

**“The social  
revolution is a  
trust  
revolution”**



**Marc Benioff, Founder of Salesforce.com  
(September 19, 2012)**

# Our Mission: Cloud Computing Driver, Catalyst and Evangelist

Mainframe



1960s

Client/Server



1980s

Enterprise  
Cloud Computing

Today



**“For some time, businesses have been refining and optimizing their networks of suppliers and partners.**

**But something just as meaningful has been happening – the sudden convergence of the digital, social and mobile spheres – connecting customers, employees and partners in new ways to organizations and to each other.”**



**IBM 2012 study of 1709  
CEOs, General Managers and  
global business leaders**

# The Social Revolution

1960s

Mainframe  
Computing



x

1970s

Mini  
Computing



10x

1980s

Client Server  
Computing



100x

amazon.com

Google

1990s

Cloud  
Computing

1,000x

2000s

Mobile  
Computing



10,000x

2010s

Social  
Revolution

Linked in



yelp



Google

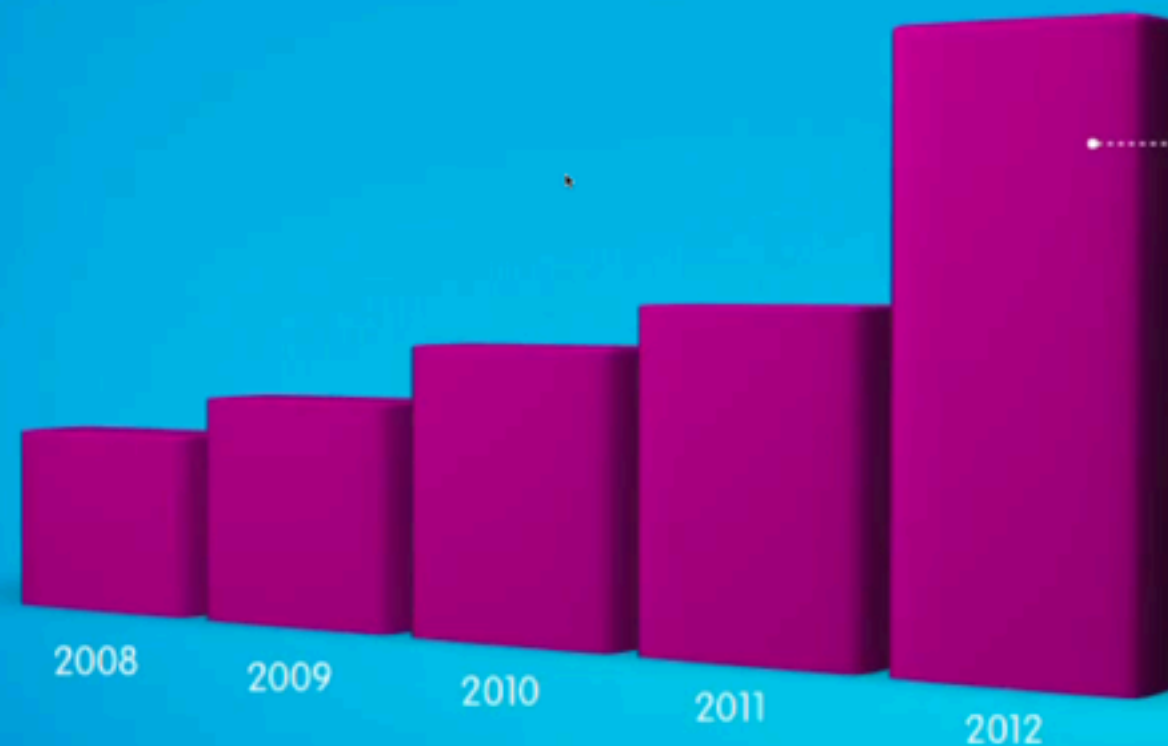
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facebook

100,000x

# Social Revolution: Business is Social

## Enterprise Adoption of Social Networking



70%

Companies Adopted Social

“\$1.3 Trillion in value can be unlocked through social technologies.”

McKinsey Global Institute

Source: 2012 McKinsey Global Institute Study: "The Social Economy"







**Dharmesh Shah**

@dharmesh



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"Social media is the new 800 number. Make sure you're answering those calls."

