

# **Salesforce.com Inc.**

*Patent Portfolio Analysis*

# **Tableau Software Inc.**

*Patents Overview*

June 2019

## Introduction

Salesforce.com, the cloud computing Software as a Service (SaaS) company, is primarily known for its specialized customer relationship management (CRM) product of the same name. The company's products allow businesses to use cloud technology to better manage partners and customer engagements. The software is widely used by enterprises for customer acquisition, engagement, retention and management. <sup>[1]</sup>

Salesforce has been on an acquisition spree in recent years which has helped the company build its product portfolio. Several of these acquisitions have been of companies working in machine learning, predictive analytics and e-commerce. These acquisitions have enabled Salesforce to add to its cloud-based platform and applications. The current suite of products offered by Salesforce allow businesses to monitor real-time customer analytics, provide customer success and support and integrate CRM with other business functions. <sup>[1]</sup>

Salesforce recently announced that it will be acquiring Tableau Software, the popular data visualization and analytics company for \$15.3 billion in an all-stock deal, its biggest acquisition to date. <sup>[2]</sup> In this report, we take a closer look at the technology assets and patent trends of Salesforce's portfolio and provide a glimpse into the patent assets held by Tableau.

For this report, we have analyzed a total of 2793 currently active published patent applications in the Salesforce portfolio. For Tableau, we have studied 86 published patent applications currently in force. Unless otherwise stated, the report displays numbers for published patent applications. The analytics are presented in the various charts and tables that follow. These include the following,

### **Salesforce.com Inc.**

- Portfolio Summary
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- Portfolio taxonomy

### **Tableau Software Inc.**

- Top Sub-technologies
- Top Forward Citing (FC) Assignees
- Top Sub-technologies Covered by the High-quality Patents

## References

1. [Salesforce.com \(Wikipedia.org\)](https://en.wikipedia.org/wiki/Salesforce.com)
2. [Salesforce Targets Microsoft, Google With Tableau Acquisition \(Fortune.com\)](https://www.fortune.com/story/salesforce-targets-microsoft-google-with-tableau-acquisition/2019/07/24/1187000001)

# Salesforce.com Inc.

## Published Applications - Summary

TOTAL DOCUMENTS COUNT (APPLICATIONS)  
**2,793**

### PUBLICATION TYPES



● Applications ● Grants

**Peak Year of Activity**  
 2018 (615)

**Top Active Jurisdiction**  
 US (2,581)

### IP TYPES



● Invention ● Design

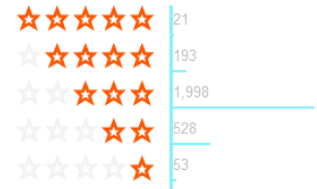
**No of technologies** (41)

**Top Rated**  
 US8538942B2 (4.5)

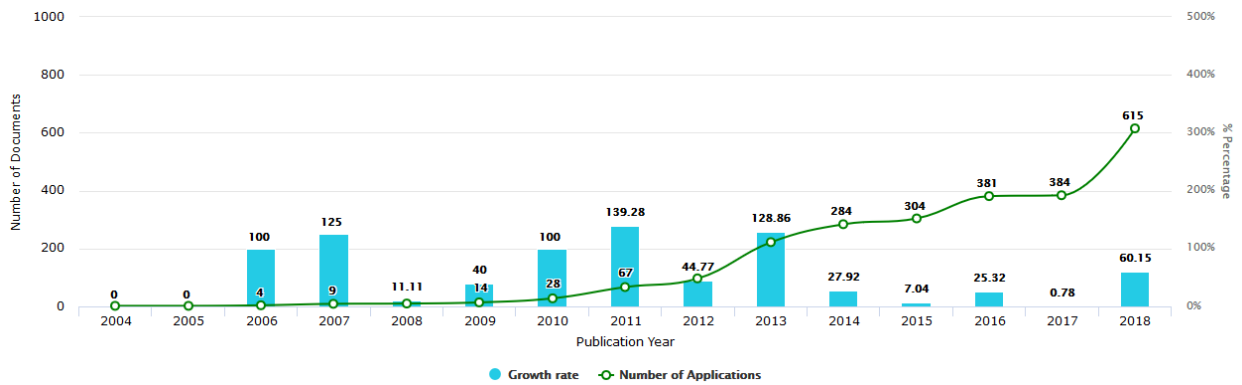
**Top Cited**  
 US7779039B2 (728)

