

## Salesforce.com Technology Overview

29,800 Customers  
646,000 Subscribers  
NYSE: CRM



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Customer On Demand™

## Safe Harbor Statement

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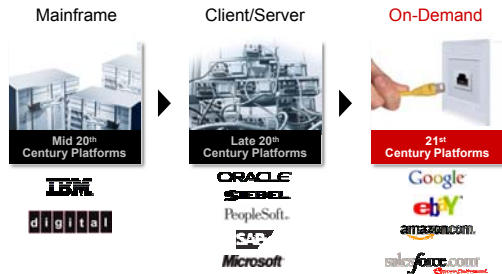
The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our quarterly report on Form 10-Q filed on August 19, 2005 and in other filings with the Securities and Exchange Commission. These documents are available on the SEC Filings section of the Investor Information section of our Web site.

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## The Internet Changes Everything



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## The On-Demand Model

**Multi-tenancy:**  
a new technology model



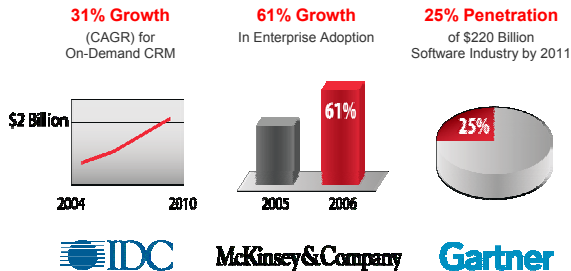
Faster Vendor Innovation  
Economies of Scale  
Scalability  
Automatic Upgrades

**Subscription:**  
a new business model



“Without multi-tenancy, a SaaS offering can’t embrace a Web 2.0-like community of developers who add functionality that all can share.”  
—Eric Horvitz, InfoWorld

## The Analysts Agree: On-Demand is the Future



## But – It's Harder Than You Think

You

Infrastructure Services	Application Services	Operations Services	Business Services	Innovation
Network Storage Operating System Database App Server Web Server Data Center Disaster Recovery	Security Sharing Integration Customization Web Services API Multi-Language Multi-Currency Workflow Analytics Multi-Device Messaging Search	Authentication Availability Monitoring Patch Mgmt Upgrades Backup NOC	Ordering Provisioning Licensing Billing Renewal Upgrades Marketing Sales	



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## What's Needed – an On-Demand Platform

### Platform

Infrastructure Services   Application Services   Operations Services   Business Services



### You

Innovation



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## The Core Components of an On-Demand Platform

- 1 Multi-Tenant, Shared Systems
- 2 Trusted Reliability & Performance
- 3 Metadata-Driven Customization
- 4 Web Services-Based Integration
- 5 Enterprise-Class Scalability
- 6 Complete Development Stack
- 7 Multi-Application Execution
- 8 Business Services

## 1. Single Tenant vs. Multi-Tenant

A common infrastructure delivers performance, reliability and security to all customers



Company 1 Users  
Company 2 Users  
Company 3 Users  
Company N Users



Company 1 Users  
Company 2 Users  
Company 3 Users  
Company N Users

### One Stack Per Customer

- High costs of maintenance and upgrades
- High cost, complexity to deliver high availability
- Difficult to deliver frequent product releases

### Salesforce.com: One Virtual Instance

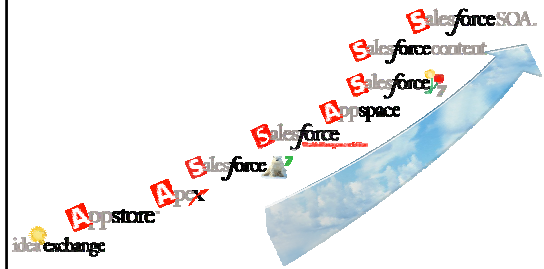
- Instant customer provisioning
- Massive economies of scale
- Ease of management delivers consistent performance and reliability
- Enables rapid product release cycles



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## Incredible Innovation and Momentum

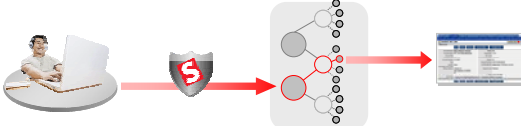
What salesforce.com has delivered since October, 2006



## Multi-Tenant Application Security Model

World class Application Security

Login...   Authenticate...   Apply Data Security Rules...   View Filtered Content



