



■ **Key Facts**

Business address: **San Francisco, California, United States**
 Industry: **Data Processing, Hosting, and Related Services** (NAICS 518210)
 SEC filer status: **Large Accelerated Filer** as of Jul 2020
 Index member: **S&P 500, Russell 1000**
 Market Cap: **\$232b** as of Oct 22, 2020
 Annual revenue: **\$17.1b** as of Jan 31, 2020

■ **Corporate Governance**

CEO: **Marc R. Benioff**
 CFO: **Mark J. Hawkins** since 2014 1st level

Board Chairman: **Marc R. Benioff**
 Audit Committee Chair: **Robin Washington** 2nd level

Auditor: **Ernst & Young LLP** since 2002
 Outside Counsel (most recent): **Morris Nichols Arsht & Tunnell Cooley LLP** 3rd level

SEC Reviewer: **(unknown)** 4th level

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Information in this report is effective Oct 23, 2020 and is taken from the company's public financial and regulatory filings. Latest filing 10-Q filed 08/28/2020. Over 75 accounting and data analysts scrutinize and review crucial information, footnotes, disclosures, etc., from these filings. Material facts are captured and processed using our proprietary methods which identify key risk factors our readers need to know. Each Watchdog Report represents 30 or more hours of analysis and processing.

Accounting and financial disclosure data from [Audit Analytics](#).
 Executive compensation data from [Shore Group and Intrinio](#).
 Data from [Sharadar](#).
[Data from Barchart via Quandl](#).
[Data from Exchange Data International via Quandl](#).

Oct 23, 2020 Jan 1, 2019 Jan 1, 2015

RECENT PERIOD HISTORICAL PERIOD

10-Q filed on Aug 28, 2020 for period ending Jul 2020

Reporting Irregularities

RECENT		HISTORICAL
✓	Financial Restatements	✓
✓	Revisions	✓
✓	Out of Period Adjustments	✓
✓	Late Filings	✓
✓	Impairments	✓
✓	Changes in Accounting Estimates	✓
!	Disclosure Controls	!
✓	Internal Controls	✓
!	Critical / Key Audit Matters	✓

Anomalies in the Numbers

RECENT		HISTORICAL
✓	Benford's Law	✓
✓	Beneish M-Score	✓
✓	Accounting Disclosure Complexity	!

Securities & Exchange Commission Concerns

RECENT		HISTORICAL
✓	SEC Oversight	✓
!	SEC Letters to Management	!
✓	Revenue Recognition	✓
✓	Non-GAAP Measures	✓

Litigation & External Pressures

RECENT		HISTORICAL
!	Significant Litigation	!
!	Class Actions	!
!	Securities Law	!
✓	Shareholder Activism	✓
✓	Cybersecurity	!

Management Review

RECENT		HISTORICAL
!	CEO Changes	✓
✓	CFO Changes	✓
!	Insider Sales	!
!	Mergers & Acquisitions	!
✓	Sales of Assets	✓

