

Our Vision 2020+: Unified Digital Experience Platform & Tools

Declarative Building Tools (Clicks not Code)

“Out of the box” Templates & Components

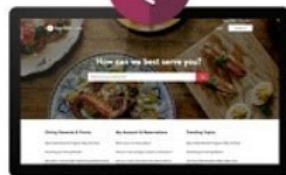
Personalization

Content Management



Integrated Analytics

Self-Service



PRM



External Apps



B2B Commerce



B2C Commerce



Unified Digital Experience Platform

Experience Builder & Page Designer

CMS for Salesforce

Experience

Logic & Intelligence



Lightning Services



Commerce Cloud Services



Marketing Cloud Services



Einstein Platform Services

Platform

Unified “Core” Platform (Scale + Performance)

Integration

Mulesoft & Salesforce 360