### PATENT BY STAR RATING

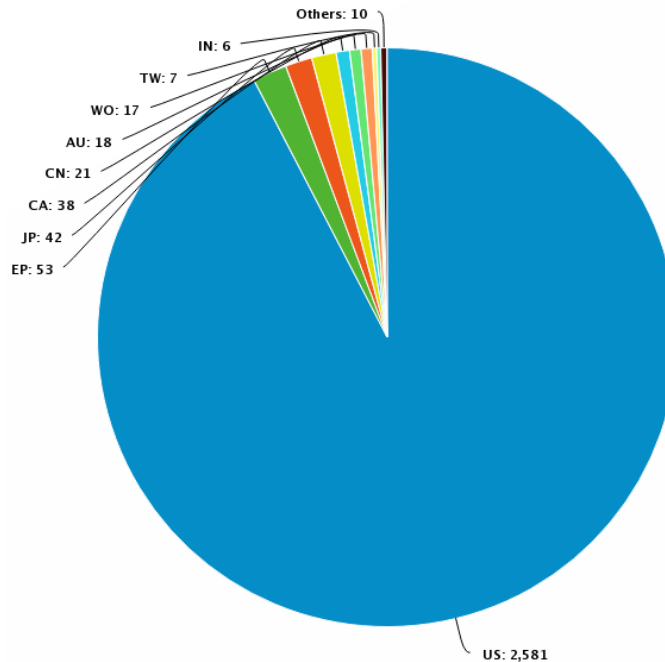
**2.86**



## Published Applications - Growth



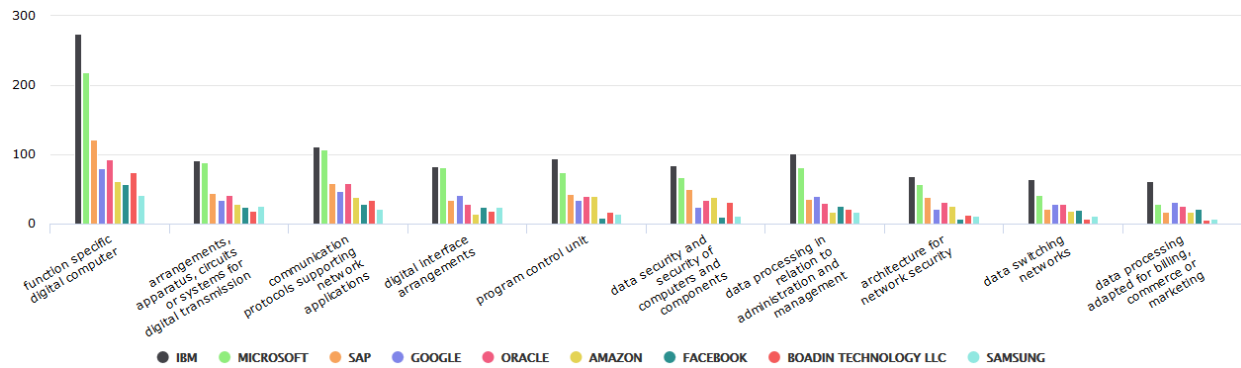
## Key Geographies



## Top Forward Citing (FC) Assignees

FC Assignee	# Applications
IBM	523
MICROSOFT	428
SAP	205
GOOGLE	204
ORACLE	176
AMAZON	151
FACEBOOK	118
BOADIN TECHNOLOGY LLC	110
SAMSUNG	110

