

# Cisco Spark for Salesforce®

Essential collaboration tools right inside your Salesforce environment.

Cisco Spark™ for Salesforce adds essential collaboration tools right inside your Salesforce environment. No more app switching to connect face-to-face, reach decisions with the team, or get answers fast. And getting started is simple. Prior Cisco Spark usage is not required, and administrators can enable the experience in just a few clicks.

## Benefits



Enhances sales and service activities with essential tools such as video calling and group messaging



Reduces tool and context switching through a seamless integration with the Salesforce user interface



Delivers immediate value without requiring prior Cisco Spark usage



Offers intuitive functionality that appears where you need it most



Deploys easily without requiring any development work

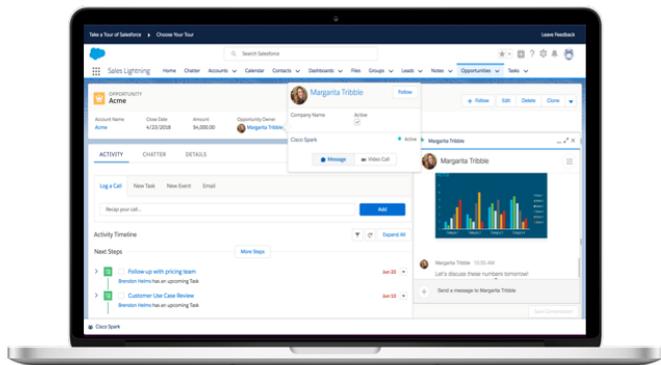


# Before exploring the benefits of Cisco Spark for Salesforce, let's cover the basics.



## How does Cisco Spark for Salesforce speed up decision making and improve productivity?

Salesforce is a single pane of glass for most of your sales and service workflows. By adding collaboration tools, you can now work faster and more effectively in one place. For example: Have a face-to-face call with an account owner “that moment you realize” how to win the business. Get everyone on the team to sign off quickly on an urgent contract in a group messaging space. Or save a discussion about how a new customer billing process works so you get it right the first time.



## What are its most important tools and capabilities?

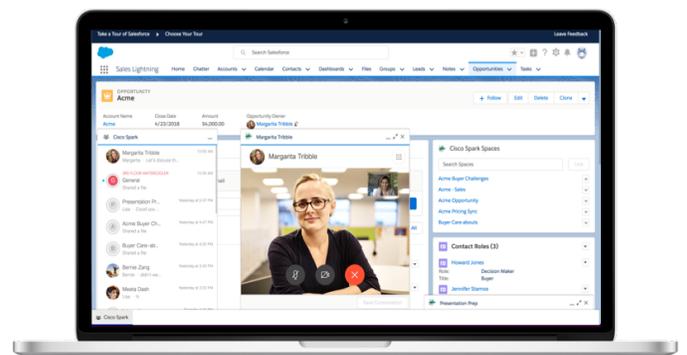
The experience offers:

- Simplify outreach with messaging, video calling, and user status integrated with contact cards
- Create and link group workspaces within Salesforce records to enhance productivity
- Use highly secure messaging that supports file attachments, read receipts, @mentions, and deleting
- Save snippets of exchanged messages to Salesforce records for later review
- Instantly invite people outside your company

## Does it require any special setup?

Administrators can enable the Cisco Spark for Salesforce experience rapidly with no need for development resources – making their lives easy. Users don't need to deal with downloads, plug-ins, or learning curves. And functionality appears where you need it most:

- Just hover over another Salesforce user to send a message or start a video call
- Have multiple Cisco Spark windows open at once that persist as you move around the Salesforce interface
- Customize the placement of group messaging spaces within records for a consistent user experience
- Pull up a list of all your recent Cisco Spark activity from the Utility Bar



## What do I need to get started with Cisco Spark for Salesforce?

Cisco Spark for Salesforce is a free, off-the-shelf integration that is easily enabled by administrators of Salesforce Lightning users. Features run on Mozilla Firefox or Google Chrome browsers.

## The following examples show how Cisco Spark for Salesforce can help users do their jobs better.



### For groups: Align teamwork with important Salesforce activities

Anyone associated with a Salesforce record can create and link Cisco Spark workspaces within the record, generating a place for team members to ask questions, share related files, and come together in real-time with a face-to-face call.



### For everyone: Get more done from a single place

Cisco Spark for Salesforce gives you the power to interact with everyone who uses Cisco Spark. So you can get more of your work done with any of your colleagues and stakeholders from a single place.



### For individuals: Improve how you get up to speed on a new opportunity

There's no need to send an email or find time to connect to get important information about a new customer opportunity. You can explore associated Cisco Spark spaces to review what the group has been saying or initiate a message or video call with an account owner to get questions answered quickly.

## Call to Action

Salesforce administrators can enable the Cisco Spark for Salesforce experience in a few simple steps. And you can start using Cisco Spark today for free. For more information visit [www.cisco.com/go/salesforce](http://www.cisco.com/go/salesforce).