Auditor Assessment

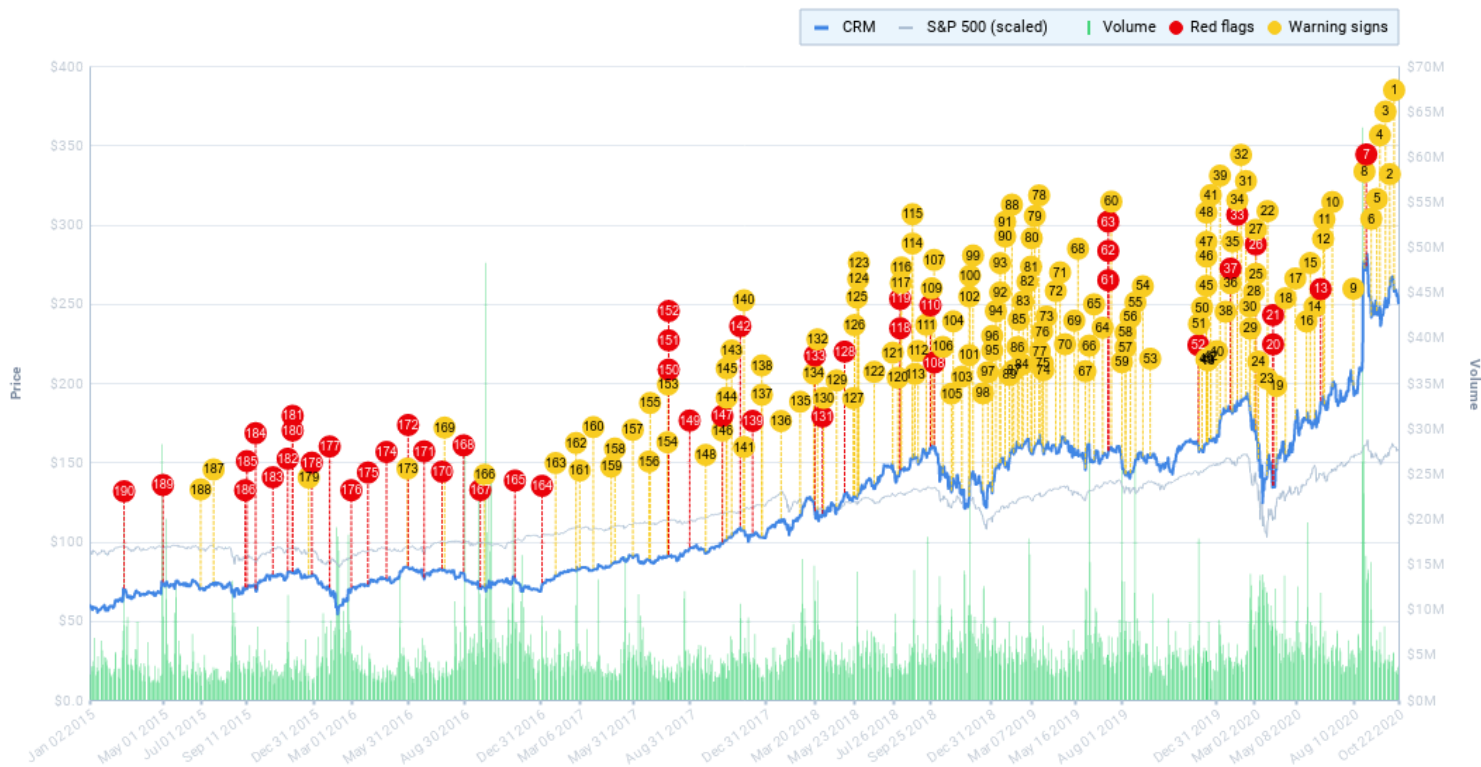
RECENT		HISTORICAL
✓	Auditor Changes	✓
✓	Auditor Experience	✓
✓	Auditor Tenure	✓
!	Audit Fees	!
✓	Non-Audit Fees	✓



Overview

Price and Volume History

This graph shows the price and trading history for Salesforce Com. Warning signs and red flags are marked on the graph according to their disclosure dates.



