

	<p>BEHIND THE CLOUD, by Mark Benioff How Salesforce.com went from Idea to Billion-Dollar Company and revolutionized an Industry</p>
<p>1. The Situation</p>	<p>Marc Benioff is the chairman and CEO of Salesforce.com (NYSE: CRM), which he co-founded in 1999. In the book 'Behind the cloud', Benioff takes us upon his journey in how Salesforce.com became the most innovative Enterprise software company in the world. He reveals his tactics on how Salesforce.com could overcome all the ups and downs over the last 10 years. If you play by his 111 playing rules and luck is on your side, success is guaranteed.</p>
<p>2. The Challenge</p>	<p>Benioff's mission was to make software as accessible and cheap as possible, without the customer unfriendly implementation, maintenance, licence structure and continuously time consuming updates. This all in an easy to use B2C webshop, like Amazon. The need for sugar was big and he knew just how to feed his customers; taking business applications into the cloud and make it a service (SaaS). He started a revolution into B2B Software. NO SOFTWARE was the motto and they screamed it out.</p>
<p>3. The Approach</p>	<p>By combining new business models, listening to criticism and offer a tailored, philanthropic, customized platform where customers are partners and employees your heart. He stayed true to a couple of mottos: 'Service is everything', 'Help your customers innovate and grow' and 'Offer them a place where they can be entrepreneurs on their own', 'Sharing is caring', Benioff firmly believes.</p>
<p>4. The Success</p>	<p>In less than a decade, Salesforce.com grew from a small startup in a rental apartment to the fastest growing software company in the world. It became leader of the cloud computing revolution and built a \$46-billion dollar industry.</p> <p>Critical Success Factors:</p> <ul style="list-style-type: none"> <i>a. Have the courage to pursue your innovation, before it is obvious to the market;</i> <i>b. Make every employee a key player on the marketing team and ensure everyone is on message;</i> <i>c. Make every customer and employee a member of your Sales team;</i> <i>d. Treat every customer the same and follow up with unsatisfied customers yourself;</i> <i>e. Be friends with the press and give them a story;</i> <i>f. Ask for solicit feedback and act on it;</i> <i>g. Customize;</i> <i>h. Think big;</i> <i>i. Think years ahead;</i> <i>j. V2MOM (Vision, Values, Methods, Obstacles, Measures) focus on your goals and align your organization.</i>