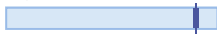


**\$301.17** **-\$1.82 (-0.60%)** as of Friday's close

Cap (\$M USD) **\$294,845** P/E **100+** EPS (1Y) **-34.9%** Dividend **-** Last Filing **07/31/21**

52-wk Range  
\$201.51  \$311.75

Sales (\$M) **23,539** Forward P/E **64.8** Sales (1Y) **16.0%** Div. Yield **-** Next Earnings **11/30/21**

**Dividend Adjusted Return** Nov 19, 2020 - Nov 19, 2021



CRM has underperformed the S&P 500 by -16.4% in the past year.

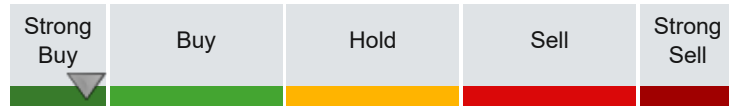
CRM has underperformed its sector by -25.1% in the past year.

The Technology sector has outperformed the market by 8.7% in the past year.

**ANALYST CONSENSUS**

**Strong Buy**

The consensus rating has improved a little since last month when it was also Strong Buy.



Strong Buy 23  
Buy 1  
Hold 3  
Sell 0  
Strong Sell 0

**QUANTITATIVE SCORES**

**Fair Value** \$304.36

**Margin of Safety** 1%

The Margin of Safety is the difference between a company's Fair Value and the current price. See more on page 8.

**3 warnings**  
Details on Page 8

**Value Score**

54

**Value Score:** Our value score looks at EV/EBITDA, P/E, P/S, P/TB (Price/Tangible Book) and EPS Predictability. P/S and P/TB are compared within a sector. Other metrics are compared across all stocks

**Quality Score**

59

**Quality Score:** Our quality score compares profitability and balance sheet metrics to find high quality companies using ROIC, Net Margin, Gross Margin, Interest Coverage, and Debt / Equity metrics.

**Growth Score**

98

**Growth Score:** Our growth score looks at the 5 year history and the forward estimates for EBITDA, Sales, and EPS growth, ranking the best companies across all stocks.

**Sentiment Score**

86

**Sentiment Score:** Our sentiment score finds stocks in favor by analyzing Short Interest, returns in key periods over the last year, Price vs. 52-wk High, Days Since 52-wk High and MACD signals.

**BUSINESS SUMMARY**

Salesforce.com provides enterprise cloud computing solutions, including Sales Cloud, the company's main customer relationship management software-as-a-service product. Salesforce.com also offers Service Cloud for customer support, Marketing Cloud for digital marketing campaigns, Commerce Cloud as an e-commerce engine, the Salesforce Platform, which allows enterprises to build applications, and other solutions, such as MuleSoft for data integration.

**Employees** 56,606

**Homepage** [www.salesforce.com](http://www.salesforce.com)

**Headquarters** San Francisco, CA

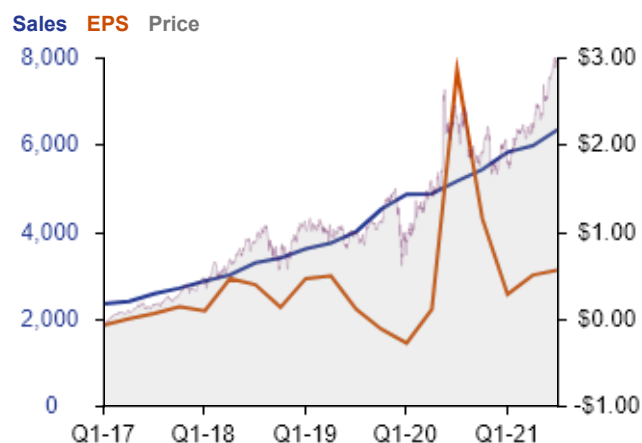
## VALUATION SUMMARY

	CRM	Industry	S&P 500
Value Score	54	42	74
Price / Earnings	100+	-	28.6
Price / Sales	12.1	10.9	3.2
Price / Free Cash Flow	51.8	79.2	30.7
Price / Book	5.3	11.6	5.1
Price / Tangible Book	-	100+	100+
EV / EBITDA	74.3	61.4	23.7
EPS Predict. Pctl.	17	57	70
Piotroski F Score	3	5	9
5-Year P/E Range	47.0		-
5-Year P/B Range	3.3		11.6
5-Year P/S Range	6.2		13.6