## Technologies cited by FC Assignees

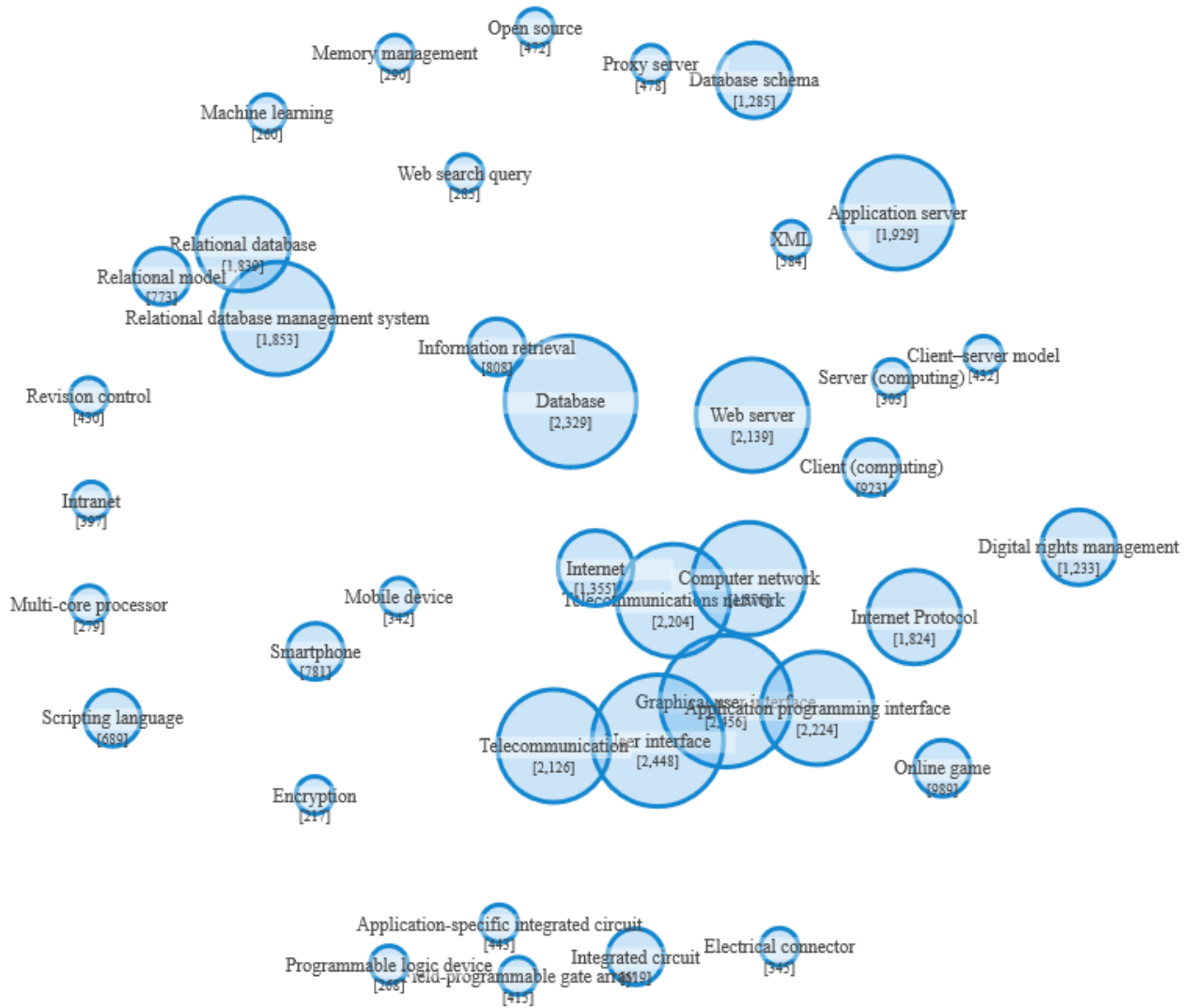


Sub-technologies	IBM	MICROSOFT	SAP	GOOGLE	ORACLE	AMAZON	FACEBOOK	BOADIN TECHNOLOGY	SAMSUNG
Function specific digital computer	275	218	122	80	93	62	57	74	41
Arrangements, apparatus, circuits or systems for digital transmission	92	88	44	35	41	29	24	18	26
Communication protocols supporting network applications	111	107	59	47	58	39	28	34	21
Digital interface arrangements	83	82	34	41	29	15	24	18	25
Program control unit	95	74	43	35	40	40	9	17	14
Data security and security of computers and components	85	67	50	24	34	38	10	31	11

