

## Salesforce Introduces myTrailhead—Reinventing Learning For Every Customer Trailblazer

*myTrailhead is a new modern platform for creating interactive learning for every stage of an employee's career, empowering companies to foster a culture of continuous learning*

**SAN FRANCISCO—DREAMFORCE 2017 —November 6, 2017**—Salesforce (NYSE: CRM), the global leader in CRM, today announced myTrailhead, enabling businesses to reinvent corporate learning and enablement. Salesforce launched Trailhead in 2014 with a mission to create a gamified online learning platform that empowers anyone to skill-up for a job in the thriving [Salesforce Economy](#). Now, with myTrailhead, Salesforce is extending this platform to enable companies to customize the learning environment with their own content and branding—from custom onboarding trails to company-specific enablement skills.

“In this digital age, continuous learning is more critical than ever to keep pace with rapid technology changes and the increasing velocity of business,” said Sarah Franklin, SVP Developer Relations and GM of Trailhead, Salesforce. “myTrailhead fosters a culture of learning, which drives both employee and business success.”

As technology continues to evolve at a rapid pace, every job is being redefined with new skills and companies are struggling to keep up. Traditional corporate learning techniques and tools simply won’t cut it. myTrailhead transforms the corporate learning model—empowering organizations with tools needed to make learning customizable, fun and at the center of their business. Now, companies will be able to move from disparate learning tools—FAQs, slide decks and static manuals—to a single modern platform for all corporate learning.

“The global demand for 21st century skills is increasing,” said Josh Bersin, Principal and Founder, Bersin™, Deloitte Consulting LLP. “Offerings that provide fun, easy-to-use, gamified training in modern topic areas can add value to individuals and companies all over the world.”

### Introducing myTrailhead

The myTrailhead platform will bring together new and existing technologies, including:

- **Trail Maker** is a guided setup tool that will enable companies to create private learning content for their employees customized with their own brand—in just a few clicks. With Trail Maker, companies can write and create their own materials or customize the pre-curated library of public Trailhead content. Now, companies can build customized employee content for sales enablement, best practices for customer service agents, onboarding for new hires and more.
- **Trailhead Profile** is a complete view of an employee's skills and expertise. The profile showcases the Trailhead badges earned, points accumulated and skills learned. Rewards and ranks gamify learning and career advancement. When employees want to switch roles or take on a special project at a company, managers will have a complete view of their skill set to help recruit internally.

- **Trail Mixer** enables employees to build and share a collection of custom learning paths called Trailmixes. Trailmixes can be created from public Trailhead content, custom content built on the platform or external content such as videos or slide presentations. For example, to onboard a sales rep, managers must provide an overview of the sales cycle and train them on logging opportunities and account activities and running reports. With Trail Mixer, managers will be able to create one Trailmix that consolidates all relevant onboarding materials, both within and outside of Trailhead, that a rep would need to get up and running in this role.
- **Trail Tracker** is an app that motivates employees with gamified leaderboards and enables managers to assign and track personalized learning across their organization. For example, a department leader can assign a mandatory Management 101 training to all new managers and track to see which of them has completed the course. Once complete, the new manager will be awarded with a badge, showcasing their competency right on their profile. As they continue to earn badges and reach milestones, a leaderboard showcases where they rank amongst their peers.
- **Trail Checker** rates and rewards learning by allowing companies to build interactive challenges designed to assess skills—including stand-and-deliver, quizzes and hands-on challenges. For example, a customer service lead can certify service reps for a call center by having each rep use the stand-and-deliver assessment tool to record and upload a simulated role-play video, scoring the presentation and awarding a badge directly on the rep's myTrailhead profile if they pass.

## About Trailhead

Trailhead is Salesforce's interactive, guided and gamified learning platform, where anyone can learn the skills that empower them to land a job in the workforce of the future. Trailhead is democratizing education and providing a direct path for anyone to start learning in-demand skills for free, from anywhere. Since launching in 2014, Trailblazers have earned 4 million badges, which directly relate to in-demand job skills. In fact according to Indeed, two of the top 10 best jobs of the future are in the Salesforce Economy.

## Pricing and Availability

- myTrailhead is expected to be in pilot the first half of 2018 with generally availability later in the year. Pricing will be announced at the time of general availability.

## Additional Information

- Images of myTrailhead can be downloaded from the Salesforce Newsroom: [salesforce.com/news](http://salesforce.com/news)
- To learn how myTrailhead can empower your company to make learning customized, empowering and fun visit: [trailhead.salesforce.com/mytrailhead](http://trailhead.salesforce.com/mytrailhead)
- To learn how you can be a Trailblazer with Trailhead visit: <https://sfdc.co/coUmDZ>
- Take the Fourth Industrial Revolution Trail to learn more at <https://sfdc.co/4ir>
- View thousands of hours of Dreamforce content, including keynotes, sessions and interviews online at <http://salesforce.com/live>.

- Follow @dreamforce, @salesforcenews, #DFTrailblazers and #DF17 on Twitter.

### **Connect with Salesforce**

- Like Salesforce on Facebook <http://facebook.com/salesforce>
- Follow @salesforce and @trailhead on Twitter
- Connect with Salesforce on [Facebook](#) and follow @salesforce on Twitter

### **About Dreamforce**

Dreamforce 2017 is four days of inspiration, growth, innovation, learning, equality and fun for the Salesforce community. More than 170,000 Trailblazers from more than 91 countries are registered to attend, and 10 million viewers will join online for the sold out event. Salesforce will share its vision for customer success, unveil the latest industry innovations and showcase the Trailblazer community that is driving innovation, transforming their companies and advancing their careers. Dreamforce includes more than 2,700 sessions to give Trailblazers the opportunity to get hands-on with the latest product innovations, learn from Salesforce experts and each other and earn Trailhead badges. Dreamforce also brings together global leaders and visionaries to share how they have challenged the status quo in their own unique way. Every day, attendees will have a new opportunity to learn about Salesforce's commitment to equality through sessions and activities focused on workforce development, education, environmental sustainability and philanthropy. Dreamforce provides attendees a number of opportunities to give back, including our Dreamfest, featuring Grammy award winners Alicia Keys and Lenny Kravitz, which is expected to raise \$10 million for UCSF Benioff Children's Hospitals.

### **About Salesforce**

Salesforce, the global CRM leader, empowers companies to connect with their customers in a whole new way. Salesforce has been democratizing business technology since 1999 for companies of every size and industry. With industry-leading clouds that span sales, service, marketing, commerce, communities, collaboration and industries, all on a single trusted platform, the Salesforce Customer Success Platform will power more than 1.7 trillion B2B and B2C transactions this year for more than 150,000 customers. For more information about Salesforce (NYSE: CRM), visit: [www.salesforce.com](http://www.salesforce.com).

Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase Salesforce applications should make their purchase decisions based upon features that are currently available. Salesforce has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM." For more information please visit <http://www.salesforce.com>, or call 1-800-NO-SOFTWARE.

###