- 1 Oct 15, 2020 - Insider Sale
- 2 Oct 8, 2020 - Insider Sale
- 3 Oct 1, 2020 - Insider Sale
- 4 Sep 22, 2020 - Insider Sale
- 5 Sep 17, 2020 - Insider Sale
- 6 Sep 8, 2020 - Insider Sale
- 7 Aug 31, 2020 - Insider Sale
- 8 Aug 28, 2020 - Disclosure Controls
- 9 Aug 10, 2020 - Insider Sale
- 10 Jul 7, 2020 - Insider Sale
- 11 Jun 24, 2020 - Insider Sale
- 12 Jun 22, 2020 - Insider Sale
- 13 Jun 18, 2020 - Insider Sale
- 14 Jun 8, 2020 - Insider Sale
- 15 Jun 1, 2020 - Disclosure Controls
- 16 May 26, 2020 - Insider Sale
- 17 May 8, 2020 - Insider Sale
- 18 Apr 22, 2020 - Insider Sale
- 19 Apr 7, 2020 - Insider Sale
- 20 Apr 2, 2020 - Lawsuit: In re Tableau Software Inc and Salesforce.com Inc Derivative Liti...
- 21 Apr 2, 2020 - Securities Law Lawsuit: In re Tableau Software Inc and Salesforce.com In...
- 22 Mar 24, 2020 - Insider Sale
- 23 Mar 23, 2020 - Insider Sale
- 24 Mar 9, 2020 - Insider Sale
- 25 Mar 5, 2020 - Disclosure Controls
- 26 Mar 5, 2020 - Critical / Key Audit Matters
- 27 Mar 5, 2020 - Critical / Key Audit Matters
- 28 Mar 2, 2020 - Insider Sale
- 29 Feb 25, 2020 - Mergers & Acquisitions
- 30 Feb 24, 2020 - Insider Sale
- 31 Feb 18, 2020 - Insider Sale
- 32 Feb 10, 2020 - Insider Sale
- 33 Feb 4, 2020 - Insider Sale
- 34 Feb 4, 2020 - Insider Sale
- 35 Jan 27, 2020 - Insider Sale
- 36 Jan 24, 2020 - Insider Sale