- SSL data encryption
- Optional strict password security policies
- Highly secure session key management
- All passwords stored in MD-5 hash
- Application self-monitors for security violations
- Support for a wide variety of SSO integration architectures

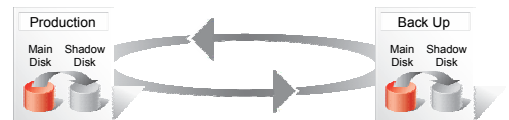
- Rich sharing rules allow for granular data security control
- Database access is strictly controlled at multiple levels for maximum security
- Certifications
  - SAS 70 Type II and SysTrust
  - In-depth security certifications from Fortune 50 financial services customers



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## 2 99.9% at < 300 Milliseconds per Transaction

Reliability	Performance	Security	Transparency
<ul style="list-style-type: none"> <li>✓ Mirrored</li> <li>✓ Redundant</li> <li>✓ Diverse Network</li> <li>✓ 99.9% Reliability</li> </ul>	<ul style="list-style-type: none"> <li>✓ Redundant</li> <li>✓ Carrier-Neutral</li> <li>✓ Highly Scalable</li> <li>✓ &lt; 300 ms/transaction</li> </ul>	<ul style="list-style-type: none"> <li>✓ SAS 70 Type II</li> <li>✓ SystTrust Certified</li> <li>✓ Secure Data, Network, Facilities</li> </ul>	<ul style="list-style-type: none"> <li>✓ Open &amp; Trusted</li> <li>✓ Accountable</li> <li>✓ Real-time updates</li> <li>✓ Real-time uptime reporting</li> </ul>



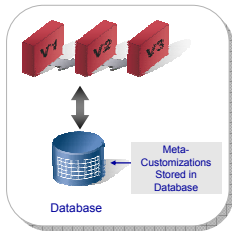
“...as the quality and reliability of SaaS solutions continues to improve, the appeal of SaaS isn't going to go away.”

—Jeffrey Kaplan, Business Week



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### 3 Customization: The Metadata Layer



#### Customize with Clicks not Code

- ✓ Custom Apps
- ✓ Custom Layouts
- ✓ Custom Fields
- ✓ Custom Objects
- ✓ Custom Workflow
- ✓ Custom Reports & Dashboards

“It’s clear that ease of customization has been one of the most important factors in the success of our CRM initiative.”

—CRM Program Manager, Entersys

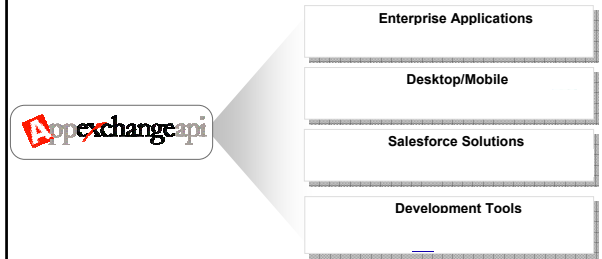


All Customization Are Upgraded With Zero Customer Effort



### 4 Choice in Integration with Web Services

Easily Integrate At Any Level: Internet, Tools, Desktop & Enterprise



All Integrations Are Upgraded With Zero Customer Effort

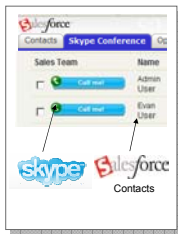


### Mash-Ups: Integrating the User Experience

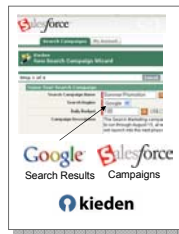
Mash-Ups Drive New Automation, Creativity, & Innovation



