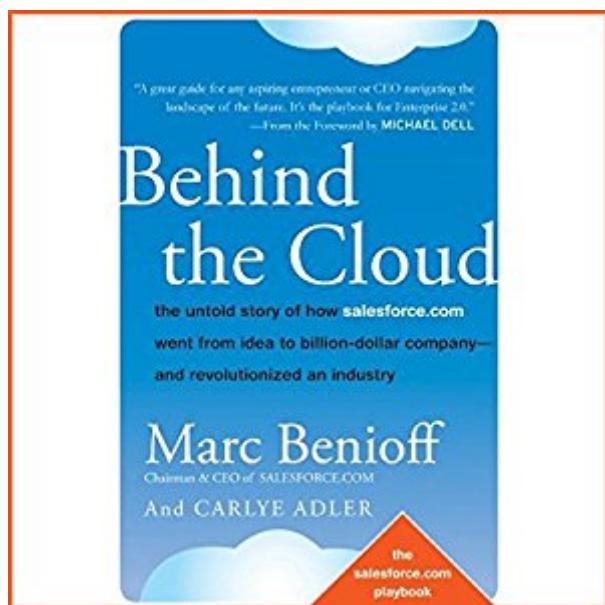


The book was found

Behind The Cloud: The Untold Story Of How Salesforce.com Went From Idea To Billion-Dollar Company And Revolutionized An Industry



Synopsis

How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In Behind the Cloud, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

Book Information

Audible Audio Edition

Listening Length: 7 hours and 59 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: November 9, 2009

Whispersync for Voice: Ready

Language: English

ASIN: B002W8RUE2

Best Sellers Rank: #125 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #199 in Books > Business & Money > Processes & Infrastructure > E-Commerce #201 in Books > Business & Money > Biography & History > Company Profiles

Customer Reviews

Marc Benioff's Behind the Cloud is a quick, interesting and informative reading about Benioff's experience, personal philosophy and a personal memoir about the formative years of [...]. This book is not a book about cloud computing, how it works, what is important to get right, how to move your company into the cloud. So you are warned. The book is a cross between a business success story, personal basking in success and a playbook for creating new companies. The book is a piece of corporate self promotion, but it goes beyond boosterism for the company and its offering to provide some real advice and insight. It is an example of the 'different way' sales and marketing that [...] has

become known for. Benioff covers all of the major areas associated with setting up and leading a company. This gives the book a comprehensive nature normally not found in a piece of corporate marketing. This difference makes the book recommended, not as a book about Cloud Computing, but as a look into the mind of a business leader and innovator. The book is organized around 111 'plays' representing concepts and ideas behind starting a business in general and [...] in particular. These 'plays' are organized into parts covering strategy, marketing, events, sales, technology, philanthropy, globalization, finance and leadership. So recommended reading for people who want to know more about Benioff and [...] and recognize the hyperbole that is in the book. Not recommended if you want to understand how the cloud works.

Highly recommended! An entrepreneur's journey from idea inception, to leaving their full-time job, to launching their own company is often not adequately written about. Everyone loves to write about the success of unicorns, but not the pains along the way. What I love about this book is that Benioff goes into detail on his successes and failures, broken up into different groups within the company (i.e., marketing, sales, etc). This book offers extremely valuable insight on both the birth of an industry and the growth of a company. I really wish more people would read this!

SaaS. Software as a Service. This comes as an disruptive technology when the enterprises were spending megabucks on software to roll out to maximize their efficiency. The initial software licenses and the hardware, in order to host the solution, was compounded by the efforts spent in adapting the software to the specific needs of the buyer. At a time like this, Marc Benioff was bold enough to pursue his vision of "No Software". Technically incorrect, the idea was to host the application and provide access to enterprises to use the hosted application to remove the hardware costs from the equation. If this was not enough, they were going to charge the customer a monthly subscription fees similar to a pay-as-you-go mode. We all know how the vision turned out. I am talking about the company founded by Marc Benioff. salesforce.com. But do we know what were driving factors and deciding events behind the success story of salesforce.com. This is what the author and founder of salesforce.com, Marc Benioff, tells in this book. With a dream to change the world and limited resources, salesforce.com innovated to become a market pioneer and also leader. Humble beginning with respect to resources (both manpower and capital), they set out for a David-versus-Goliath battle against Siebel. Instead of building ground up, they capitulated on the successful and time-proven technologies available. When it comes to attract attention to their product, they came out with out-of-box ideas. All these are interesting and also inspiring to

read. Starting from basics and turning successful was just one of the hurdles. But when salesforce.com became successful, the company as a whole has to adapt without changing their core values. Sometimes after defeating Goliath, David turns into Goliath. Instead of transforming into the undesirable giant, salesforce.com assimilates some of the good characteristics of Goliath as part of the adaptation process. When salesforce.com files for IPO, there are other challenges they face. They create a new market which did not exist before. Being the first means there are no written set of rules. This is the most interesting part of the book and makes it a must read for any budding entrepreneur. Disruptive technologies also has lot of challenges in addition to creating and capturing the market. This book is recommended for two types of people. The first type are entrepreneurs (even if you are already one or you hope to be one in the future) and the second type are people associated with information industry. For the first type, there are a lot of lessons to be learnt from Marc Benioff's experience while for the second type, it is a history lesson.

Great book - especially the first few chapters. Those are useful for everyone thinking about business. It starts getting less relevant later on - talking about how to start your own charitable component of your company. In those chapters, it only becomes relevant for people starting their own company.

Excellent and well written historical journey from predictable hardware to the endless potential of Cloud Computing. Marc Benioff certainly deserves credit for having the foresight to see the future needs of American industry and the patience and strength to bring the concept of replacing the massive (physical and budget) data center investments to a reasonable subscription Cloud service that is always current and 99.999% reliable.

Full disclosure - I am currently heading up a SaaS Startup that leverages the Salesforce.com platform. That being said, I gave *Behind the Cloud* a 5 star rating because: I enjoyed its readability - no dense MBA speak just plain English and plenty of examples! I liked the short chapter structure - it allows you to pick it up and put it down when you need to - taking lessons when you have the time. I read most of it either on my commute or exercise bike. I was particularly struck by the Philanthropy chapter - my cofounder and I liked the 1-1-1 model (1% of your employees time for volunteering, 1% of your product/licenses for not-for-profits, and 1% of your revenue/stock for philanthropy) that we have adopted it ourselves and are already negotiating our first philanthropic licensing agreement. *Behind the Cloud* has a classic mix of inspiration and motivation as well as plenty of

examples both of success and failures. A must read for any SaaS entrepreneurs

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