

The Salesforce logo, consisting of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

salesforce

A woman with blonde hair, wearing a white blazer, is holding a laptop and looking at the screen. She is standing in front of a blurred background of warm, bokeh lights, suggesting an indoor setting at night.

UNLEASH YOUR INNOVATION

WITH SALESFORCE APP CLOUD TECHNOLOGY
& SALESFORCE PARTNER PROGRAMME FOR ISVs

Build Your App Business Faster

Salesforce has been helping Independent Software Vendors (ISVs) to develop and grow their businesses for almost a decade, through the Salesforce Partner Programme for ISVs.

Partners benefit from far more than the power of our technology. With the AppExchange, the #1 business app marketplace, thousands of users consume apps – with over 3 million installs to date. Many have achieved high growth trajectories and a successful IPO, as partner revenues soared to almost a billion pounds – so far.

Our cloud platform for app businesses, backed up by our Salesforce partner programme, delivers value to individual developers, start-up businesses and large established brands as they develop new business and technology models for success.

One key to this success is our inclusive partner community that embraces ISVs, consulting partners, resellers and digital agencies to work and learn from each other, and benefit from a range of partner operations, marketing and development services.

Find out what the Salesforce Partner Programme for ISVs can do for you, your ideas, and your software business.

€1.2Bn
Partner revenues

“We have a great relationship with the Salesforce ISV team and feel like a true partner. People don’t realise how large Salesforce is, but the ISV team have been excellent in helping us to navigate the organisation, expedite what we’re trying to do and always point us in the right direction.”

Joan Mill, CEO, Novum Global Strategies

Leverage Innovation & Power

Salesforce ISV partners have re-imagined apps for every facet of business, including sales, marketing, IT, human resources, finance and beyond. These apps serve different industries, including education, healthcare, retail, media and many more, by building on the power of Salesforce App Cloud to design, develop and deliver applications that work.

Working with Salesforce delivers more than a powerful technology platform for your ideas. Salesforce delivers beneficial pricing for technology licenses and valuable development support for your go-to-market processes and marketing effectiveness.

When you develop your business app with Salesforce your customers will know that your technology footing is more than sound – it is based on the most secure, stable, powerful technology around, acknowledged by analysts and in use by millions of organisations.

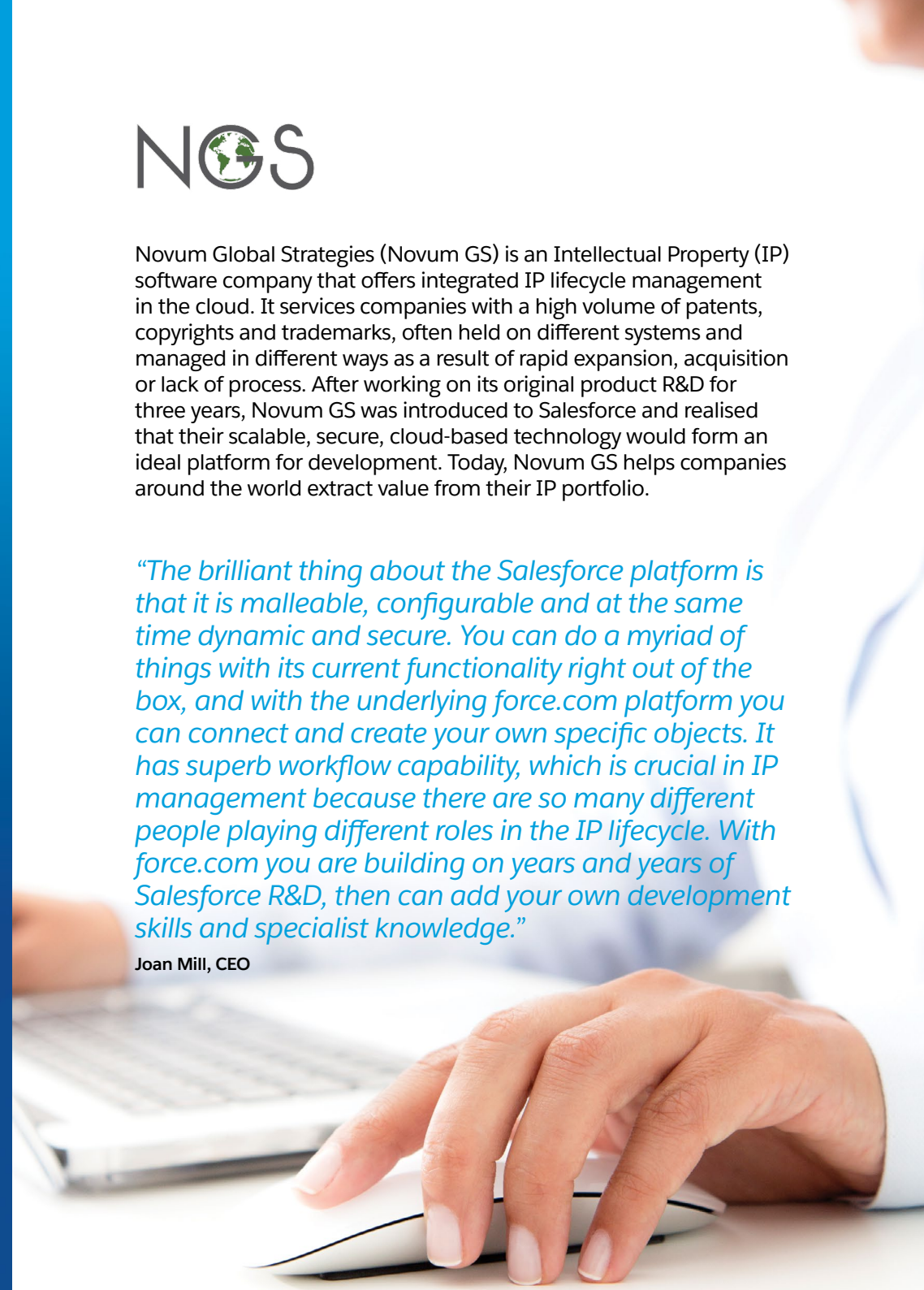
Salesforce is the
leader in the Gartner
Magic Quadrant
for Mobile Application
Development Platforms



