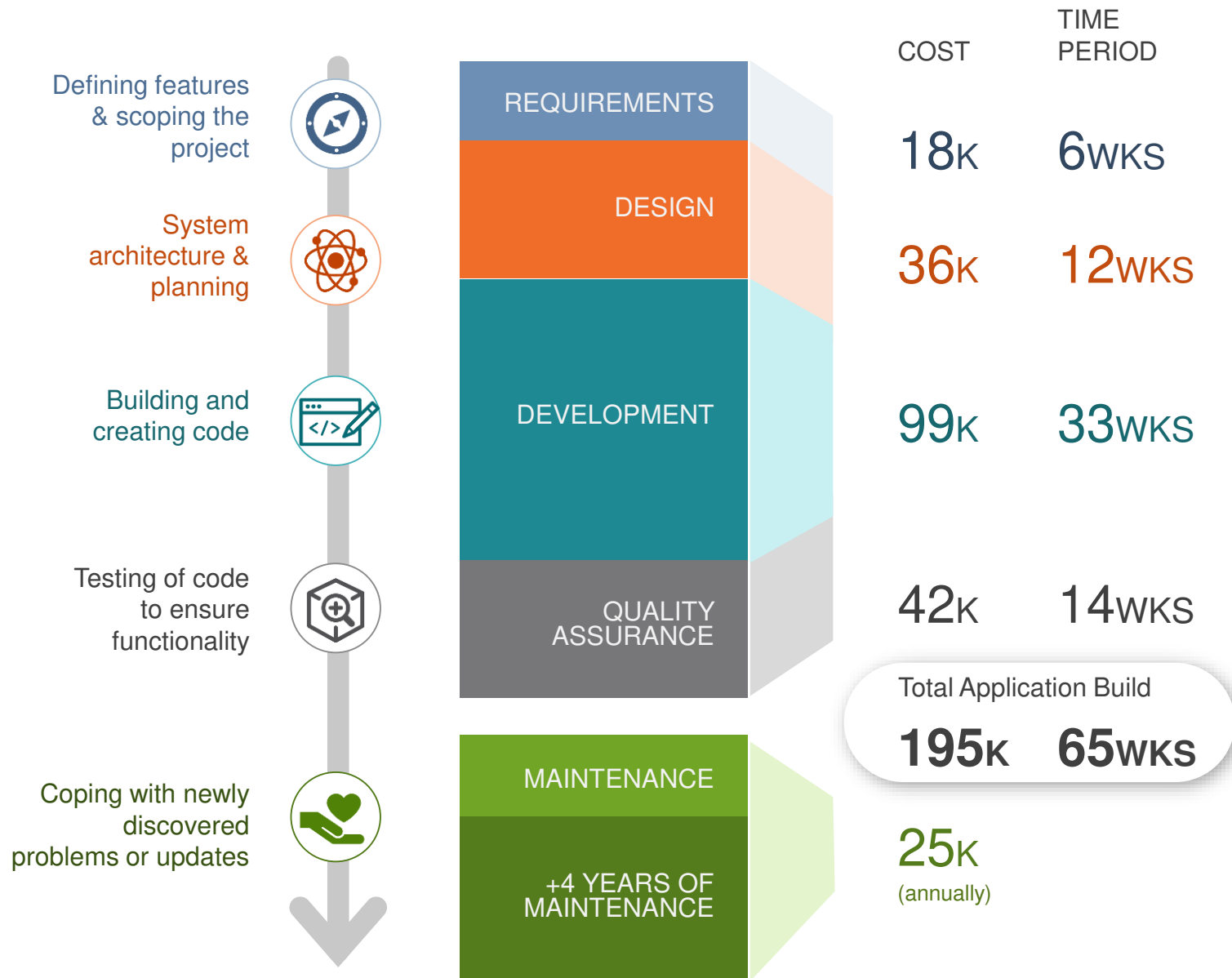


# COST OF BUILDING MARKETING ANALYTICS IN SALESFORCE



TOTAL LABOR HOURS

**65WKS**

COST TOTAL

**\$195k**

Delay in "Time to Value" of 12-18 months!



"Software purchased off the shelf cuts the cost and time to at least one-half, not including the maintenance required that eats **another 10% of the cost annually** (or after five years, more than half of the building cost!)"

Dan Appleman  
Author of *Advanced Apex Programming for Salesforce.com*