- 37 Jan 24, 2020 - Insider Sale
- 38 Jan 16, 2020 - Insider Sale
- 39 Jan 7, 2020 - Insider Sale
- 40 Jan 2, 2020 - Insider Sale
- 41 Dec 23, 2019 - Insider Sale
- 42 Dec 23, 2019 - Insider Sale
- 43 Dec 18, 2019 - Insider Sale
- 44 Dec 18, 2019 - Insider Sale
- 45 Dec 16, 2019 - Insider Sale
- 46 Dec 16, 2019 - Insider Sale
- 47 Dec 16, 2019 - Insider Sale
- 48 Dec 16, 2019 - Insider Sale
- 49 Dec 16, 2019 - Insider Sale
- 50 Dec 9, 2019 - Insider Sale
- 51 Dec 4, 2019 - Disclosure Controls
- 52 Dec 3, 2019 - Insider Sale
- 53 Sep 16, 2019 - Insider Sale
- 54 Sep 4, 2019 - Insider Sale
- 55 Aug 23, 2019 - Disclosure Controls
- 56 Aug 15, 2019 - Insider Sale
- 57 Aug 7, 2019 - Mergers & Acquisitions
- 58 Aug 7, 2019 - SEC letters to management
- 59 Aug 1, 2019 - Insider Sale
- 60 Jul 15, 2019 - Insider Sale
- 61 Jul 10, 2019 - Lawsuit: Curtis v. Tableau Software Inc et al
- 62 Jul 10, 2019 - Class Actions Lawsuit: Curtis v. Tableau Software Inc et al
- 63 Jul 10, 2019 - Securities Law Lawsuit: Curtis v. Tableau Software Inc et al
- 64 Jul 1, 2019 - Insider Sale
- 65 Jun 17, 2019 - Insider Sale
- 66 Jun 9, 2019 - Mergers & Acquisitions
- 67 Jun 3, 2019 - Insider Sale
- 68 May 22, 2019 - Insider Sale
- 69 May 16, 2019 - Insider Sale
- 70 May 1, 2019 - Insider Sale
- 71 Apr 23, 2019 - Insider Sale
- 72 Apr 16, 2019 - Insider Sale
- 73 Apr 1, 2019 - Insider Sale
- 74 Mar 27, 2019 - Insider Sale
- 75 Mar 26, 2019 - Insider Sale
- 76 Mar 25, 2019 - Insider Sale
- 77 Mar 21, 2019 - Insider Sale
- 78 Mar 20, 2019 - Insider Sale
- 79 Mar 13, 2019 - Insider Sale
- 80 Mar 8, 2019 - Disclosure Controls
- 81 Mar 7, 2019 - Insider Sale
- 82 Mar 1, 2019 - Insider Sale
- 83 Feb 22, 2019 - Insider Sale
- 84 Feb 20, 2019 - Insider Sale
- 85 Feb 15, 2019 - Insider Sale
- 86 Feb 13, 2019 - Insider Sale
- 87 Feb 7, 2019 - Insider Sale
- 88 Feb 4, 2019 - Insider Sale
- 89 Jan 31, 2019 - Insider Sale
- 90 Jan 24, 2019 - Insider Sale
- 91 Jan 24, 2019 - Insider Sale
- 92 Jan 16, 2019 - Insider Sale
- 93 Jan 16, 2019 - Insider Sale
- 94 Jan 9, 2019 - Insider Sale
- 95 Jan 3, 2019 - Insider Sale
- 96 Jan 3, 2019 - Insider Sale
- 97 Dec 27, 2018 - Insider Sale
- 98 Dec 19, 2018 - Insider Sale
- 99 Dec 3, 2018 - Insider Sale
- 100 Nov 28, 2018 - Disclosure Controls
- 101 Nov 27, 2018 - Insider Sale
- 102 Nov 27, 2018 - Insider Sale
- 103 Nov 15, 2018 - Insider Sale
- 104 Nov 1, 2018 - Insider Sale
- 105 Oct 29, 2018 - Insider Sale
- 106 Oct 15, 2018 - Insider Sale
- 107 Oct 1, 2018 - Insider Sale
- 108 Oct 1, 2018 - Insider Sale
- 109 Sep 27, 2018 - Insider Sale
- 110 Sep 25, 2018 - Insider Sale
- 111 Sep 18, 2018 - Insider Sale
- 112 Sep 5, 2018 - Insider Sale
- 113 Aug 31, 2018 - Disclosure Controls
- 114 Aug 27, 2018 - Insider Sale
- 115 Aug 27, 2018 - Insider Sale
- 116 Aug 9, 2018 - Insider Sale
- 117 Aug 8, 2018 - Insider Sale
- 118 Aug 7, 2018 - Lawsuit: Ansary v. Chabot et al
- 119 Aug 7, 2018 - Securities Law Lawsuit: Ansary v. Chabot et al
- 120 Aug 3, 2018 - Cybersecurity
- 121 Jul 26, 2018 - Insider Sale
- 122 Jun 26, 2018 - Insider Sale
- 123 Jun 1, 2018 - Insider Sale
- 124 May 31, 2018 - Disclosure Controls
- 125 May 29, 2018 - Insider Sale
- 126 May 25, 2018 - Insider Sale
- 127 May 23, 2018 - SEC letters to management
- 128 May 9, 2018 - Insider Sale
- 129 Apr 26, 2018 - Insider Sale
- 130 Apr 5, 2018 - Insider Sale



