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Dan Bognar,
Executive Vice President Solution Engineering APAC
and International for Salesforce.

Sydney an important city

According to Bognar, Sydney is one of the company's most important cities worldwide due to the strong appetite for CRM software in Australia.

The company's customers include many market leaders, such as Cochlear, Lendlease, National Australia Bank, Qantas and Telstra. It has also achieved growing success with government customers, including the NSW Government, which uses Salesforce's solutions extensively to streamline and improve its interactions with the state's millions of residents.

The Australian market for CRM software is expected to rise from about US\$3 billion in 2018 to US\$4.8 billion in 2021. This is supercharging Salesforce's growth in Australia and across its Japan and Asia Pacific (JAPAC) financial reporting region.

"We continue to be a fast growth region for the company, we had a growth rate here in JAPAC of 28% in our last full fiscal year," says Bognar.

"We look at the Australian market as being a highly educated market, a multicultural market and also multilingual. We see it very much as integral to our growth in the APAC region."

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The image shows a laptop screen displaying the Salesforce website. The page features a navigation bar with the Salesforce logo, a search bar, and contact information. The main headline reads "Help your business grow with the world's #1 CRM." Below this is a large graphic showing a Salesforce dashboard with various charts and data points, set against a background of a city skyline and the Sydney Opera House. Two buttons, "SEE SALESFORCE IN ACTION" and "TRY FOR FREE", are positioned below the graphic. At the bottom of the page, there is a blue section with the text "The Customer Relationship Management platform for sales, service and more." and several award logos from IDC, Fortune, and Forbes.

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Help your business grow with the world's #1 CRM.

SEE SALESFORCE IN ACTION TRY FOR FREE

The Customer Relationship Management platform for sales, service and more.

Imagine creating more leads, closing more deals and keeping them coming back for more. Salesforce makes it easy to manage all of your customer information and interactions on a single platform that's always accessible – from anywhere. With your information in one place, you're ready to transform your customer's experience. That's why we call it the customer success platform.

#1 CRM FOR FIVE CONSECUTIVE YEARS IDC 2013-2018
 WORLD'S MOST ADAMED COMPANIES FORTUNE 2013-2018
 MOST INNOVATIVE COMPANIES IN THE WORLD Forbes 2018

MacBook Air

Salesforce: creating jobs, investing in the startup ecosystem and contributing to NSW and Australia

In addition to finding NSW a fertile market for its products, Salesforce is a valuable contributor to the state's economy and community.

Research firm IDC has estimated that for every dollar the company makes in Australia, a further A\$5.30 is generated by other businesses in the Salesforce 'ecosystem'. That includes services firms that help organisations implement Salesforce's software and the benefits derived from organisations improving their sales and service capabilities. By 2022, IDC predicts Salesforce and its ecosystem of partners and customers will create 79,000 direct and indirect jobs in the country.

Salesforce was also rated Australia's best place to work in 2018. This reflects its unique culture and employment conditions as well as the popularity of the country among its people.

"Our employees are exceptionally engaged and exceptionally happy," says Bognar. "I would say we have a very good lifestyle. There's no shortage of people putting their hands up to work in Australia."

Salesforce is also discovering high-quality software startups in Australia, investing in companies including Arxxus, Autopilot, Bugcrowd, Squire Peg, Practifi and SocialSuite through its **Salesforce Ventures US\$50 million Australia Trailblazer Fund**. Announced in March 2019, this new fund is all about investing in innovation and aimed at empowering Australian startups in the Salesforce ecosystem.

"We tend to find that this market is a couple of years ahead of other parts of the world," Bognar comments. "It's also the sort of market where we do see a lot of innovation and a lot of disruption occurring, so it's a really interesting opportunity for us."

Salesforce's Australian operation has delivered on the company's global policy to donate 1% of its revenue, equity and people's time to community causes. In 2018, Salesforce Australia staff members donated more than 36,000 hours of their time to help community organisations. The company has also given over A\$885,000 in grants to non-profit groups, and it donates its software to more than 1,700 community organisations including Starlight Children's Foundation, Vision Australia and Foodbank Australia.

