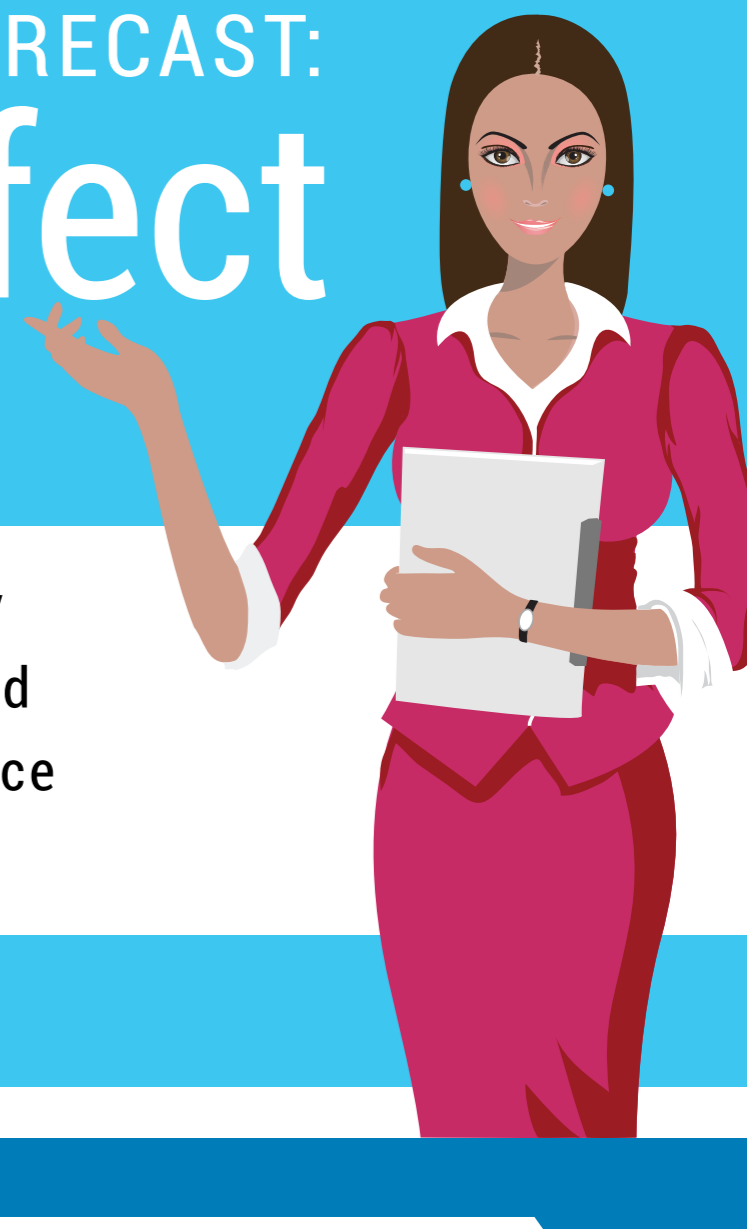




THE SALESFORCE ADMIN FORECAST: Picture Perfect

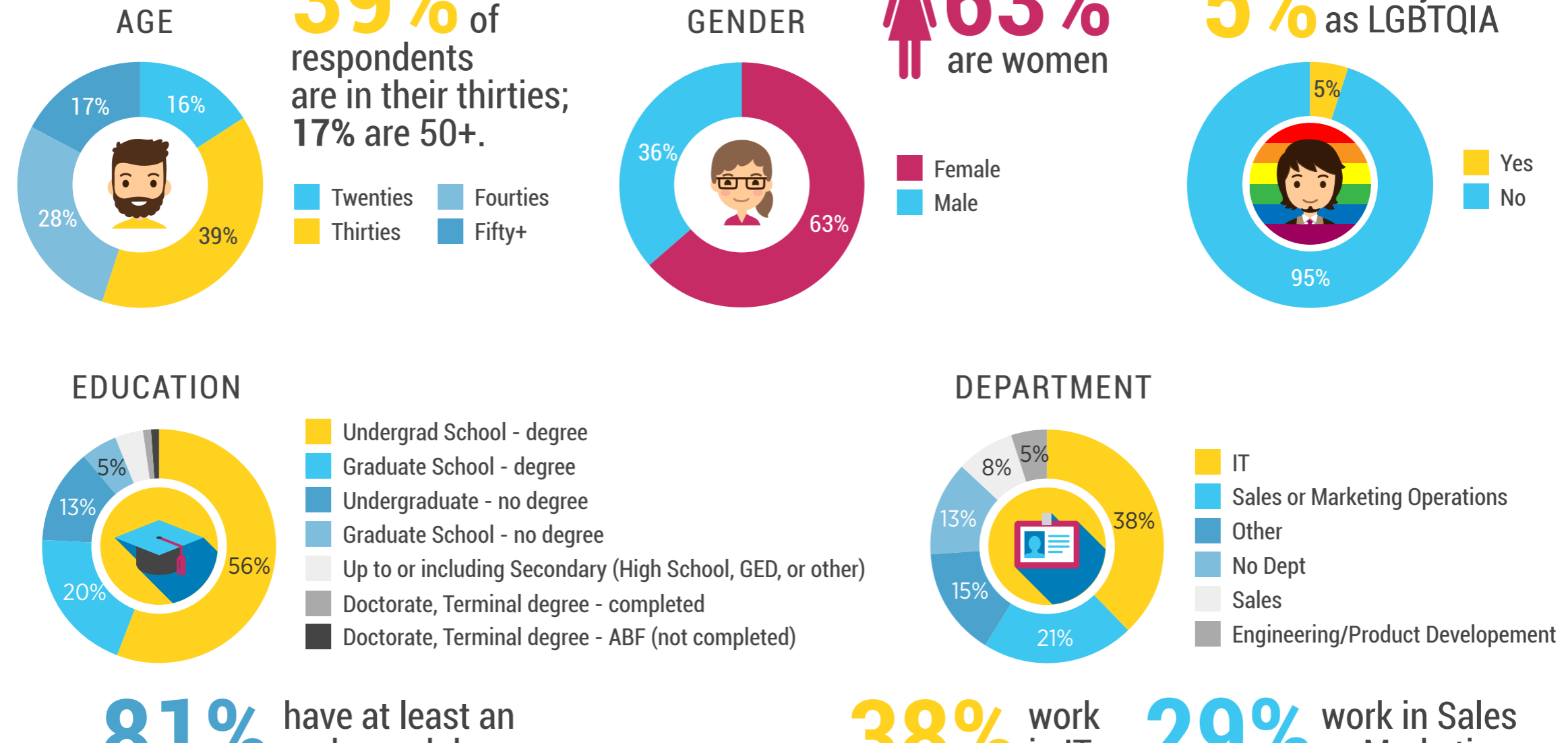


What's on the horizon for Salesforce admins? If the past year is any indication, the outlook is bright. Take a look at the data from our 3rd Annual "State of the Salesforce Admin" Survey of over 500 Salesforce admins and developers for signs of what's to come.

CURRENT CONDITIONS

MULTIPLE FACTORS DRIVING TOWARDS A FANTASTIC OUTLOOK!

