

Salesforce Acquisition Spree

Salesforce has acquired 14 companies since 2014—that's more than double its previous two-year total. As the cloud CRM provider looks to position itself as the industry leader with moves into new areas, including e-commerce and artificial intelligence (AI), here's a look at those acquisitions.

\$390 M

JULY 2014

Salesforce buys RelateIQ for \$390 million

Salesforce laid the groundwork for its AI ventures by buying sales automation company RelateIQ for \$390 million. Now known as SalesforceIQ, it has recently [integrated](#) with Outlook. The move helps bring customer information into a single platform and integrates it with marketing, sales, customer service and business analytics.

toopher

▲ APRIL 2015

Salesforce acquires Toopher

Salesforce beefed up its security offerings by buying security software startup Toopher.

MAY 2015

Salesforce buys Tempo AI

Salesforce continued its AI purchases in 2015, acquiring smart calendar assistant Tempo AI. In August 2016, Tempo AI integrated with SalesforceIQ to [combine calendar](#) and event planning capabilities.

JULY 2015

Salesforce buys foreign consulting company Kerensen Consulting

After expanding its foreign markets, Salesforce bought Paris-based Kerensen Consulting for nearly \$25 million.

STEELBRICK

DECEMBER 2015

Salesforce buys quote-to-cash company SteelBrick

Its splashiest purchase since RelateIQ, Salesforce spent \$360 million in stock for SteelBrick. It [quickly integrated](#) the company and its software into its platform, thus filling the configure price quote hole that was [typically filled](#) by third-party applications such as partner Apttus.

◀ DECEMBER 2015

Salesforce acquires MinHash

Its fourth purchase of 2015 signaled an uptick in acquisitions for Salesforce, this time purchasing MinHash, a marketing virtual assistant that compiles relevant trends for marketers.

APRIL 2016

MetaMind bought for \$32.8 million

Salesforce's second purchase of 2016 was another AI company, Palo Alto-based MetaMind. Salesforce plans on using the technology to automate and personalize customer support and other business processes, according to a post published by MetaMind's CEO Richard Socher.

FEBRUARY 2016

Salesforce acquires PredictionIO

Kicking off Salesforce's busiest year to date acquisition-wise was its purchase of machine learning startup PredictionIO. While details on its integration with Salesforce have been limited, it's expected to enhance the machine learning capabilities of SalesforceIQ.

◀ JUNE 2016

Microsoft buys LinkedIn for \$26.2 billion



While not a Salesforce purchase, the [Microsoft acquisition](#) of professional social network LinkedIn is noteworthy due to Salesforce CEO Marc Benioff's public positioning that Salesforce was the other bidder for the company. Benioff stated after the deal was announced that he would have bid higher than the \$26.2 billion in cash LinkedIn received. It's unclear how Benioff and Salesforce planned on using the mounds of business and professional data LinkedIn has, but its information would have been a valuable asset to feed into its CRM system.

MAY 2016

Salesforce buys Israel-based Implit Insights

Just over a month after buying MetaMind, Salesforce gobbled up Tel Aviv-based AI company Implit Insights and integrated its AI capabilities into Salesforce Lightning. Among other features, Implit automates data entry and analyzes performance of campaigns.

JUNE 2016

Salesforce buys Demandware for \$2.8 billion

\$2.8 B

Salesforce's largest acquisition to date, Demandware represents a move into a new industry by way of e-commerce capabilities and Salesforce's [related announcement](#) of its Commerce Cloud. Back-office capabilities are still lacking, but the purchase marked Salesforce as a future player in the e-commerce space.

AUGUST 2016

Salesforce continues buying spree with BeyondCore

The seventh purchase of 2016, BeyondCore [continued the trend](#) of acquisitions focusing on AI and providing insight and predictive analytics for Salesforce users. For \$110 million, Salesforce gained another addition for its Analytics Cloud and hopefully more customer insight for its sales rep users.

JULY 2016

Salesforce buys Coolan for undisclosed sum

Salesforce acquired Coolan, a data analysis company that examines data center hardware. Its founder wrote in a blog post that the Coolan team "will help Salesforce optimize its infrastructure as it scales to support customer growth around the world."

AUGUST 2016

Salesforce announces release of Einstein at Dreamforce

Finally piecing together many of its AI purchases, Salesforce announced its latest feature with [Einstein](#), dubbed "AI for everyone" by CEO Benioff. At Dreamforce, Einstein's capabilities were touted across all of Salesforce's products. Einstein is expected to provide predictive capabilities, machine learning algorithms and natural language processes to marketing and service.



▶ AUGUST 2016

Salesforce buys word processing app Quip



Salesforce's friendly competition with Microsoft continued when Quip [was acquired](#) by the cloud CRM company for \$750 million in cash and stock. The word processing software lets Salesforce users work in living documents that are already integrated in the Salesforce platform.

SEPTEMBER 2016

Salesforce buys second Boston-based business HeyWire

Less than a month before its annual Dreamforce conference, Salesforce bought its eighth company in 2016 when news broke of it purchasing the cloud messaging startup HeyWire. The Boston-based company allows businesses to receive text messages through business lines from customers and promotes itself as a mobile messaging company for Salesforce-based businesses.

OCTOBER 2016

Salesforce buys Krux

Salesforce acquired marketing data management platform Krux for a reported \$700 million. Salesforce's regulatory filing shows it will pay \$340 million in cash and the remainder in stock for the company.

\$700 M