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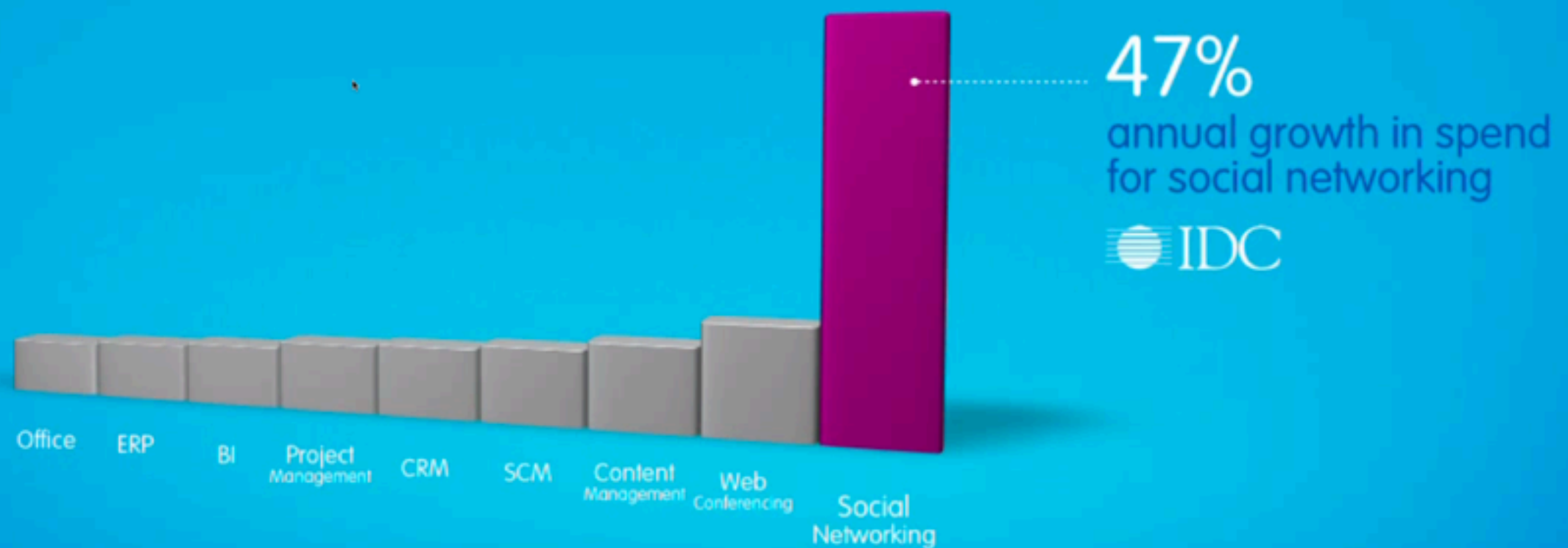
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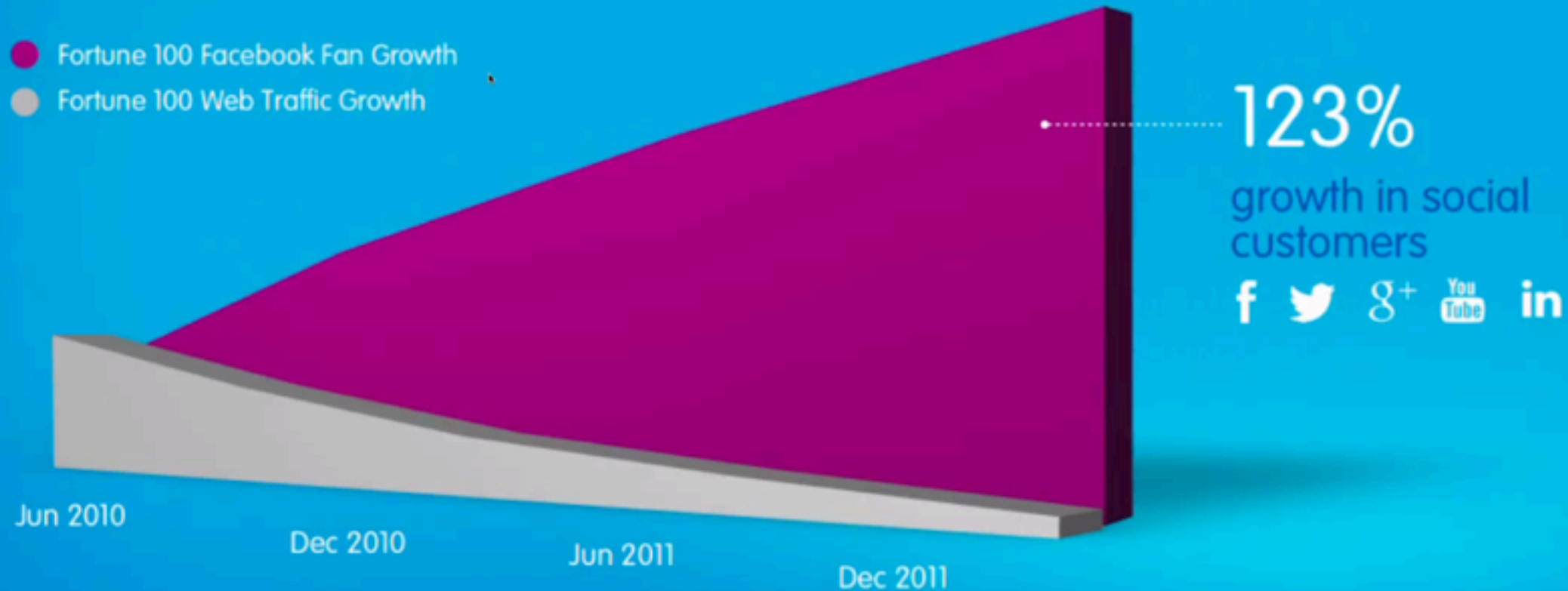
# Social Revolution: Higher Growth Investment than any IT Category