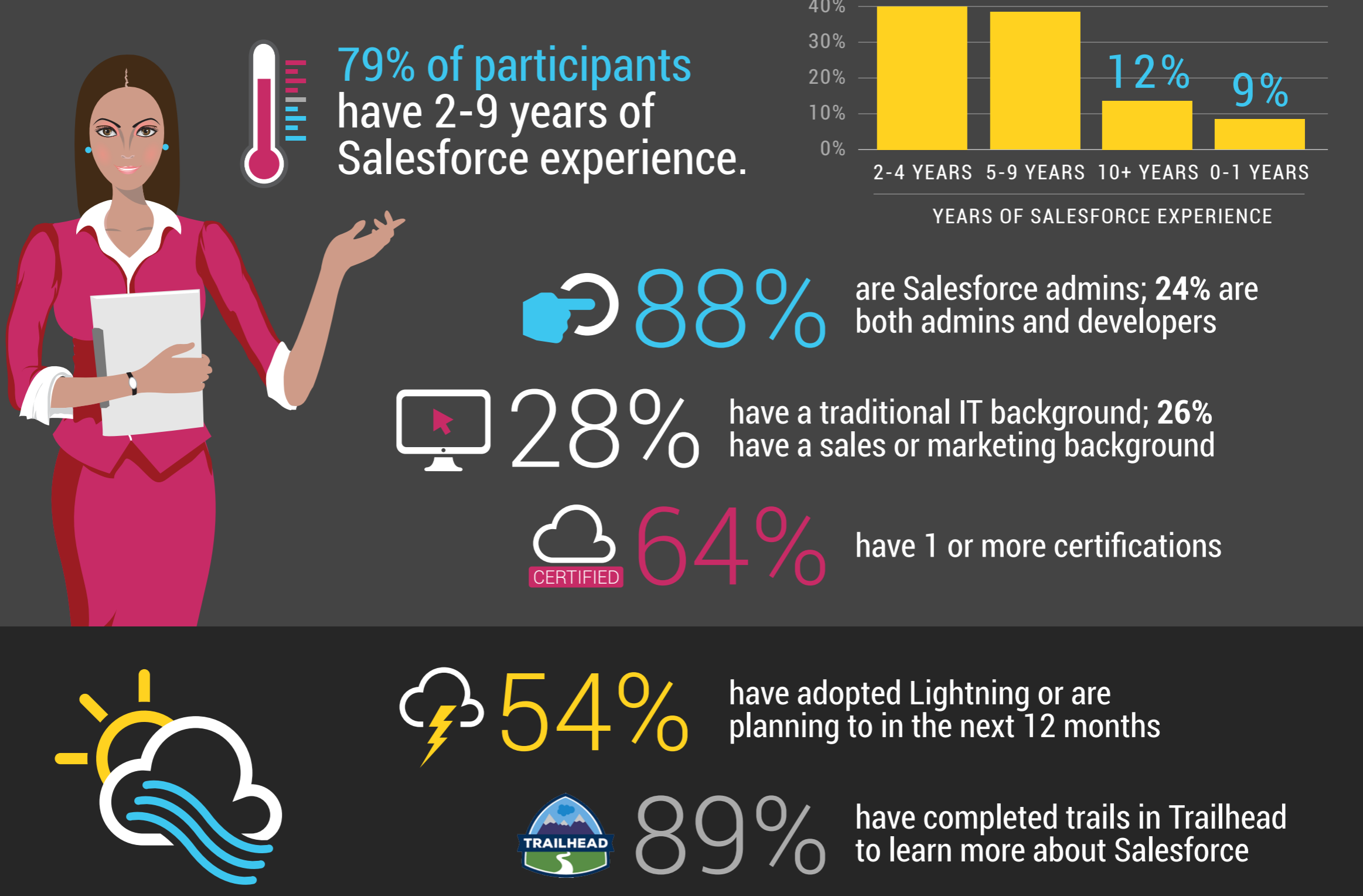
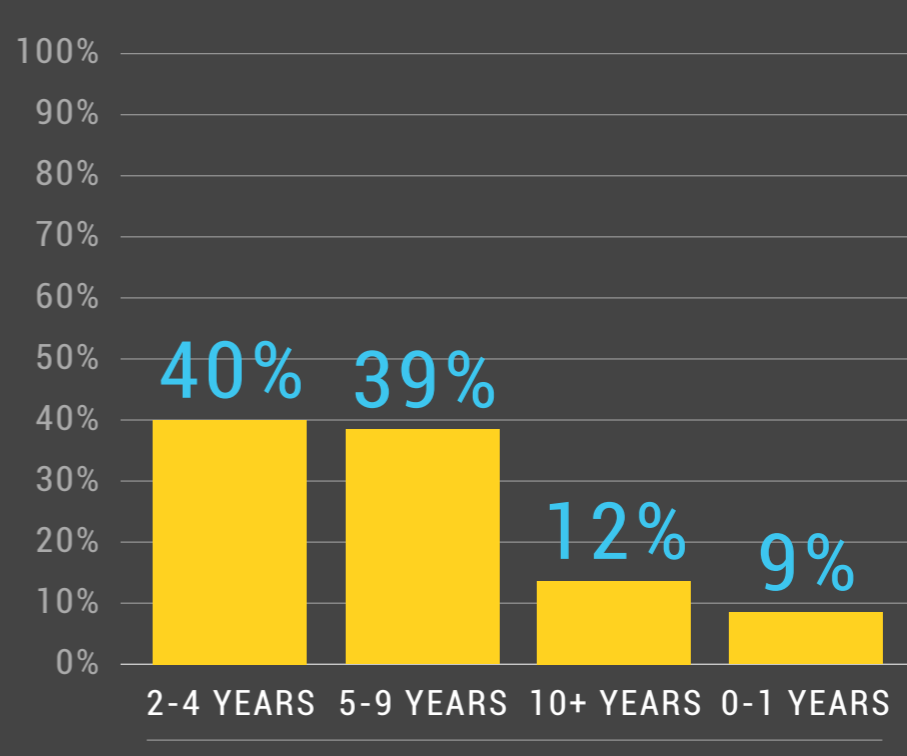
Looking at this year's participants, it's clear the climate's right for professional growth, whether you're a seasoned pro or career starter, from IT or Sales/Marketing, or any other background or demographic.



