



Salesforce on Alibaba Cloud

Overview & Initial Features Data Sheet

In December 2023, [Salesforce delivered Sales and Service Cloud alongside the power of the Salesforce Platform to mainland China](#). This document introduces Salesforce's China product strategy and outlines the set of features targeted for availability in the initial release.

Opportunity in China



Many of the world's leading companies are deeply engaged with the China market. [According to China's National Bureau of Statistics \(NBS\)](#), total retail sales of consumer goods in 2021 hit \$5.8 trillion USD. Among that, [\\$2.1 Trillion USD came from eCommerce](#), making China the world's largest online retail market in the world for the 8th year in a row.

And China isn't only a top revenue-driver for consumer-facing brands, it's a key market for B2B companies as well. In 2020, [China's B2B ecommerce market](#) reached \$4.1 trillion USD, nearly double the size of online consumer goods sales.

Against this backdrop, it's easy to understand the importance that this region presents to companies all over the world. Brands are constantly striving for innovation in this dynamic and fast-changing market. However, taking advantage of this opportunity is not without its own unique and specific set of challenges. In order to help companies deliver their Customer 360 to China, Salesforce has partnered with Alibaba Cloud, the digital technology and intelligence backbone of the Alibaba Group.



Challenges Specific to China

While the opportunity of the China market is substantial, there are a unique set of regulatory and technical challenges that businesses face when operating in China including:

Regulatory

The regulatory environment in China, with respect to data sovereignty, is dynamic and continuously evolving. Regulatory frameworks such as the Cybersecurity Law (CSL), Personal Information Protection Law (PIPL), and Data Security Law (DSL) place significant restrictions on how Chinese citizen data should be handled and the consent dynamics needed in order to be able to process or store that information outside of China. As such, many companies opt to store consumer data locally and deploy their infrastructure within mainland China to ensure compliance with these regulations.

Unique Market Dynamics



The ways in which businesses engage with customers in China are fundamentally different. The Chinese 'Super Apps', apps that wrap multiple separate functions into a single experience, have changed the way that brands interact with their customers. These platforms, such as WeChat and Douyin for example, enable unique shopping and engagement experiences through leveraging real-time one-to-one communication for both marketers and service agents alike.

Performance

China has unique network challenges as cross-region access can significantly impair round trip response times. Customers expect fast performance of applications and services, therefore companies should consider the best ways to mitigate this and ensure the very best experiences for their customers in China.





The Salesforce China 360 Vision

To help customers address these challenges, Salesforce is bringing a localized version of the Customer 360 to mainland China in partnership with Alibaba Cloud, China's leading Cloud Computing ecosystem. Alibaba Cloud's advanced, secure infrastructure and intimate knowledge of this ecosystem empower brands to confidently onboard their services in mainland China knowing they'll have a service that can meet the local market needs. In addition, Salesforce is working closely with Alibaba Cloud to support specific offerings that align closely with these market needs. For example, Salesforce will leverage Alibaba Cloud's powerful and proven technologies to optimize or complement the entire Alibaba Cloud-based Salesforce product line.

Salesforce on Alibaba Cloud Core CRM













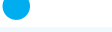


















In December 2023, [Salesforce delivered Sales and Service Cloud alongside the power of the Salesforce Platform to mainland China](#), which is now generally available (GA). Running locally on Alibaba Cloud infrastructure, brands will be able to leverage the World's #1 CRM as the backbone of their China Customer 360 strategy. With these products available, customers operating in mainland China can leverage a full suite of automation and workflow tools supporting their Sales and Service processes.

Connected Experiences Gateway

The customer engagement landscape in China is materially different enough that Salesforce has invested in creating Connected Experiences Gateway (CXG), a separate set of services and integrations designed specifically for China, which are generally available today. It includes Social Commerce, a headless commerce product designed to support storefronts on key local channels. It also includes Social Integration that integrates CRM with local apps. By extending the power of Salesforce on Alibaba Cloud, Connected Experiences Gateway forms an invaluable part of a brand's China Customer 360 strategy, allowing a full and integrated connection across various touch points from engagement and commerce to sales and service.



Feature		Salesforce on Alibaba Cloud V1
Advanced Reporting Features	● ●	✓
AppExchange App Integration	● ● ●	Future
Asset Management and Product Tracking	●	✓
Calendar All	●	✓
Campaign Influence	●	✓
Campaign Management	●	✓
Case Auto-Assignment	●	✓
Case Email Auto-Response	●	✓
Case Escalation Rules and Queues	●	✓
Case Management	● ● ●	✓
Case Milestone Tracker	●	✓
Chatter	● ● ●	✓
Collaborative Forecasting	●	✓
Contracts	●	✓
CTI Integration	●	✓
Custom Measure Forecast	●	✓
Custom Objects	● ●	✓
Custom Opportunity Fields in Forecasting	●	✓
Custom Profiles and Page Layouts	● ● ●	✓
Customer Portal	●	Modified for China
Customisable Reports and Dashboards	● ●	✓
Customisable Sales Processes	●	✓
Data Storage per User	● ● ●	✓
Developer Pro Sandbox	● ● ●	✓
Developer Sandbox	● ● ●	✓
Duplicate Blocking	●	Future
Email Templates	● ● ●	✓
Enterprise Territory Management	●	✓
Field Service Contractor Management	●	Future
Field Service Dispatch	●	Future
Field Service Technician	●	Future
File Storage per User	● ● ●	✓
Forecasting Mobile App	●	Future
Full Sandbox	● ● ●	✓
Help Centre	●	Modified for China
Knowledge Base (Read Only)	● ●	✓
Knowledge Base (Read/Write)	●	✓
Lead Assignment and routing	●	✓
Lead Management	●	✓
Lead Scoring	●	✓
Lead-Contact Account Management	● ●	✓

Feature		Salesforce on Alibaba Cloud V1
Lightning App Builder		✓
Live Message		Future
Mass Email		Future
Offline Access		Future
Omni-Channel Routing (Basic)		Future
Omni-Channel Supervisor		Future
Opportunity Splits		✓
Opportunity Tracking		✓
Orders		✓
Orders Management		Modified for China
Partial Copy Sandbox		✓
Person Accounts		✓
Pipeline Inspection		Future
Process Builder (Processes per org)		✓
Products and Pricebooks		✓
Quotes		✓
Record Types (per Object)		✓
Roles and Permissions		✓
Sales Console App		✓
Sales Insights		Future
Sales Teams		✓
Salesforce Files		✓
Salesforce Identity		✓
Salesforce Mobile App		Future
Service Analytics App		Future
Service Community		Modified for China
Service Console App(s)		✓
Service Contracts and Entitlements		✓
Snap-Ins for Live Agent Chat		Future
Snap-ins for Live Video Chat		Future
Social Customer Service Pro		Modified for China
Social Customer Service Starter Pack		Modified for China
Task Management, Activity Feed		✓
Topics and Recommendations		✓
Unlimited Custom Applications		✓
Web and Email Case Capture		✓
Web Services API		✓
Web to Lead Capture		✓
Work Order Management		✓
Work Queue		✓
Workflow and Approval Automation		✓

***Modified for China:** Salesforce is developing China-specific solutions to better align with the unique customer requirements of operating in mainland China.



About Salesforce

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com/.

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