloud, Community Cloud, Platform, and Lightning CRM SKUs
Einstein Search

Make users more productive with artificial intelligence. Personalize search results based on a user and their work such as geography and industry. Boost productivity with natural language filters that make it easier to search for information, and actionable information and tools that enable users to complete tasks from Search.

Learn More  Watch Demo
Salesforce Surveys: Post-Chat Surveys

Automatically request feedback at the end of a chat session by embedding Surveys directly into the chat window.

Available with purchase of Financial Services Cloud, Health Cloud, Sales Cloud, Service Cloud, Community Cloud, Platform, and Lightning CRM SKUs
Enhancements to Customer Lifecycle Analytics include NPS and CSAT score analysis tied to customer journey stages in the Customer Lifecycle Feedback Designer, and enhanced response analysis including topic-based analytics, response cross-tabulation, and geographic and demographic question analysis.

Available with purchase of Survey Response Pack (1000) SKU, any Einstein Analytics for Industry product SKU, or Customer Lifecycle Feedback Designer SKU.
Salesforce Surveys: QR Code Distribution

Distribute generic survey invitations (not tied to a Salesforce record) through a QR code.

Available with purchase of Survey Response Pack (1000) SKU, any Einstein Analytics for Industry product SKU, or Customer Lifecycle Feedback Designer SKU.
Salesforce Scheduler Enhancements

Streamline your booking process with Resource Optional Booking that allows you to customize your flow to create an appointment without selecting a resource. Scheduler's international configurations now support distance in kilometers as well as international date and time formats.
Apps – Lightning Experience

- Lightning Experience on the Safari browser for iPad
- Personalized Navigation for Salesforce on iOS and Android
- In-App Walkthroughs
- Split View in Standard Navigation
Lightning Experience on the Safari browser for iPad

In the Summer ‘20 release, enjoy the full Lightning Desktop Experience on your iPad Safari browser and do more while on the go.
Personalized Navigation for Salesforce on iOS and Android

Personalized Navigation in the Salesforce mobile app allows users to reorder their navigation items from the Menu tab. Any changes can also be seen on desktop experience, too!
In-App Walkthroughs

Create contextual multi-step in-app learning in your Lightning org so you can onboard and skill up your users faster. In-App Walkthroughs are a new feature of In-App Guidance licensed with myTrailhead, giving you more ways to deliver custom learning for your employees.

Learn More  Watch Demo
Split View in Standard Navigation

With Split View in Standard Navigation, two screens are viewable at once, greatly enhancing the user’s experience and efficiency in finding information.
Apps – Application Development

- Lightning Flow: Trigger on Record Changes and Events
- Lightning Flow: Invocable Actions Enhancement
Lightning Flow: Trigger on Record Changes and Events

Flow has all the power of Process Builder, now with supporting triggers and advanced logic elements such as loops and decisions. Trigger on Record Changes and Events allows you to trigger a flow that performs actions when a record is created or updated.
Lightning Flow: Invocable Actions Enhancement

Apex gets a GUI. Previously, you could develop invocable actions in Apex that are usable in Flows by non-coding Admins. Now, you can give those admins a perfect property editor UI.
Analytics

- Data Prep Enhancements
- Einstein Discovery: Tree-Based Models
- Direct Data for Snowflake
- Dashboard Builder Enhancements
- Einstein Discovery: Sensitive Fields
- Design Best Practices Template
- B2B Marketing Analytics Plus
- Einstein Analytics for Healthcare Enhancements
- Customer Lifecycle Analytics Enhancements
- Einstein Analytics for Manufacturing Enhancements
Data Prep Enhancements

Create datasets with an approachable editor, powered by machine learning. Enrich your internal and external data with intelligent transformations like Detect Sentiment.

Available with purchase of Einstein Analytics (Growth and Plus editions)
Einstein Discovery: Tree-Based Models

Expand modeling capabilities beyond linear models. Introducing two types of tree-based model types: GBM and XGBoost.

Learn More  Watch Demo

Available with purchase of Einstein Analytics Plus
Direct Data for Snowflake

Explore 3rd-party data from Snowflake directly in real-time. Get live insights in your dashboards without the need to sync and prep the data to Einstein Analytics.

Available with purchase of Einstein Analytics (Growth and Plus editions)
Dashboard Builder Enhancements

Explore and create formulas between fields from different datasets in a single exploration with the new data blending UI. Text widget now supports dynamic text from multiple query results or selections.

Available with purchase of Einstein Analytics (Growth and Plus editions)
Einstein Discovery: Sensitive Fields

Explore and create formulas between fields from different datasets in a single exploration with the new data blending UI. Text widget now supports dynamic text from multiple query results or selections.