## GROWTH SUMMARY

	CRM	Industry	S&P 500
Growth Score	98	47	79
<b>Sales Growth</b>			
Sales Growth Next Year	20.8%	17.9%	9.2%
Sales 1-Year Chg (%)	16.0%	1.1%	21.0%
Sales 3-Year Avg (%)	23.5%	-4.9%	14.7%
Sales 5-Year Avg (%)	24.4%	-2.2%	13.2%
<b>EPS Growth</b>			
Next Yr. Growth Est.	5.2%	13.0%	8.6%
EPS 1-Year Chg (%)	-34.9%	124.2%	68.5%
EPS 3-Year Avg (%)	38.6%	33.7%	30.8%
EPS 5-Year Avg (%)	53.5%	21.1%	25.9%



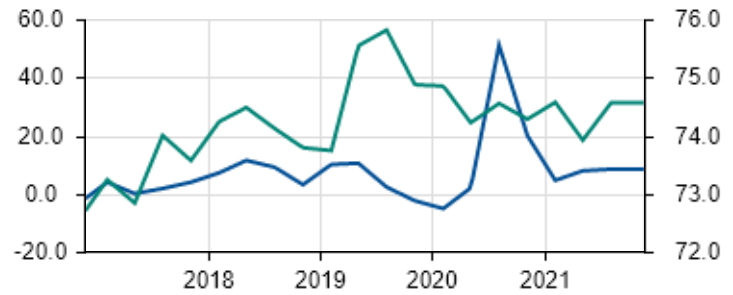
## PEERS ANALYSIS SUMMARY

Ticker	Company	Cap (\$M USD)	P/E	Div. Yield	1M Return	1Y Return	Margin of Safety	Value Score	Growth Score	Quality Score
ADBE	Adobe	\$327,526	57.1	-	8.2%	47.6%	-17%	65	98	99
CRM	Salesforce.com	\$294,845	100+	-	3.0%	13.8%	1%	54	98	59
SAP	SAP	\$168,120	25.6	1.6%	-2.4%	20.8%	9%	79	68	94
SQ	Square	\$103,851	100+	-	-11.5%	17.5%	-11%	61	88	64
INFY	Infosys	\$98,925	35.7	1.7%	-1.7%	62.2%	-12%	79	84	97
UBER	Uber Technologies	\$85,811	-	-	-6.0%	-10.2%	-	53	43	46
FIS	Fidelity National Info	\$66,946	100+	1.4%	-11.4%	-24.8%	35%	70	88	61
FISV	Fiserv	\$66,062	51.8	-	-10.1%	-11.5%	33%	75	96	70
VMW	VMware	\$50,590	24.8	-	-9.2%	-1.1%	36%	85	94	94
CTSH	Cognizant Tech So...	\$43,065	23.1	1.2%	3.1%	9.0%	15%	88	88	94
DIDI	DiDi Global	\$40,032	-	-	-3.0%	-	-	39	-	52
CDW	CDW	\$26,609	27.6	1.0%	4.5%	49.1%	-2%	84	93	76

## PROFITABILITY SUMMARY

	CRM	Industry	S&P 500
Quality Score	<b>59</b>	<b>50</b>	<b>76</b>
Gross Margin	74.3%	58.6%	30.4%
Operating Margin	4.7%	3.7%	14.3%
Net Margin	10.0%	4.4%	11.4%
Return on Assets	2.7%	5.5%	8.4%
Return on Equity	4.2%	9.4%	33.7%
ROIC	3.3%	-0.4%	19.2%

