OEM User License Guide

Learn about the license types that are available to OEM partners.

License Types and Availability

These licenses are available for resale to new and existing OEM partners.

Internal User Licenses:

- OEM Embedded—A contractually restricted Enterprise Edition Platform license
- OEM Embedded Admin—A contractually restricted Enterprise Edition Salesforce admin license that's required on all initial orders. It's used to configure and administer the OEM application. This license prohibits providing access to or use of any CRM functionality. Prohibitions include, but aren't limited to, create, read, update, and delete (CRUD) on Leads, Opportunities, Cases, Solutions, Forecasts, and Campaigns.

External User Licenses: These licenses can be assigned to external users only.

- Commerce Portal—Custom digital experiences to engage any external stakeholder, including Brand Engagement and Customer Loyalty.
- Customer Community—Business-to-consumer experiences well suited for communities with large numbers of external users who need access to Salesforce Knowledge.
- Customer Community Plus—Similar to the Customer Community license with more storage, access to reports and dashboards, and advanced sharing.
- Partner Community—Business-to-business experiences for users who need access to sales data, where the OEM partner's solution allows access to Sales objects. Partner Community licenses can't be used with person accounts.

Licenses sold by OEM partners can only be used to access the partner solution. To extend the partner solution, end users can create, access, and use up to 10 more custom objects per solution. These custom objects can only be used with the partner solution.

These tables list object access, user permissions and features, and org limits for the OEM Embedded user license types. For external user licenses limits and CRUD access information, refer to Experience Cloud User Licenses.

These symbols are used in the tables.

- ✔—Included in license
- $—Available as an add-on for a fee
- C—Create access to the object
- R—Read access to the object
- U—Update access to the object
- D —Delete access to the object

Objects

Object Accessed	OEM Embedded
Accounts	CRUD
Activities	CRUD
Tasks	CRUD
Calendar, Events	CRUD
Contacts	CRUD
Content	CRUD
Contracts*	CRUD
Documents	CRUD
Ideas	CR
Individual	CRUD
Knowledge	R
Orders*	CRUD
Products & Price Books*	CRUD
ISV Custom Object	CRUD

* With the Orders Platform permission set license (PSL), available to OEM partners only, administrators can give the users who have Salesforce Platform user licenses access to Contracts, Products, Price Books, and Orders. Orders functionality is automatically available to all licenses except the Salesforce Platform licenses, which explicitly require the new PSL to grant access.

User Features

User Feature	OEM Embedded
Console	✔
Analytics (CRM Analytics)	$
Create Knowledge Articles	$
Salesforce Mobile App	✔
Offline	✔
Flows and Process Builder	✔
Approval Process	✔

User Feature	OEM Embedded
Original Territory Management*	—
Enterprise Territory Management	✔

* Original Territory Management was retired for all customers in the Summer '21 release. Users can't access the original territory management feature or its underlying data. We encourage you to migrate to Enterprise Territory Management. For more information, refer to the Original Territory Management Module Retirement article.

User Permissions

User Permission	OEM Embedded
Account Teams	✔
Advanced Sharing	✔
Chatter	✔
Custom Profiles	✔
Custom Permission Sets	✔
Einstein Search	✔
Customize Reports	✔
Customize Dashboards	✔
View Dashboards*	✔
Identity	✔
Org Allows Custom Profiles and Page Layouts	✔
Org Allows Record Types	✔
Send Email	✔
Submit Workflow Approvals	✔
Unlimited Next Best Action Strategy Executions**	✔
Custom Tabs Limit	25
Custom Objects Limit	400***

* To view a dashboard, the running user of a dashboard must be a Salesforce Platform user. Dashboards using the Salesforce Platform administrator as the running user aren't viewable by other Salesforce Platform license types.

** Next Best Action requests made by users with this permission aren't counted against the monthly entitlement.

*** The limit of 400 custom objects applies to the primary solution offering. End users can create and access up to 10 more custom objects. These custom objects must be within the scope of, and used only with, the partner solution.

Storage Limits

For new accounts, the OEM Embedded Admin license comes with an Enterprise Edition org. If the customer has an Unlimited Edition (UE) org, the partner places the order as usual. The Partner Operations team provisions the appropriate OEM Embedded UE license on behalf of the partner. The partner's OEM Embedded contractual terms apply to the provisioned OEM Embedded, UE license. Per-user storage limits are governed by the UE license allocations.

Additional Org Limits (Added Per User)	OEM Embedded
Data Storage	20 MB
File Storage	2 GB

For data storage, each OEM Embedded org is allocated a minimum of 10 GB. For example, an OEM Embedded org with 20 users at 20 MB per user receives 400 MB plus 10 GB, or 10.4-GB total data storage. An OEM Embedded org with 100 users receives 12 GB because 100 users multiplied by 20 MB per user is 2 GB.

For file storage, each OEM Embedded org is allocated a per-user limit multiplied by the number of users in the org plus a per-org allocation of 11 GB. For example, an OEM Embedded org with 600 users receives 1,211 GB of file storage, or 2 GB per user multiplied by 600 users plus 11 GB.

For data and file storage limits for other Salesforce editions, refer to Data and File Storage Allocations.

API Limits

The OEM Embedded Admin license comes with an Enterprise Edition org, and OEM Embedded provides a Platform license.

Salesforce Edition	API Requests (Calls) Per License Type	Total Requests (Calls) Per 24-Hour Period
OEM Embedded	1,000	100,000 + (number of licenses x calls per license type)

Limits are enforced against the aggregate of all API calls made to the org in a 24-hour period. Limits aren't on a per-user basis. When an org exceeds a limit, all users in the org can be temporarily blocked from making calls. Calls are blocked until usage for the preceding 24 hours drops below the limit.

For Enterprise Edition org API limits, including API limits with External User licenses, refer to API Request Limits and Allocations.

Considerations for Government Cloud Plus Customers

Keep these considerations in mind when you work with Government Cloud Plus customers.

- If you sell to a Government Cloud Plus customer, additional fees and restrictions apply. For details, contact your Partner Account Manager (PAM).

- Only Services that are included in the Government Cloud Plus Products list can be resold to Government Cloud Plus Customers. This list is updated from time to time and is available on Salesforce's Agreements and Terms page.
- To identify a Government Cloud Plus customer, check the Salesforce instance where their org resides. The instance is listed on the customer's license record in the License Management App (LMA). After you determine the instance where their org resides, compare it with the Government Cloud Plus instances on Salesforce Help.

Legacy License Types

These licenses aren't available to new partners, but can be resold by existing partners who have already contracted to resell them. These licenses can be assigned to external users only.

- ISV Portal—An Authenticated Website license with basic data sharing options. Manual sharing to user and participation in sharing groups aren't permitted. Users can only log in via Salesforce Platform Sites. An ISV Portal license is best used when projected user volumes exceed 100,000.
- ISV Portal with Sharing—A Customer Portal Manage Custom license with full sharing capabilities. Users can log in only via Salesforce Platform Sites. This license is best used when projected user volumes are under 100,000 and granular security access is required.