- 131 Apr 3, 2018 - Insider Sale
- 132 Mar 26, 2018 - Insider Sale
- 133 Mar 22, 2018 - Insider Sale
- 134 Mar 20, 2018 - Mergers & Acquisitions
- 135 Feb 26, 2018 - Insider Sale
- 136 Jan 26, 2018 - Insider Sale
- 137 Dec 26, 2017 - Insider Sale
- 138 Dec 26, 2017 - Insider Sale
- 139 Dec 11, 2017 - Insider Sale
- 140 Nov 27, 2017 - Insider Sale
- 141 Nov 27, 2017 - Insider Sale
- 142 Nov 21, 2017 - Insider Sale
- 143 Nov 7, 2017 - Insider Sale
- 144 Oct 30, 2017 - Insider Sale
- 145 Oct 30, 2017 - Insider Sale
- 146 Oct 23, 2017 - Insider Sale
- 147 Oct 23, 2017 - Insider Sale
- 148 Sep 26, 2017 - Insider Sale
- 149 Aug 31, 2017 - Insider Sale
- 150 Jul 28, 2017 - Lawsuit: Scheufele et al v. Tableau Software Inc et al
- 151 Jul 28, 2017 - Class Actions Lawsuit: Scheufele et al v. Tableau Software Inc et al
- 152 Jul 28, 2017 - Securities Law Lawsuit: Scheufele et al v. Tableau Software Inc et al
- 153 Jul 27, 2017 - Insider Sale
- 154 Jul 26, 2017 - Insider Sale
- 155 Jun 28, 2017 - Insider Sale
- 156 Jun 26, 2017 - Insider Sale
- 157 May 31, 2017 - Insider Sale
- 158 May 2, 2017 - Insider Sale
- 159 Apr 26, 2017 - Insider Sale
- 160 Mar 28, 2017 - Insider Sale
- 161 Mar 6, 2017 - Disclosure Controls
- 162 Feb 28, 2017 - Insider Sale
- 163 Jan 26, 2017 - Insider Sale
- 164 Jan 4, 2017 - Insider Sale
- 165 Nov 21, 2016 - Insider Sale
- 166 Oct 3, 2016 - Mergers & Acquisitions
- 167 Sep 26, 2016 - Insider Sale
- 168 Aug 30, 2016 - Insider Sale
- 169 Jul 30, 2016 - Mergers & Acquisitions
- 170 Jul 26, 2016 - Insider Sale
- 171 Jun 27, 2016 - Insider Sale
- 172 Jun 1, 2016 - Insider Sale
- 173 May 31, 2016 - Mergers & Acquisitions
- 174 Apr 27, 2016 - Insider Sale
- 175 Mar 28, 2016 - Insider Sale
- 176 Mar 1, 2016 - Insider Sale
- 177 Jan 26, 2016 - Insider Sale
- 178 Dec 28, 2015 - Insider Sale
- 179 Dec 23, 2015 - Mergers & Acquisitions
- 180 Nov 27, 2015 - Insider Sale
- 181 Nov 27, 2015 - Insider Sale
- 182 Nov 19, 2015 - Insider Sale
- 183 Oct 26, 2015 - Insider Sale
- 184 Sep 28, 2015 - Insider Sale
- 185 Sep 14, 2015 - Insider Sale
- 186 Sep 11, 2015 - Insider Sale
- 187 Jul 22, 2015 - Insider Sale
- 188 Jul 1, 2015 - Insider Sale
- 189 May 1, 2015 - Insider Sale
- 190 Feb 27, 2015 - Insider Sale

Notifications

Important notifications related to the company are listed here. Notifications may come from the SEC, exchanges such as the NYSE or NASDAQ, or Watchdog Research. Examples of notifications include announcements of bankruptcy proceedings, company name changes, and noncompliance with SEC regulations or exchange rules.

There are no notifications for Salesforce Com at least since 2015.



Peer Group

Peer groups are used by companies to benchmark executive compensation and performance. Each company identifies its own peer group. Peer groups vary from company to company.

Peer Group

Company	Ticker	Market Cap
Apple Inc.	AAPL	\$1,980b
Microsoft Corp.	MSFT	\$1,630b
Amazon.com Inc.	AMZN	\$1,590b
Facebook Inc.	FB	\$792b
Adobe Inc.	ADBE	\$240b
Paypal Holdings, Inc.	PYPL	\$239b
Salesforce Com Inc.	CRM	\$232b
Netflix Inc.	NFLX	\$214b
SAP SE	SAP	\$184b
Oracle Corp.	ORCL	\$175b