Novum Global Strategies (Novum GS) is an Intellectual Property (IP) software company that offers integrated IP lifecycle management in the cloud. It services companies with a high volume of patents, copyrights and trademarks, often held on different systems and managed in different ways as a result of rapid expansion, acquisition or lack of process. After working on its original product R&D for three years, Novum GS was introduced to Salesforce and realised that their scalable, secure, cloud-based technology would form an ideal platform for development. Today, Novum GS helps companies around the world extract value from their IP portfolio.

“The brilliant thing about the Salesforce platform is that it is malleable, configurable and at the same time dynamic and secure. You can do a myriad of things with its current functionality right out of the box, and with the underlying force.com platform you can connect and create your own specific objects. It has superb workflow capability, which is crucial in IP management because there are so many different people playing different roles in the IP lifecycle. With force.com you are building on years and years of Salesforce R&D, then can add your own development skills and specialist knowledge.”

Joan Mill, CEO



Gain Speed & Scalability

In today's rapidly moving markets, getting to market fast is critical. Whether you want to disrupt a complacent market with a fresh idea that puts service and customers first, bring a fresh concept to life, or simply take a slice of a burgeoning software area, Salesforce App Cloud should be the first and only platform to consider.

Salesforce App Cloud is your one-stop shop for building, running, managing, and optimising apps using the same technology and expertise that fuels our success. Using the services included in the App Cloud – Force, Lightning, Heroku and Thunder – you can build any kind of app and connect it to all your systems, faster than ever.



HR2day was founded in 2010 with the aim of bringing a complete online fully integrated system for eHRM and payroll to market in the Netherlands. Today, the HR2day application integrates every essential HR process from onboarding to leave, sickness and performance management, expense reporting to empowerment – and it was the very first to incorporate payroll management with tax reporting on the Salesforce Platform. From the start, its founders embraced the Salesforce Platform because it brought them the power of the cloud, which meant they didn't need to build an infrastructure but could leverage on essential infrastructure they required. They were able to create a prototype fast in the Salesforce development environment, take the software to market rapidly, and continue to evolve it over time.

“With Salesforce we developed the application that we had envisioned. Thanks to the power of Salesforce we were able to speed up our delivery process – we developed it in no time. It helped us to quickly ramp up the business too. When we started selling into the marketplace, we could use the Salesforce brand strength and uniqueness to overcome hurdles of being too small. Just using the Salesforce name alone has helped to close deals.”

Andy Verstelle, CEO



Build Mobile Apps Fast

Salesforce App Cloud is accelerating the mobile app revolution by helping you build mobile apps fast. You can transform how you can build apps on Salesforce's own mobile app development platform. Build modern mobile apps with micro-services, templates and build packs – all powered by the leading Platform as a Service (PaaS) on the most secure and trusted cloud.