Net Margin 8.4    Gross Margin 74.6



## RETURNS SUMMARY

	CRM	Industry	S&P 500
Sentiment Score	<b>86</b>	<b>46</b>	<b>70</b>
5-Day Return	-1.8%	-1.3%	0.3%
1-Month Return	3.0%	2.8%	3.9%
YTD Return	35.3%	17.2%	26.3%
1-Year Return	13.8%	25.5%	33.0%
3-Year Return	148.9%	176.6%	84.1%
5-Year Return	287.3%	299.1%	135.9%
Beta 1-Year	0.98	1.16	0.99

Dividend Adjusted Return Nov 19, 2020 - Nov 19, 2021

CRM 306.00 (+16.5%)



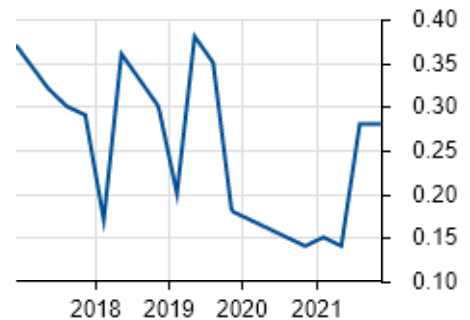
## DIVIDEND

	CRM	Industry
Dividend Yield	0.0%	0.2%
Payout Ratio	-	32.2%
TTM Yield	-	-
Dividend Per Share	-	\$0.37
Div. 1Y Chg (%)	-	-37.7%
Div. 3Y Avg (%)	-	-19.2%
Div. 5Y Avg (%)	-	-11.1%
Cons. Growth Years	0	0
Div. Coverage Ratio	-	3.1

## DEBT &amp; EQUITY

Current Ratio	0.9
Quick Ratio	0.9
Price	\$301.17
Net Cash Per Share	-\$6.62
Equity Per Share	\$56.71
Debt / Equity	0.3
Solvency Ratio	17%
Short % of Float	2.5%
Altman Z-Score	5.7

Debt / Equity 0.28



## ANALYST REVISIONS

Current Quarter EPS		Next Quarter EPS	
# Up Last 30 days	1.00	# Up Last 30 days	2.00
# Down Last 30 days	0.00	# Down Last 30 days	0.00
Mean Estimate	0.81	Mean Estimate	0.92
% Change (30 Days)	-	% Change (30 Days)	-

## MEAN ESTIMATE TREND

	Cur Qtr	Next Qtr	Cur Year	Next Year
Latest	\$0.92	\$0.81	\$4.42	\$4.65
30 Days Ago	\$0.92	\$0.81	\$4.42	\$4.63
90 Days Ago	\$0.81	\$0.88	\$3.82	\$4.32
% Change (90 Days)	13.6%	-8.0%	15.7%	7.6%

EARNINGS SURPRISES

Earnings surprise is the difference between a company's announced earnings and the average analyst estimated value. Surprises typically causes the stock price to jump and are often followed by more of the same surprise type.

Surprise Detail (Last 6 Quarters)

Surprise Summary (Last 12 Quarters)

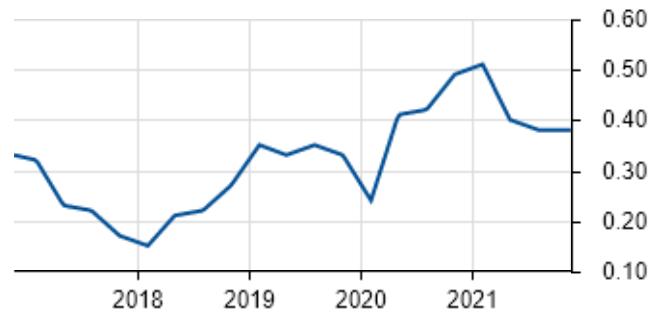
Surprise Type	Amount	Percent
Positive Quarters (> 2%)	10	83.3%
Negative Quarters (< 2%)	2	16.7%
In-Line Quarters (within 2%)	0	-

Surprise Type	Announce Date	Period End Date	Actual EPS	Est. EPS	Surprise (%)
Positive	08/25/21	07/31/21	\$0.87	\$0.39	123.1%
Positive	05/27/21	04/30/21	\$0.74	\$0.42	76.2%
Positive	02/25/21	01/31/21	\$0.54	\$0.30	80.0%
Positive	12/01/20	10/31/20	\$1.27	\$0.26	388.5%
Positive	08/25/20	-	\$0.94	\$0.19	394.7%
Positive	05/28/20	-	\$0.32	\$0.24	33.3%