Available with purchase of Einstein Analytics (Growth and Plus editions)
Design Best Practices Template

Explore the best design practices with the new Einstein Analytics design template, customize dashboards to your personal themes, and plug in your data to get started on building dashboards quickly.

Available with purchase of Einstein Analytics (Growth and Plus editions)
Discover a connected, intelligent, and enterprise-ready experience that ties together data across all your marketing applications and business units, enhanced further with predictive insights and recommendations. Fully understand what happened with your campaign, why it happened, and even what will happen in the future. Smart suggestions help you determine what to do next to maximize ROI at every stage of the funnel.

Available with purchase of Pardot (Plus, Advanced and Premium), and Sales Cloud (Enterprise and Unlimited editions)
Uncover AI-powered insights faster with new enhancements to the out-of-the-box analytics for healthcare. Sales reps at medical device companies can gain key account, inventory, and visit insights, while payers and providers can gain a better understanding of care plan performance and care request trends.

Available with purchase of Health Cloud and Einstein Analytics for Healthcare
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Enhancements to Customer Lifecycle Analytics include NPS and CSAT score analysis tied to customer journey stages in the Customer Lifecycle Feedback Designer, and enhanced response analysis including topic-based analytics, response cross-tabulation, and geographic and demographic question analysis.

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Einstein Analytics for Manufacturing Enhancements

Track and analyze change in forecasts at the account and product level. With new multi-currency support, users can leverage pre-built templates to analyze data in any of the supported currencies in their organization.

Learn More
Employee Experience

- Template Usage Reporting
- Einstein Analytics Live App
- Relationship Map Live App
Template Usage Reporting

Access Quip template metrics in Salesforce. Track usage for specific templates and processes in Quip; view metrics alongside other Sales and Service data.

Learn More  Watch Demo
Einstein Analytics Live App

Explore and collaborate around live data with your team in Quip with the Einstein Analytics Live App. Empower to your reps to make informed decisions by embedding live dashboards in Quip documents and templates.

Available with purchase of Einstein Analytics Growth, or Einstein Analytics Plus and Quip for Customer 360
Relationship Map Live App

Enhance your account plans and empower your teams to build and visualize customer relationship structures without ever leaving Salesforce. Enable end-users with the ability to create and update org charts in Quip Documents, allowing them to collaborate around key contact and customer details from within Quip.

Learn More  Watch Demo

Available with purchase of Quip Starter, Quip Enterprise, or Quip for Customer 360
Integration

- MuleSoft Accelerator for Salesforce Commerce Cloud Enhancements
- MuleSoft Accelerator for Salesforce Service Cloud
- Anypoint Service Mesh
- MUnit Test Recorder
MuleSoft Accelerator for Salesforce Commerce Cloud Enhancements

Enhanced Accelerator provides new APIs, integration templates and common services for logging, notifications and scheduling to accelerate delivery of Salesforce Commerce Cloud use cases for product information management (PIM) and ERP integration.

Available with purchase of B2C Commerce Cloud or Anypoint Platform Base Subscription
(Mule 4.2+ and Studio 7.3+)
MuleSoft Accelerator for Salesforce Service Cloud

Deliver connected service experiences 3x faster using this pre-built integration solution that connects your customer and product data from external systems such as ServiceNow, Jira, and OMS into Salesforce Service Cloud.

Available with purchase of Service Cloud or Anypoint Platform Base Subscription (Mule 4.2+ and Studio 7.3+)
Anypoint Service Mesh

Discover, manage and secure any microservice, no matter what language it is built in, using the MuleSoft adapter for Istio, an open-source service mesh technology for Kubernetes deployments.

Learn More

Available with purchase of Anypoint Platform Platinum Subscription and API Management add-on (Platinum subscription and API Management)
MUnit Test Recorder

Automatically create integration tests based on the execution of the designed application. This new component of the latest Mule runtime engine increases test coverage to improve project quality and speed project delivery.

Learn More

Available with purchase of Anypoint Platform Base Subscription (Mule 4.3+ and Studio 7.5+)
Enablement

- myTrailhead: Content Kits
- myTrailhead: In-App Walkthroughs
- Trailhead: Trailhead GO Enhancements
- Trailhead: AWS Cloud Practitioner Trail
myTrailhead Content Kits

Quickly deliver learning & wellness content to your leaders and employees with pre-built content kits. These easy to use templates are customizable, helping you stand up custom learning fast.

Available with purchase of myTrailhead for Employees (Essentials, Group, Professional, Enterprise, Performance, Unlimited, and Developer editions)
In-App Walkthroughs

Create contextual multi-step in-app learning in your Lightning org so you can onboard and skill up your users faster. In-App Walkthroughs are a new feature of In-App Guidance licensed with myTrailhead, giving you more ways to deliver custom learning for your employees.
Trailhead GO Enhancements

Watch live and on-demand Trailhead Live videos from your iOS Trailhead GO app. Interact with experts and the Trailblazer Community for a connected classroom-like experience from your mobile device.