Developing your app will be a fast, smooth and seamless part of your development journey, that won't hold or trip you up as you go to market with a new product. If you develop for business, you can assure customers of a rapid and effective app development process to help them, to mobilise their business processes as needed.



ClickSoftware is a leading provider of automated mobile workforce management and service optimisation solutions, both for mobile and in-house resources. Today it supports over 15,400 customers around the world in a variety of industries, helping them to manage over 700,000 resources and field engineers. It has several apps on the AppExchange and is growing fast, with over 40% of annual recurring revenue coming from its Salesforce apps. It started its cloud journey four years ago, and sought a partner which not only delivered the technology platform but from which it could learn. Initially it developed ClickWorkforce, a hybrid application, but quickly moved on to developing native applications such as FieldExpert and ShiftExpert – recently named as a Hot Workplace App for 2015 by Deloitte Digital during an interview with CNBC.

“Salesforce has impacted our business because with this platform you can aim higher. It gives you not only the development tools but a way to define business flows and create specific functionality. The development cycle is very fast once you learn the platform, and its robustness dramatically reduces the number of defects and bugs you normally get during development. We see a very positive future for the partnership – we believe that we have not yet exploited its full potential, and that there is more to come.”

Udi Keidar, VP Cloud Services



Connect & Collaborate

When you work with Salesforce, you become part of an ecosystem of mutually supportive innovators and developers. Not only can every partner work with Salesforce experts and access their advice and expertise, everyone also operates in a single partner community.

Just as our ISV support team strives to collaborate and support each partner, we also encourage partners to engage in our Partner Community, using the power of social collaboration and mobile access to become part of a powerful and constantly learning community that shares many interests and challenges.

Many of our partners use AppExchange as a top distribution channel with joint go-to-market opportunities as part of our programme.

The most successful partners are those who grasp every opportunity that we offer and work as hard as we do to build a true partnership with Salesforce.



NewVoiceMedia developed its cloud solution, ContactWorld, to revolutionise the way that organisations connect with their customers globally, enabling them to sell more, serve better and grow faster. Five years ago it made the decision to focus its platform around Salesforce as Jonathan Gale, now CEO, foresaw that Salesforce would become central to the future of cloud CRM and contact centres. The company saw opportunity to enhance both its platform and market opportunity and it was the start of a truly symbiotic relationship. Together the companies offer a powerful contact centre technology offering – and went on to win some significant shared global brand customers.

“Together with Salesforce we can offer prospects technology that can replace perhaps 10 other vendors’ capabilities. The ISV relationship we have is fundamentally amazing, and it has inherent flexibility, otherwise it couldn’t accommodate companies like ourselves. Today we are part of both UK and EMEA Partner Advisory Groups, helping other companies learn how to work better together and get the maximum benefit from their Salesforce relationships.”

Jonathan Gale, CEO



Grow Your Business

Our ISV programme has been refreshed and extended to deliver even better support for ISV partners. It has a clarified structure, improved benefits and a commitment to transparency, in order to get further behind software companies that are emerging, growing and innovating with Salesforce.

Partner Contribution	ISV Tier
\$1m+	Platinum
\$200k – \$1m	Gold
\$30k – \$200k	Silver
<\$30k	Registered

Clear partner tiers

Registration is just the start. As you grow, you can rise through partner tiers moving from Silver to Gold – and ultimately, Platinum – based on partner contribution levels. At Silver level, you can benefit from a dedicated Partner Account Manager, new opportunities open up at Gold level, while our top-tier Platinum partners can expect even more exclusive support and marketing benefits.

Technology access

Force.com Developer Edition Org with Lightning, two free CRM licences, the AppExchange Store Builder and a development sandbox may be among the basic provisions, but are just the start of what our ISV partners receive. At registration, a range of new opportunities open up including Heroku and Desk.com for ISV partners.

Development support

All registered partners can expect a great developer welcome, including online product training, on-boarding

help and a pre-release roadmap review. Regular ‘Office Hours’ open forums and panel discussions give opportunities to learn and ask questions.

Marketing support

From the outset, you will benefit from our Salesforce Partner Community – the one-stop shop for information, education and collaboration with partners. Our weekly Partner Marketing Power Hour delivers insight and inspiration.

GTM support

As part of their go to market journey, all registered partners can access our App Academy programme training, attend our free monthly roadmap webinars and collaborate with Salesforce and other partners in our Partner Community. As you grow, a Partner Account Manager can help you with more aspects of GTM success.

Learn more about how Salesforce can help you succeed.



<https://partners.salesforce.com>



@partnerforce

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THE CUSTOMER SUCCESS PLATFORM