RISK

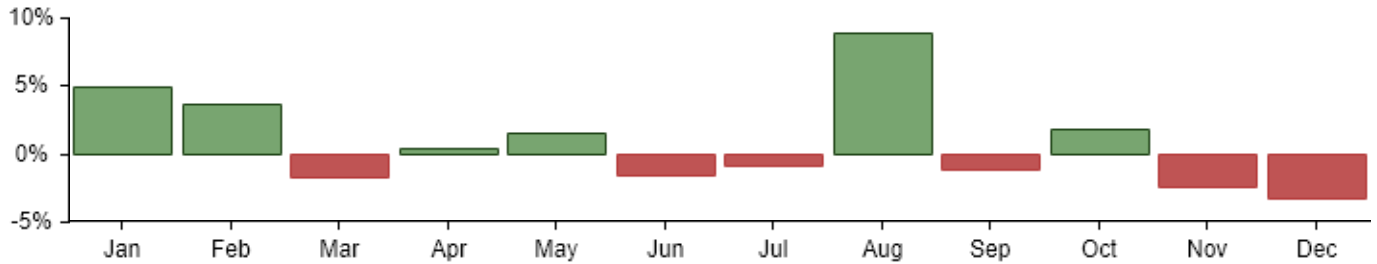
	CRM	Industry	S&P 500
Best Monthly Return (5Y)	34.2%	19.7%	17.9%
Worst Monthly Return (5Y)	-18.5%	-13.9%	-16.4%
Beta 1-Year	0.98	1.16	0.99
Volatility 1-Year	0.26	0.22	0.12
Volatility 1Y Pctl.	25	-	-
Max Drawdown 1-Year	-22.4%	-24.6%	-5.2%
Max Drawdown 3-Year	-35.7%	-25.7%	-33.9%
Max Drawdown 5-Year	-35.7%	-24.4%	-33.9%

CRM Volatility 1-Year 0.38



SEASONALITY

Ten-Year Seasonal Performance vs the S&P 500



5-YEAR RELATIVE PERFORMANCE VS S&P 500

Relative to the S&P 500 baseline, CRM has outperformed the S&P 500 by 165.2% in the past 5 Years.

CRM has performed nearly in line with its sector over the past 5 Years.

The Technology sector has outperformed the market by 165.1% in the past 5 Years.

Dividend Adjusted Return Nov 18, 2016 - Nov 19, 2021



Overall Rating  
vs. Peers

98

Ratings scores are relative to industry groups. They compare key metrics to rank stocks vs. their competitors. For example, higher growth than peers will score high even when the absolute growth is below the market average.

## Growth vs Peers

Ticker	Company	Growth Ratings Score	Sales QoQ Chg.	Eps QoQ Chg.	Sales Growth Next Y.	Sales 1Y Chg (%)	Sales 3Y Avg (%)	Sales 5Y Avg (%)
SQ	Square	99	26.7%	-99.8%	7.7%	118.8%	77.6%	59.2%
CDW	CDW	95	11.4%	43.6%	8.3%	12.1%	7.5%	7.8%
CRM	Salesforce.com	90	23.1%	-80.3%	20.8%	16.0%	23.5%	24.4%
FISV	Fiserv	90	10.0%	64.1%	7.4%	4.9%	39.7%	23.7%
CTSH	Cognizant Tech Solns	64	11.8%	60.9%	7.3%	6.9%	4.2%	6.2%
DIDI	DiDi Global	16	-	-	24.7%	-	-	-

## Valuation vs Peers

Ticker	Company	Valuation Ratings Score	P/E	Forward P/E	PEG Trailing	P/S	P/B	5Y P/E Range
CDW	CDW	94	27.6	23.0	1.2	1.4	31.8	16.7  33.7
CTSH	Cognizant Tech Solns	92	23.1	18.3	3.4	2.4	3.7	11.3  33.5
FISV	Fiserv	91	51.8	15.3	-	4.3	2.1	20.4  100+
CRM	Salesforce.com	74	100+	64.8	2.3	12.1	5.3	47.0  -
SQ	Square	28	100+	100+	-	7.3	35.1	53.8  -
DIDI	DiDi Global	15	-	63.9	-	1.4	-	-  -