Sub-technologies	IBM	MICROSOFT	SAP	GOOGLE	ORACLE	AMAZON	FACEBOOK	BOADIN TECHNOLOGY	SAMSUNG
Data processing in relation to administration and management	101	81	36	40	30	17	26	21	17
Architecture for network security	68	57	38	22	32	26	7	13	12
Data switching networks	65	41	21	28	28	19	20	7	11
Data processing adapted for billing, commerce or marketing	62	29	17	31	26	17	22	6	7

## Topic Map – Concepts

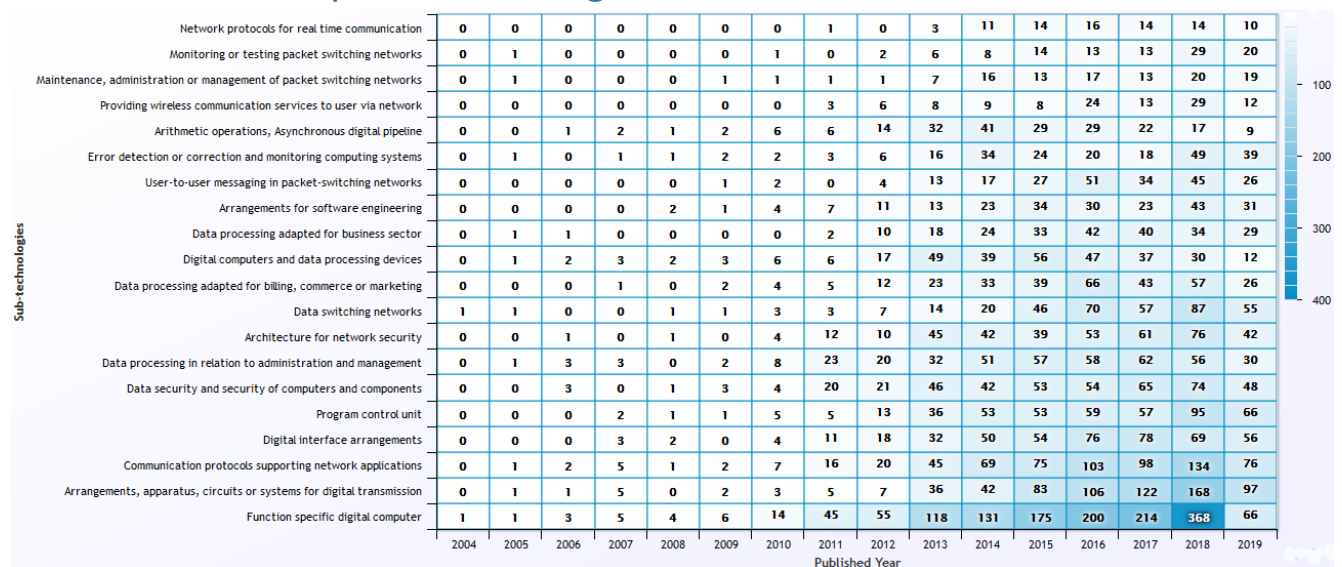
- The bubble size corresponds to the total number of patent applications for each concept.
- The bubble proximity corresponds to the “relatedness” of the individual concepts.