Source: 2012 IDC "Worldwide Collaborative Applications 2011-2015 Forecast"



# Social Revolution: Customers Flocking to Social Channels

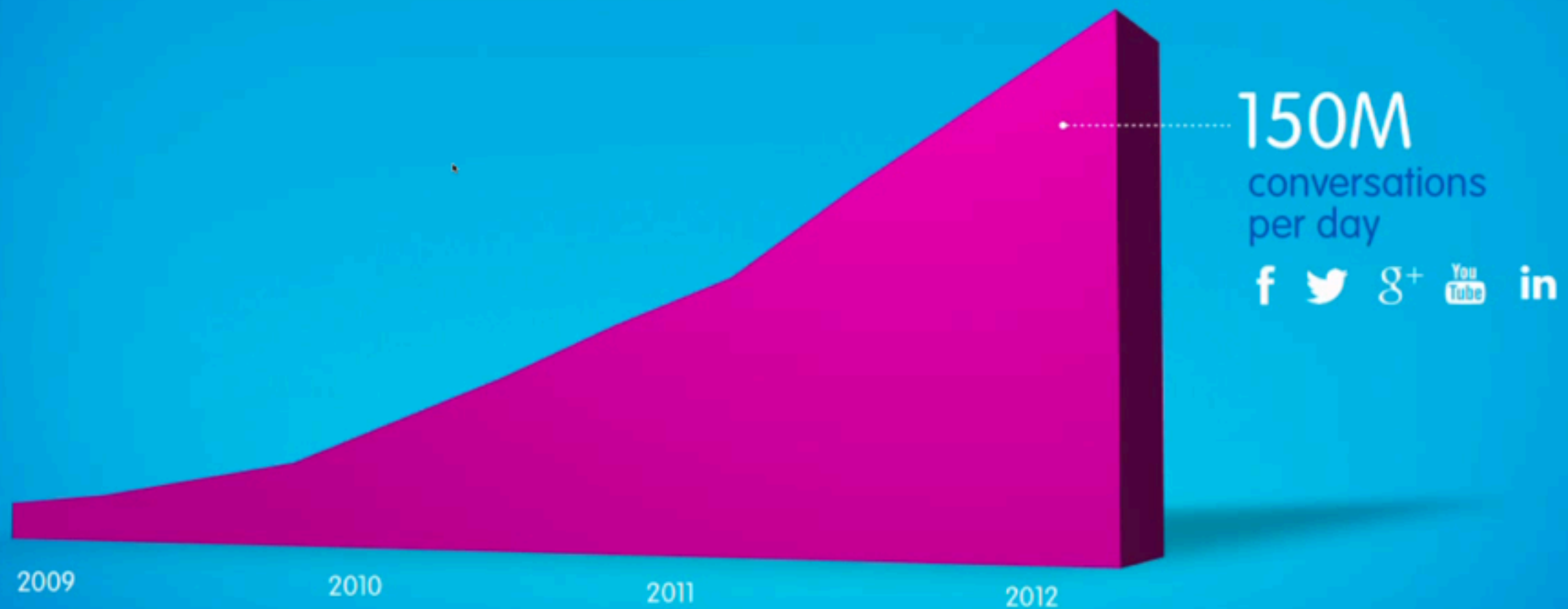


Source: Webtrends, "The Effects of Social Networks on the Mobile Web and Website Traffic"; Google Social Media Analysis Study





