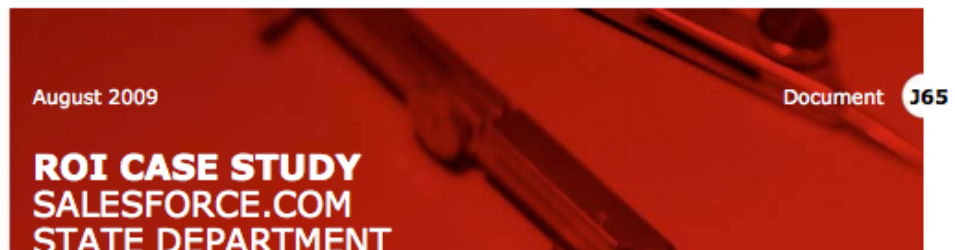
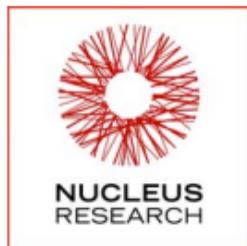


## Salesforce ROI Case Studies:



### THE BOTTOM LINE

The State Department's Nonproliferation and Disarmament Fund (NDF) used Salesforce.com's Force.com platform to create a custom application to provide program managers around the world with ready access to up-to-date budget information. This increased productivity while enabling NDF to better manage contractor costs.

**ROI: 216%**

**Payback: 8 months**

**Average annual benefit: \$1,625,066**



### THE BOTTOM LINE

Vetrazzo leveraged Salesforce.com's Force.com platform to build custom applications for inventory and order management, production planning, and forecasting, enabling it to rapidly grow and evolve its business while managing IT costs.

**ROI: 453%**

**Payback: 2 months**

**Average annual benefit: \$324,640**



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## ROI CASE STUDY SALESFORCE DATA.COM KELLY SERVICES

### THE BOTTOM LINE

Kelly Services deployed Salesforce Data.com to support a new telesales and direct marketing initiative targeting specific business segments and titles. Nucleus found the company was able to identify, qualify, and close new leads to drive net new profits of more than \$4 million.

ROI: **1347%**

Payback: **3 weeks**

Average annual benefit: **\$3,210,391**

## SALESFORCE DATA.COM ROI CASE STUDY: TABLEAU SOFTWARE

ROI Case Studies  
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### THE BOTTOM LINE

Nucleus Research examined Tableau Software's use of Salesforce Data.com to help the company quickly identify sales leads across regions and to manage its customer data within a single, centralized solution. Benefits included increased bookings through greater lead generation and increased productivity through more accurate sales data and more precise territory distributions.

ROI: 249%

Payback: 6 months

Average annual benefit: \$859,868

## ROI case study: ASCAP

ASCAP replaced Lotus Notes with the Salesforce Platform and increased revenues 40%. Find out how.