## Published Applications - Top Sub-technologies

Sub-technologies	# Applications
Function specific digital computer	1,402
Arrangements, apparatus, circuits or systems for digital transmission	678
Communication protocols supporting network applications	654
Digital interface arrangements	453
Program control unit	446
Data security and security of computers and components	434
Data processing in relation to administration and management	406
Architecture for network security	386
Data switching networks	366
Data processing adapted for billing, commerce or marketing	311
Digital computers and data processing devices	310
Data processing adapted for business sector	234
Arrangements for software engineering	222
User-to-user messaging in packet-switching networks	220
Error detection or correction and monitoring computing systems	214
Arithmetic operations, Asynchronous digital pipeline	211
Providing wireless communication services to user via network	112
Maintenance, administration or management of packet switching networks	110
Monitoring or testing packet switching networks	107
Network protocols for real time communication	83

## Evolution of the Top Sub-technologies



## High Quality\* Patents – Top Sub-technologies Covered

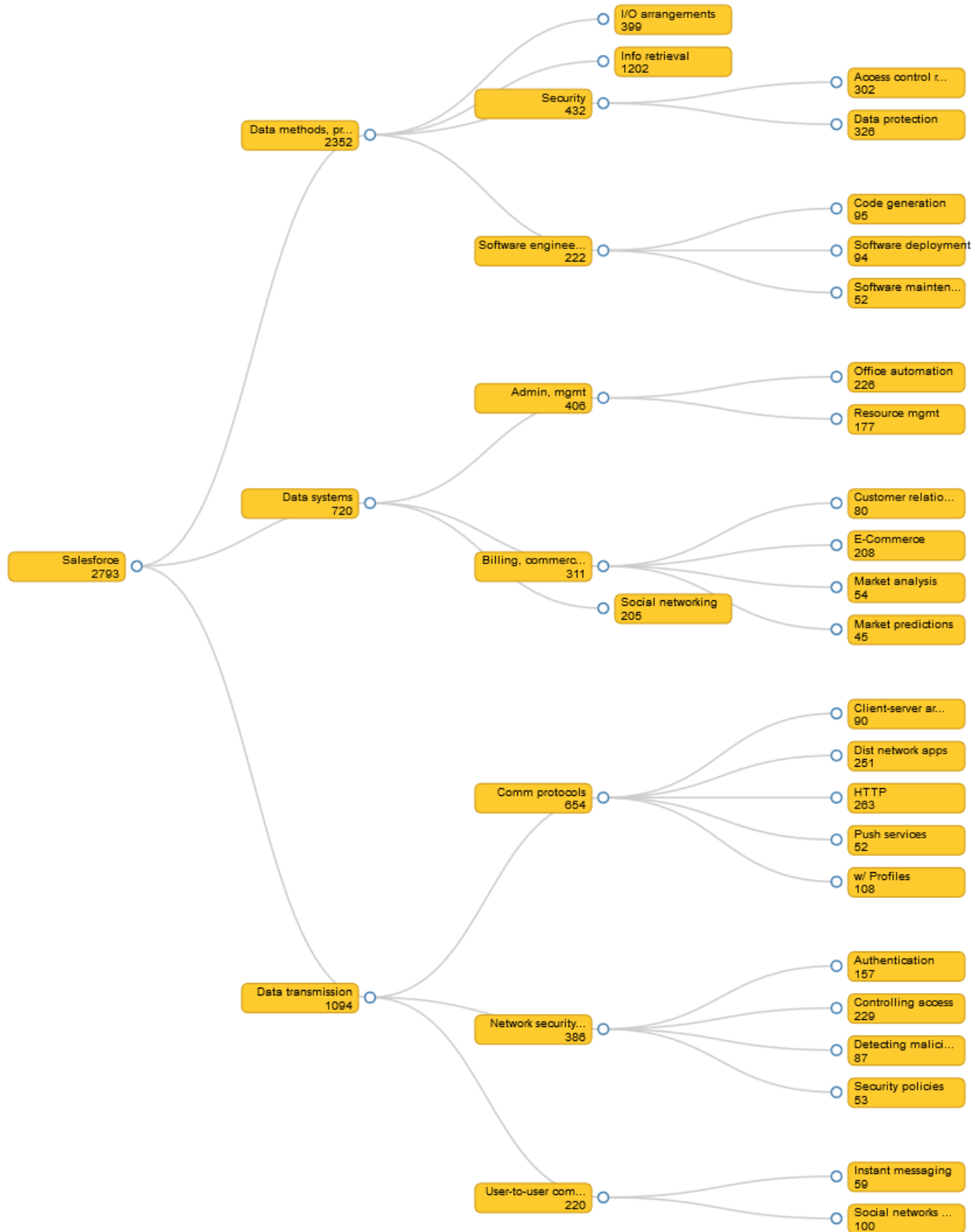
(720 published patent applications in force)