# Social Revolution: Customer Conversations Exploding

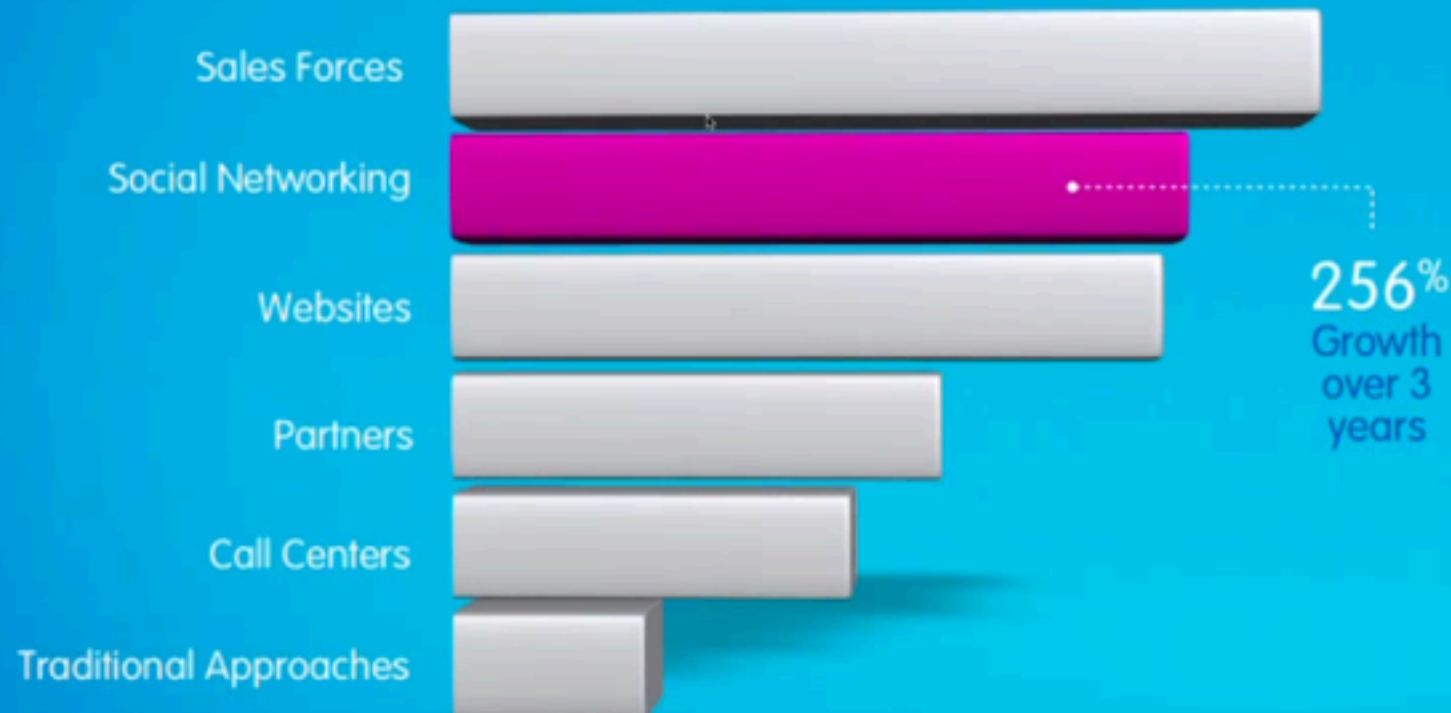


Sources: Twitter, Visible Technologies



# Social Revolution: For CEOs, Social at the Top

## Customer Connections



“CEOs believe social will become one of the top two ways to engage customers, mainly at the expense of traditional approaches.”

- IBM CEO Study 2012

Source: 2012 IBM Global Chief Executive Office Study



# Are You and Your Company Going through a Social Revolution?

Your Customers, Employees, and Partners Are Connected

What About to Your Company?