## Efficiency vs Peers

Ticker	Company	Efficiency Ratings Score	Gross Margin	Operating Margin	Net Margin	5Y ROE Range	5Y ROA Range
CDW	CDW	98	17.2%	7.0%	5.0%	40.7%  120.9%	6.0%  11.2%
CRM	Salesforce.com	91	74.3%	4.7%	10.0%	-0.9%  10.4%	-0.5%  6.8%
CTSH	Cognizant Tech S...	91	37.3%	14.5%	10.5%	12.8%  19.6%	7.8%  13.5%
SQ	Square	88	24.1%	2.0%	3.2%	-29.8%  21.9%	-14.2%  8.2%
FISV	Fiserv	71	50.8%	14.4%	8.2%	2.7%  54.4%	1.1%  14.2%
DIDI	DiDi Global	39	10.6%	-10.5%	-0.6%	-1.1%  -1.1%	-0.7%  -0.7%

## Financial Strength vs Peers

Ticker	Company	Financial Strength Ratings Score	Debt / Equity	Interest Coverage	Quick Ratio	Intangibles %	Solvency Ratio	Short % of Float
CTSH	Cognizant Tech Solns	98	0.2	256.7	2.1	38.6%	52%	1.3%
FISV	Fiserv	82	0.7	3.3	1.1	66.8%	12%	1.8%
CRM	Salesforce.com	80	0.3	-	0.9	65.3%	17%	2.5%
SQ	Square	74	2.0	14.9	1.9	5.7%	6%	10.2%
CDW	CDW	52	5.4	10.0	1.2	36.7%	15%	1.2%
DIDI	DiDi Global	43	0.1	-6.6	2.8	34.0%	18%	-

## Momentum vs Peers

Ticker	Company	Momentum Ratings Score	1M Return	3M Return	6M Return	YTD Return	1Y Return	Beta 1Y	Volatility 1Y	Price vs 52-wk High (%)
CRM	Salesforce.com	82	3.0%	19.0%	36.1%	35.3%	13.8%	0.98	0.26	96.6%
CDW	CDW	71	4.5%	1.1%	17.2%	49.8%	49.1%	1.32	0.23	96.2%
CTSH	Cognizant Tech Solns	63	3.1%	8.5%	16.6%	1.3%	9.0%	1.01	0.21	99.0%
DIDI	DiDi Global	62	-3.0%	15.3%	-	-	-	1.00	0.92	46.1%
SQ	Square	46	-11.5%	-12.5%	12.5%	3.4%	17.5%	1.84	0.48	77.8%
FISV	Fiserv	16	-10.1%	-13.9%	-11.5%	-12.1%	-11.5%	1.00	0.24	78.6%

