

February 24, 2020



## **Deluxe Expands Alliance With Salesforce to Bring Salesforce Essentials to Deluxe Small Business Customers**

*Deluxe enhances technology portfolio with Salesforce Essentials, CRM for small businesses*

SHOREVIEW, Minn.--(BUSINESS WIRE)-- Today, Deluxe (NYSE: DLX), a Trusted Business Technology™ company, announced it will offer Salesforce Essentials, the world's #1 CRM product purpose-built for small businesses, to its approximately 4.5 million customers. This is the first go-to-market collaboration between the two companies.

For 105 years, Deluxe has helped enterprises, small business and financial institutions grow their businesses through payment solutions, printed products, marketing solutions and more. Annually, millions of small business customers access Deluxe's wide range of products and services from logos to email marketing, website development to printed apparel, payroll services, search engine optimization and incorporation services. By adding CRM to its offerings through this relationship with Salesforce Essentials, Deluxe is further helping small business owners to take their business to the next level.

Salesforce Essentials brings the power of the Salesforce platform to small business with sales and customer service tools in one app. With Salesforce Essentials, small businesses can easily manage customer relationships, keep customers happy, and scale technology as they grow their businesses. Now, Deluxe customers can get up and running on Salesforce Essentials instantly.

"Deluxe has the breadth and scope of products and services to help small business owners achieve their dreams," said Chris Thomas, Chief Revenue Officer for Deluxe. "At Deluxe, we champion business so communities thrive. Now, by offering Salesforce Essentials to our customers, we are providing another incredible tool to help their businesses operate more efficiently. Combined with our exceptional marketing portfolio, we are truly a one-stop shop for any small business owner."

"Deluxe has been trusted by small business owners for more than 100 years. As small businesses attract customers and prospects, they need a way to cultivate those relationships and that's where Salesforce Essentials comes in," said Meredith Schmidt, EVP and GM of Salesforce Essentials and SMB. "At Salesforce, we share Deluxe's commitment to small businesses and we're delighted to extend Essentials to Deluxe customers to help them grow and scale."

As small businesses become more agile and adept at selling to customers in their community or around the world, the ability to track online, in-person and social connections is an invaluable resource. By including Salesforce Essentials into its overall suite of products for small business owners, Deluxe is giving entrepreneurs a more holistic view into managing all aspects of their customer relationships.

“Time is an incredibly valuable commodity. Entrepreneurs are looking for convenience and productivity,” said Thomas. “This agreement with Salesforce will expose not only our deep base of customers to a valuable CRM platform like Essentials, but really furthers our mission to help businesses grow and operate more efficiently.”

### **About Deluxe**

Deluxe is a Trusted Business Technology™ company that champions business so communities thrive. Our solutions help businesses pay and get paid, accelerate growth, and operate more efficiently. For more than 100 years, we’ve been helping businesses succeed at all stages of their lifecycle, from start-up to maturity. Our unparalleled global scale supporting approximately 4.5 million small businesses, over 4,000 financial institutions and hundreds of the world’s largest consumer brands uniquely positions Deluxe to be our customers’ most trusted business partner. To learn how we can help your business, visit us at [www.deluxe.com](http://www.deluxe.com), [www.facebook.com/deluxecorp](https://www.facebook.com/deluxecorp), [www.linkedin.com/company/deluxe](https://www.linkedin.com/company/deluxe), or [www.twitter.com/deluxecorp](https://www.twitter.com/deluxecorp).

*Salesforce and Salesforce Essentials are among the trademarks of Salesforce.com, Inc.*

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20200224005720/en/>

Cameron Potts, VP of Corporate Communications

651-233-7735

[cameron.potts@deluxe.com](mailto:cameron.potts@deluxe.com)

Source: Deluxe