# AND ACQUISITIONS



#### **REX LANGTON**

After another amazing Salesforce quarter with strong results for many in the ecosystem, there have been some key moves by Salesforce and it's partners that will see us ever more impressed by the tenacity of these trailblazing companies. Here are a couple that caught our eye this quarter.

#### WHAT SALESFORCE HAD TO SAY:

When Salesforce was founded in 1999, the company pioneered the 1-1-1 model of integrated corporate philanthropy, donating one percent of its equity, product and employee time to communities around the world.

'To date, Salesforce and Salesforce.org have provided technology for free or at a discount to more than 40,000 nonprofits and education institutions and donated more than \$260 million in grants.'

'Employees of both Salesforce and Salesforce.org have volunteered 3.8 million hours of their time in their communities,'

On an investor conference call, Salesforce said it would continue "to provide free and highly discounted software to nonprofits and education institutions around the world" while making the philanthropic-minded arm of its business an actual software vertical within the company.

Salesforce said it would add \$150 million to \$200 million in revenue to its books this fiscal year, but said the transaction's one-time, \$200 million non-cash charge reduced its adjusted-profit forecast by 20 cents a share for the year. "The impact on GAAP EPS is expected to be more significant than for non-GAAP EPS due to the additional stock-based compensation charges and the impact of other various non-cash items, including income tax adjustments."

### **REX SAYS:**

This could impact shareholder price and cause some disruption for NFP's as there may be some fear and wringing of hands of large multinational charities that the much discounted licence fees may increase. Culturally, there are some subtleties too as some in the know compare SFDO as Salesforce 5-10 years ago with its culture and considered approach. The charity and education sectors are different to the commercial .com business. However, Marc Benioff and co are so vehemently passionate about their philanthropic child that it is hard

to see this acquisition going sideways and the customer centric values will win out.

It clearly sends out the message that 'philanthropy is a culture' and therefore further embedding these principles into the core Salesforce offering can only enhance the good that Salesforce brings to its customers.

# MAPANYTHING NAVIGATES INTELLIGENT SALE TO **SALESFORCE**

April 2019 - Salesforce signed a definitive agreement to acquire MapAnything, a pioneer in location-based intelligence software built natively on the Salesforce Platform. MapAnything integrates mapbased visualization, asset tracking and route optimization to drive efficiency for field sales and service teams and deliver a better customer experience.

## WHAT SALESFORCE HAD TO SAY:

Customer experience is rapidly overtaking price as a key differentiator for brands. MapAnything empowers field sales and service employees to show up armed with the right context to effectively address customer needs, allowing them to provide value in every interaction.

With MapAnything, Salesforce will be uniquely positioned to extend the power of Sales Cloud and Service Cloud post-closing to deliver market-leading location-based intelligence solutions that improve field sales and service employee productivity to deliver customer success.

The addition of MapAnything to Salesforce will help the world's leading brands accurately plan:

- how many people they need
- where to put them
- how to make them as productive as possible
- how to track what's being done in real time
- what they can learn to improve going forward.

# WHAT MAPANYTHING HAD TO SAY:

John Stewart CEO of MapAnything said "Salesforce's pending acquisition of MapAnything comes at a critical time for brands. Customer Experience is rapidly overtaking price as the leading reason companies win in the market. Leading companies like MillerCoors, Michelin, Unilever, Synchrony Financial and Mohawk Industries have all seen how locationenabled field sales and service professionals can focus on the right activities against the right customers, improving their productivity, and allowing them to provide value in every interaction.

The Location market is expanding rapidly, and the addition of MapAnything to Salesforce will help the world's leading brands accurately plan: how many people they need, where to put them, how to make them as productive as possible, how to track what's being done in real time and what they can learn to improve going forward.

'Our customers, partners, and employees are at the core of everything we do here at MapAnything. We want to personally say thanks to everyone who's been part of our journey thus far. We would be nowhere without your support, feedback, and encouragement.'

In our 9+ years in existence, we've been a Salesforce SI Partner, an ISV Premier Partner, and a Salesforce Ventures portfolio company. We are very excited to start the next chapter in our journey once the deal closes, this time as part of the company we so respect and admire.

#### **REX SAYS:**

This geo-enabled field productivity solution is built on the Salesforce platform. Helping companies build location-based workflows connected to Sales & Service.

Having met John Stewart and many of his team over the years I can tell you they are an amazing group. Highly focussed on customer success and dedicated to their employees and the Salesforce ecosystem. This is a very smart move by Salesforce as it drives for greater growth in revenue and customer success. The MapAnything team will certainly bring quality, innovation and a seriously tight solution to the Salesforce stable.

You can see more about MapAnything at: https://mapanything.com/