DIVIDEND DETAIL

This stock does not pay a dividend






## FINANCIAL STATEMENT SUMMARY

USD in Millions	Chart	2016	2017	2018	2019	2020	TTM	CAGR
<b>Income Statement</b>								
Revenue		7,907	9,923	12,484	15,850	20,286	23,539	25.0%
Operating Income		108	135	391	636	226	1,103	60.9%
Net income		206	8	721	736	3,557	2,352	64.7%
Earnings per share diluted		\$0.29	\$0.00	\$0.93	\$0.91	\$3.81	\$2.48	55.2%
Average shares diluted		689	726	766	818	923	943	6.6%
P/E Ratio		216.9	-768.4	144.6	135.0	88.8	122.0	-11.1%
<b>Balance Sheet</b>								
Cash		1,201	3,629	3,450	6,529	9,492	9,650	53.2%
Current assets		3,002	5,946	6,870	11,026	14,946	16,256	41.3%
Net Property, Plant and Eq...		1,757	1,865	1,998	5,515	5,526	5,834	27.9%
Working Capital		-1,974	-1,270	-1,152	552	2,712	-1,137	-
Net Debt		1,315	-1,040	941	-435	-3,652	5,869	35.8%
Stockholders' Equity		6,806	8,840	14,693	33,279	40,310	55,520	53.7%
<b>Cash Flow</b>								
Operating Cash Flow		1,867	2,393	3,119	4,030	4,259	6,127	27.5%
Cap Ex		-388	-540	-566	-674	-697	-657	11.4%
Free Cash Flow		1,478	1,853	2,553	3,356	3,562	5,470	30.7%
Free Cash Flow per share		\$2.14	\$2.55	\$3.33	\$4.10	\$3.86	\$5.80	22.6%
<b>Profitability</b>								
Operating Margin		1.4%	1.4%	3.1%	4.0%	1.1%	4.7%	28.7%
Return on Assets		1.4%	0.0%	2.7%	1.5%	6.0%	2.7%	13.5%
Return on Equity		3.0%	0.1%	4.9%	2.2%	8.8%	4.2%	7.2%
Return on Invested Capital		3.1%	0.9%	4.5%	1.9%	7.7%	3.3%	1.3%
<b>Dividends</b>								

## VALUATION &amp; PROFITABILITY HISTORY

Date →		TTM	1 Yr Ago	2 Yrs. Ago	3 Yrs. Ago	4 Yrs. Ago
Price / Earnings		100+	100+	100+	100+	-
Price / Cash Flow		46.3	57.3	33.5	29.4	31.9
Price / Book		5.3	6.3	8.5	6.8	9.2
Price / Tangible B...		-	32.5	88.6	-	100+
Price / Sales		12.1	12.5	8.8	7.7	8.2
EV / EBITDA		74.3	84.1	48.5	53.2	82.9
Dividend Yield		0.0%	0.0%	0.0%	0.0%	0.0%
Shareholder Yield		0.0%	0.0%	0.0%	0.0%	0.0%
Gross Margin		74.3%	74.5%	75.0%	74.0%	73.2%
Net Margin		10.0%	17.5%	4.6%	5.8%	0.1%
Return on Assets		2.7%	6.0%	1.5%	2.7%	0.1%
Return on Equity		4.2%	8.8%	2.2%	4.9%	0.1%
ROIC		3.3%	7.7%	1.9%	4.5%	0.9%

## WARNINGS

Name	Severity	Details
High Goodwill	High 	Goodwill %: 54.3%
<p>Goodwill on a company's balance often results from over-paying to acquire other firms. A high percentage here can turn into impairment charges that weigh down future earnings for the company.</p>		
GAAP Earnings vs. Pro Forma	Medium 	Official EPS: \$0.56; Announced EPS: \$0.87
<p>The GAAP compliant earnings that the company filed with the SEC are less than the pro-forma earnings they announced to the press. Pro-forma earnings can exclude special one-time charges but some distressed companies post these "one-time" charges quarter after quarter.</p>		
Declining EPS Growth	Low 	EPS 1Y Chg (%): -34.9%; EPS 3Y Avg (%): 38.6%; EPS 5Y Avg (%): 53.5%
<p>EPS growth has declined. Comparing EPS growth rates, the 1-year is less than the 3-year which is less than the 5-year. Be sure to understand the reasons as declining earnings growth puts pressure on the stock price.</p>		

## REPORT TIPS

**Metric Definitions**

Metric descriptions are available at [stockrover.com/help/metrics/metric-overview](https://stockrover.com/help/metrics/metric-overview)

**Quantitative Scores**

Our scores analytics is to offer our concise analysis of a stock in powerful, but easy to digest format. Each of the composite score metrics are designed to use the best available accounting practices as well as source data from SEC filings. The scores are computed for a company vs. the market as a whole.

**Fair Value**

Fair value performs a forecasted discounted cash flow analysis of a company to determine the company's intrinsic value based on the expected future cash flows the company will produce. It basically determines what a company is worth based on how much cash flow it is expected to generate for you in the future, taking into account the time value of money and the predictability of those forecasted cash flows.

**Peers**

Peer ratings are computed from raking companies in the same

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