OTHER FACTORS

BAROMETERS OF SUCCESS

Whether the pressure is rising or falling, our survey participants continue to adapt to changing conditions.



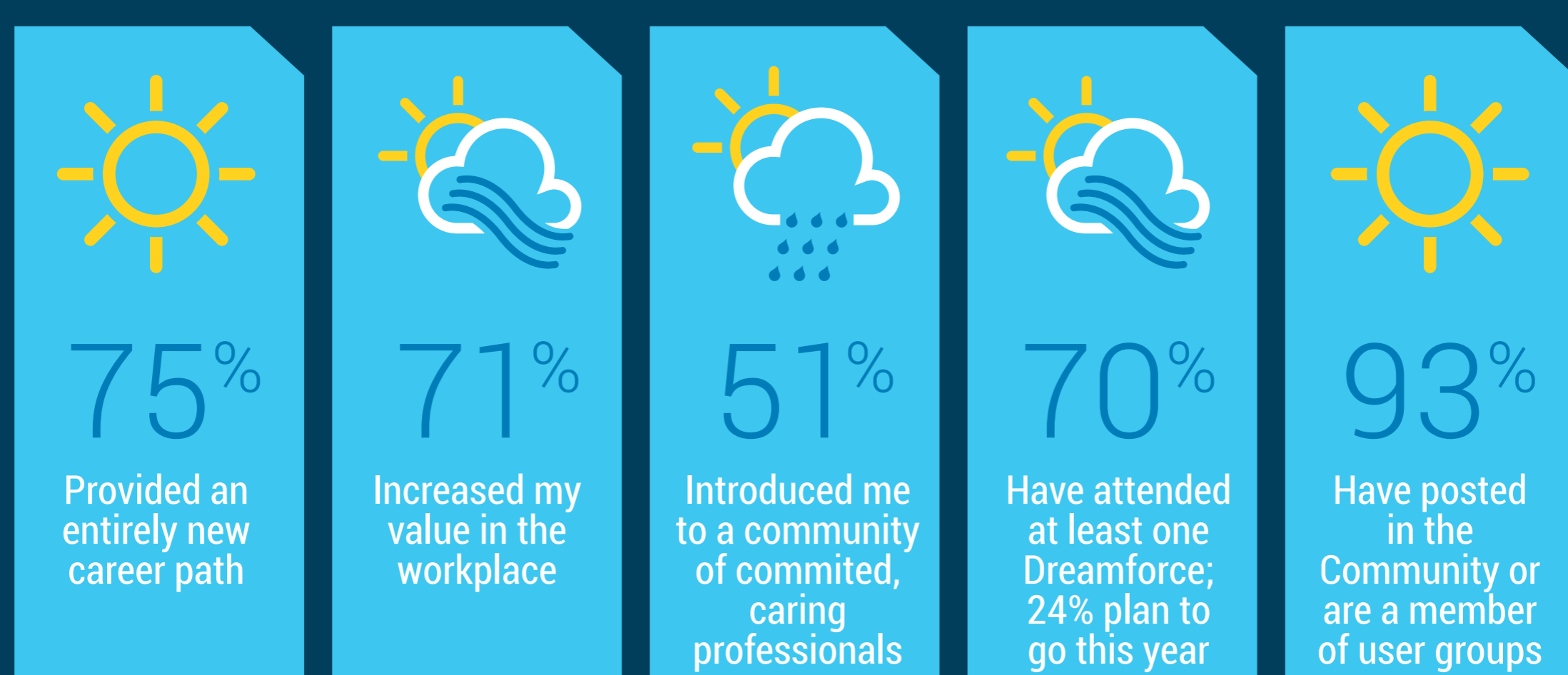
LOOKING AHEAD

SKY'S THE LIMIT

Admins are taking every advantage of the opportunities that Salesforce and its ecosystem affords them, creating optimal conditions for a bright future.



MAJORITY SAY BEING A SALESFORCE ADMIN HAS IMPROVED THEIR CAREER AND LIFE OUTLOOK



LONG-RANGE FORECAST

PICTURE PERFECT - ALMOST

Well, into every life a little rain must fall. But when data loss threatens, Salesforce admins can be fully prepared – if they have the right data backup plan in place.



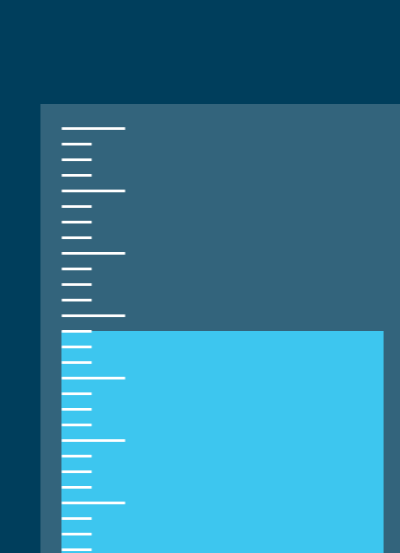
75%



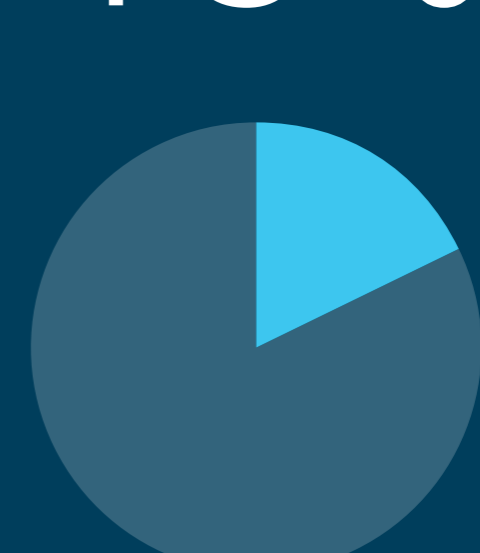
of Admins use 3 or more App Exchange apps



51% 18%



use Salesforce Weekly Export (down 8% from 2015)



use use some other method to back up Salesforce data (up 3% from 2015)



If Weekly Export use is down 8% and use of other backup is up only 3%, that's an alarming increase of 5% whose data remains unprotected.

THE FUTURE LOOKS BRIGHT FOR SALESFORCE ADMINS

...but as long as there's any chance of data loss in the forecast, Salesforce strongly recommends using a third-party backup solution: Get automated, daily backup from an AppExchange partner like Spanning Backup to protect your Salesforce data, and you'll be ready for whatever comes your way. [Learn more at www.spanning.com](http://www.spanning.com).

*Salesforce Knowledge Article 000003594

