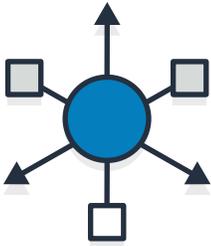


# Accelerate your digital transformation with Amazon Web Services and Salesforce



## Unified solutions from industry-leading companies

As the #1 CRM and the most adopted Cloud Platform, Salesforce and AWS offer cloud services with strategic integrations based on a foundation of security and simplicity. With innovations in AI, voice, productivity, and cloud training, we are your fastest path from idea to impact. A shared customer-obsession and pace of innovation means you can adopt complete, high-performance solutions to drive your digital transformation now, and continually benefit from leading features to create new value. Seamlessly integrate various AWS services with Salesforce applications to gain turnkey solutions across customer service, the Internet of Things (IoT), application development, productivity, business intelligence (BI) and analytics, and Alexa for Business. These unified solutions help you deliver more impactful customer engagements while minimizing the cost, time, and risk traditionally associated with adopting new technologies.

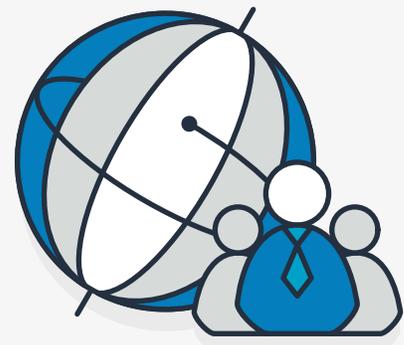


## Create smarter customer interactions

AWS and Salesforce help businesses simplify and expand how they capture, analyze, and act on customer data. By leveraging Alexa for Business, companies can build voice-enabled Salesforce experiences. Graphical interfaces and functionality delivered directly in your Salesforce applications make it easy for sales, marketing, and customer service to leverage these solutions without technical expertise. Therefore, you can build IoT logic or run BI queries using clicks, instead of code. In turn, users can seamlessly derive and share insights, and IT personnel are free to complete more critical tasks. With a more complete understanding of your customers, you can tailor interactions to drive more innovative and smarter engagements, boosting both productivity and customer satisfaction.

## Serving more customers internationally

Salesforce runs the vast majority of their cloud workloads on AWS, and Amazon relies upon Salesforce across various businesses to enhance customer relationships. The AWS Global Infrastructure is designed and built to deliver the most flexible, reliable, scalable, and secure cloud computing environment with the highest quality global network performance available today. Salesforce leverages AWS to offer customers the benefits of cloud, including higher availability, fault tolerance, and scalability than is possible with a single on-premises data center. Now, more customers around the world can drive their digital transformation with AWS and Salesforce.



### Drive new value from your customer data

AWS and Salesforce allow you to expand and simplify how you capture, analyze, and act on customer data. With this capability, you can seamlessly build a more complete understanding of your customers and empower your teams to deliver more personalized experiences. By better understanding your customers and how they use your products, you can also iterate to better meet their needs.

### Easily modernize your enterprise applications

Your users expect modern and intelligent applications, but updating your legacy portfolio can be complex, time-consuming, and disruptive. By providing seamless integrations between your cloud services and business applications, AWS and Salesforce make it quicker and easier to adopt complete, innovative solutions to modernize your suite of applications.



#### Provide world-class customer service

Rapidly setup and manage a comprehensive contact center and seamlessly connect it to CRM data across sales, commerce, marketing, and more with Amazon Connect and Salesforce Service Cloud.



#### Turn connected device data into engaging experiences

AWS IoT and Salesforce IoT enable you to securely connect your network of devices to your CRM and monetize your investment in IoT by contextualizing device data in real-time and triggering actions in your Salesforce applications based on specific events.



#### Streamline your app development process

Salesforce Heroku and AWS deliver an end-to-end development solution that allows you to focus on building engaging applications. Services such as AWS PrivateLink reduce infrastructure management while accelerating development efforts. Further, easy data integration across Salesforce and AWS allows teams to deliver personalized and context-aware applications.



#### Discover actionable insights fast

Empower your sales, marketing, and customer service users to seamlessly analyze comprehensive customer datasets to uncover insights that drive productivity and customer satisfaction with Salesforce Einstein Analytics and Amazon Redshift.



#### Build compelling voice-enabled experiences

Give developers the ability to easily build Alexa Skills through Trailhead. Use the latest technology in speech recognition and natural language understanding to come up with new and intuitive ways to interact with Salesforce using the Alexa Toolkit.

## Get Started

Learn more about the AWS and Salesforce service solutions by visiting:

[aws.amazon.com/featured-partners/Salesforce](https://aws.amazon.com/featured-partners/Salesforce) | [Salesforce.com/aws](https://Salesforce.com/aws)

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