(\*High Quality ~ Relecura Star Rating 3 or more on a scale of 5)

Sub-technologies	Relecura Star Rating			
	3	3.5	4	4.5
Function specific digital computer	273	63	32	11
Communication protocols supporting network applications	140	47	24	11
Arrangements, apparatus, circuits or systems for digital transmission	126	36	20	6
Digital computers and data processing devices	97	29	19	4
Digital interface arrangements	95	23	13	8
Program control unit	101	18	8	3
Data security and security of computers and components	83	26	16	4
Architecture for network security	85	25	15	2
Data processing in relation to administration and management	87	21	12	6
Data switching networks	81	20	9	3
Data processing adapted for billing, commerce or marketing	67	15	5	3
Arithmetic operations, Asynchronous digital pipeline	54	19	11	5
Data processing adapted for business sector	45	17	7	5
User-to-user messaging in packet-switching networks	44	14	7	1
Error detection or correction and monitoring computing systems	50	11	3	2
Arrangements for software engineering	45	10	4	2
Maintenance, administration or management of packet switching networks	29	9	6	1
Providing wireless communication services to user via network	21	7	2	0
Monitoring or testing packet switching networks	26	1	2	0
Protocol aspects or techniques in packet data networks	18	5	5	1



# Portfolio Taxonomy



## Tableau Software Inc.

*(86 published patent applications in force)*

### Published Applications - Top Sub-technologies

Sub-technologies	# Applications
Digital interface arrangements	57
Function specific digital computer	52
Generating 2D Images	44
Data processing adapted for finance, insurance, tax strategies	13
Animation	8
Data processing in relation to administration and management	7
Program control unit	6
Data processing adapted for billing, commerce or marketing	5
Geometric image transformations in the plane of the image	5
Arrangements for software engineering	4
3D modelling	3
Generating or processing image data	3
Code conversion	2
Sequential Code conversion	2
Arithmetic operations, Asynchronous digital pipeline	1
Arrangements, apparatus, circuits or systems for digital transmission	1
Circuits for display devices	1
Communication protocols supporting network applications	1
Computers based on mathematical models	1
Data processing - database and file management or data structures	1

### Top Forward Citing (FC) Assignees

FC Assignee	# Applications
AETNA	22
MICROSOFT	11
SAP	10
IBM	9
BUSINESS OBJECTS	7
HEWLETT PACKARD	5
PALANTIR TECHNOLOGIES INC	5

## High Quality\* Patents – Top Sub-technologies Covered

*(19 published patent applications in force)*

*(\*High Quality ~ Relecura Star Rating 3 or more on a scale of 5)*

Sub-technologies	Relecura Star Rating		
	3	3.5	4.5
Digital interface arrangements	13	2	0
Generating 2D Images	11	2	1
Function specific digital computer	8	1	0
Animation	4	0	0
Geometric image transformations in the plane of the image	4	0	0
Data processing adapted for finance, insurance, tax strategies	2	1	0
Data processing in relation to administration and management	2	0	0
3D modelling	0	1	0
Arithmetic operations, Asynchronous digital pipeline	1	0	0
Circuits for display devices	0	1	0

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