Learn More

Available with purchase of Trailhead

Business User
AWS Cloud Practitioner Trail

Learn in-demand AWS Cloud Practitioner skills for free on Trailhead. Earn resume-worthy credentials that showcase your knowledge of AWS Cloud.

Learn More

Available with purchase of Trailhead

Business User
Nonprofit

- Case Management
- Accounting Subledger
- Insights Platform Data Integrity
- Program Management Module
Case Management

With Case Management, service providers are now able to track clients, services, case plans, notes, incidents, assessments, and outcomes.

Available with purchase of Nonprofit Cloud Case Management SKU (Enterprise edition and higher)

Learn More  Watch Demo
Accounting Subledger prepares your fundraising information for your accounting system. It saves fundraising and finance significant budget and time on reconciliation tasks by connecting systems to ensure a single source of truth for revenue and payment data.

Available with purchase of Nonprofit Success Pack within Nonprofit Cloud (Enterprise edition and higher)
Insights Platform Data Integrity helps you to clean your data, making it accurate, complete, and reliable. All of your mailing addresses are converted to the USPS postal standard format, updated automatically by National Change of Address, and contacts are deduplicated for your entire list.

Learn More

Available with purchase of Nonprofit Success Pack within Nonprofit Cloud (Enterprise edition and higher)
Program Management Module

By adding new program management functionality into NPSP with Program Management Module, nonprofits have a standard framework to track any type of program, service, or client.

Learn More

Available with purchase of Nonprofit Success Pack within Nonprofit Cloud (Enterprise edition and higher)
Education

- Accounting Subledger
- Queue Management Enhancements
- Gift Entry Manager Enhancements
Accounting Subledger prepares your fundraising information for your accounting system. It saves fundraising and finance significant budget and time on reconciliation tasks by connecting systems to ensure a single source of truth for revenue and payment data.

Available with purchase of Education Cloud
Queue Management Enhancements

Student Self Check-In for walk-in appointments configures digital waiting rooms and kiosks for students to self register for a queue. Advisors and staff can verify students on the check-in queue with contact lookup and connect the case to a contact in Salesforce, saving time for students and staff.

Learn More

Available with purchase of Education Cloud
Gift Entry Manager Enhancements

A range of new capabilities help higher education fundraising teams to exceed their goals. Updates to Gift Entry Manager (GEM) provide gift processors new features to streamline the entry of gifts and pledges into the CRM in a way that is accurate, fast, and flexible.
Philanthropy

- Volunteering for Philanthropy Cloud on iOS
- Location-Based Search
- Volunteering Support for K-12 Schools
Volunteering is now supported in the Salesforce.org Philanthropy Cloud Mobile App on iOS. In addition to finding and donating to your favorite causes, you can now sign up for volunteering events and sync them with your mobile calendar.

Available with purchase of Philanthropy Cloud
Location-Based Search

Find volunteer opportunities near you

Available with purchase of Philanthropy Cloud
Volunteering Support for K-12 Schools

Volunteer to any K-12 school of your choice in the US & Canada, in addition to the existing 1.4 million causes in the platform.

Available with purchase of Philanthropy Cloud
Sustainability

- Einstein Analytics for Salesforce Sustainability Cloud
- Added Language Support
Einstein Analytics for Salesforce Sustainability Cloud

Get deeper insights into your organization's carbon footprint data with three new detailed Einstein Analytics dashboards.

Available with purchase of Sustainability Cloud (Enterprise edition and higher)
Added Language Support


Available with purchase of Sustainability Cloud (Enterprise edition and higher)
Success

- Community Cloud Jump Start
- Technical Account Manager for Government Cloud
- Trailblazer ID for Salesforce Help
Community Cloud Jump Start

Set up and install Customer and Partner Communities in 4 weeks or less with minimal resources and time needed from your team. Partner directly with Jump Start implementation experts.

Watch Demo

Available with purchase of Community Cloud
Technical Account Manager for Government Cloud

Oversee business critical issues including system disruptions, case escalations and critical incidents; enable change through Release Readiness and Planning; and improve platform performance with Product Expertise.

Watch Demo

Available with purchase of Government Cloud
Trailblazer ID for Salesforce Help

In addition to being able to log into Trailhead & the Trailblazer community with their Trailblazer ID, customers can now access Salesforce Help in the same way. Log into Salesforce Help using your Trailblazer.me profile to navigate seamlessly across multiple Salesforce orgs as you manage your Support needs.

Watch Demo