Companies Who Named Salesforce Com as a Peer

Company	Ticker	Market Cap
Microsoft Corp.	MSFT	\$1,630b
Alphabet Inc.	GOOG	\$1,090b
Facebook Inc.	FB	\$792b
Visa Inc.	V	\$392b
Mastercard Inc.	MA	\$334b
Nvidia Corp.	NVDA	\$330b
Adobe Inc.	ADBE	\$240b
Salesforce Com Inc.	CRM	\$232b
Netflix Inc.	NFLX	\$214b
Oracle Corp.	ORCL	\$175b



Peer Flag Comparison

The return to a company's stock is not the only measure of executive performance. Ethics matter, and growth can quickly reverse and gains evaporate if a company's accounting and financial reporting processes are not fundamentally sound and trustworthy. How does Salesforce Com's accounting quality compare to its peer group?

	CRM	PEER GROUP FLAGS		
Reporting Irregularities				
Financial Restatements	✓	9		
Revisions	✓	9		
Out of Period Adjustments	✓	9		
Impairments	✓	5	4	
Changes in Accounting Estimates	✓	4	5	
Disclosure Controls	!	3	6	
Internal Controls	✓	9		
Critical / Key Audit Matters	!		6	3
Anomalies in the Numbers				
Benford's Law	✓	5		4
Beneish M-Score	✓	5	1	
Accounting Disclosure Complexity	!	6	2	1
Securities & Exchange Commission Concerns				
SEC Oversight	✓	8	1	
SEC Letters to Management	!		4	5
Revenue Recognition	✓	3	6	
Non-GAAP Measures	✓	9		

	CRM	PEER GROUP FLAGS		
Litigation & External Pressures				
Significant Litigation	!			9
Class Actions	!	1		8
Securities Law	!	1		8
Shareholder Activism	✓	9		
Cybersecurity	!	1	8	
Management Review				
CEO Changes	!	7	1	
CFO Changes	✓	5	3	
Insider Sales	!	1	1	7
Mergers & Acquisitions	!	3	6	
Sales of Assets	✓	9		
Auditor Assessment				
Auditor Changes	✓	9		
Auditor Experience	✓	9		
Auditor Tenure	✓	7	2	
Audit Fees	!	4	5	
Non-Audit Fees	✓	7	2	



About Watchdog Research, Inc.

Watchdog Research, Inc. is an independent research provider and publisher of Watchdog Reports. Watchdog Reports identify red flags, issues, and other anomalies in financial reporting. Our reports contain warning signs, red flags, material disclosures, and peer analysis for use in valuation, risk analysis, due diligence research, and idea generation.

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The company is headquartered in Ave Maria, FL. Watchdog Research, Inc. utilizes over 75 specialists and analysts to provide accurate and timely information to our readers.

Our management team is:

CEO: Brian Lawe. Brian has been part of the corporate staff at The New York Times Company and IBM. He has created and operated several technology companies including MyStoreCredit, OnPage Ideas and HelloCampus. He holds an MBA from Harvard Business School and a BBA from Texas Christian University. He and his wife have four children and live in the Naples, FL area.

CTO: Radu Cugut. Radu has led the award-winning technology team that developed the Watchdog Report and services. He, his wife and son split their time between his home in Ave Maria, FL and his home in Timisoara, Romania where he oversees five talented development professionals. Radu has a bachelors in Computer Science and a masters in Banking and Financial Information Systems, both from the West University of Timisoara.

Chief Content Officer: Joseph Burke, Ph.D. is responsible for the content development, analysis, and quality control for the Watchdog Report. Joseph worked previously as a professor of economics at Ave Maria University. He received his Ph.D. from the University of Wisconsin-Madison and resides with his family in the Naples area.

Director of Research: John Cheffers. John is responsible for writing our blogs and for our press relationships. He received his bachelors from Washington University in St. Louis, and has worked for Audit Analytics and Ave Maria University. He graduated Ave Maria University School of Law where his research was selected for publication in the Law Review. He currently lives in Pennsylvania with his wife and two children.



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