Account, Contact, & Lead Mapping



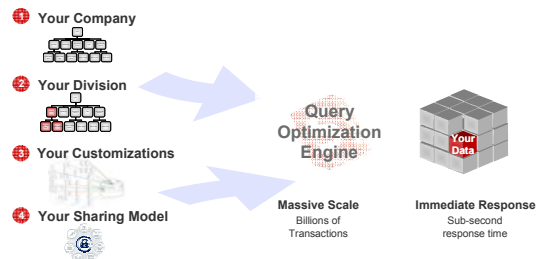
VOIP Calls, Conferencing & Presence



Integrated Internet Search Results



### 5 Enterprise Scalability & Performance



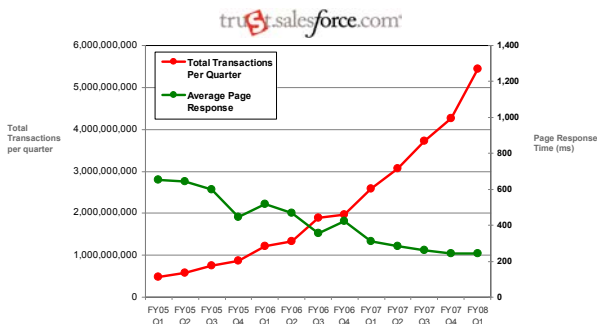
“AppExchange allows us to have a level of customer contact that otherwise might not be possible with a company our size.”

—Managing Partner, Medical Dispatch

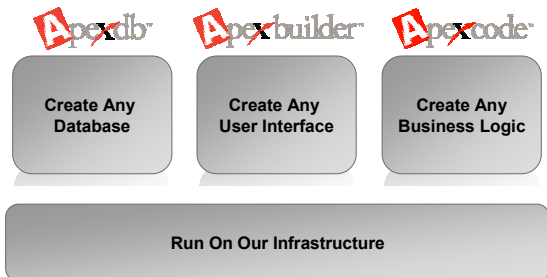


### Proven Scalability and Performance

Delivering 90 Million Transactions Daily, 1 Billion API Calls Monthly



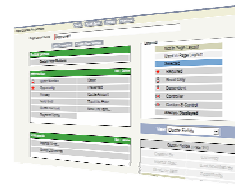
### 6 Complete On-Demand Development Stack



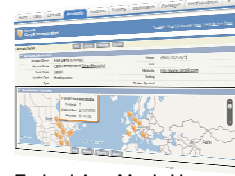
## Create Any Database



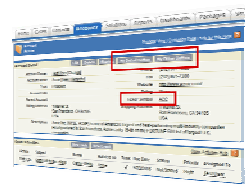
Create any table  
Add any field  
Build any relationship  
Security & sharing  
Automatic tuning  
Automatic backups  
Automatic upgrades



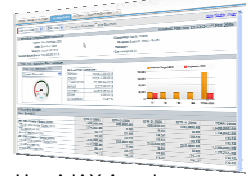
Build Any Form



Embed Any Mash-Up



Create Any Button or Link



Use AJAX Anywhere



## Create Any Business Logic



Data Validation  
Workflows  
Outbound SOAP Messages  
Approvals  
Audit History Tracking  
Web Services  
Stored Procedures  
Triggers  
Complex Transactional Logic  
100% Automatic Upgrades



```
trigger deDupe on Lead (before insert, before update)
{
    if (Trigger.new.Email != null &&
        Trigger.new.PostalCode != null)
    {
        Integer num = (select count() from Lead WHERE
            email = :Trigger.new.Email
            AND PostalCode = :Trigger.new.PostalCode);
        if (num > 0)
        {
            Trigger.new.addError('Lead is a duplicate.');
```



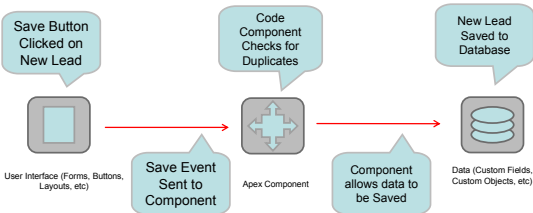
Your Code

Our Servers



## Use Case #1: Triggers (pre/post save/delete)

Example: Lead Duplicate Check



## Use Case #2: On-Demand Web Services

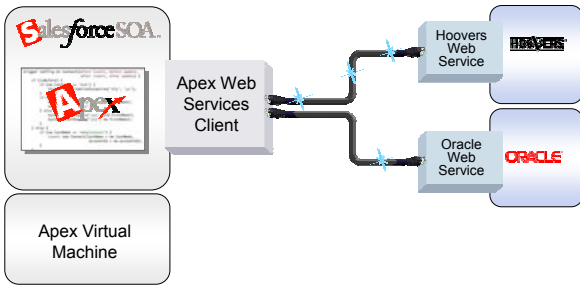
- Example: Deploy a Web Service to delete the specified account, and all its children accounts, in a single transaction

```
WebService void deleteAccountHierarchy (Id parentId) {
    Account parent = new Account(Id=parentId);
    Account[] accountsToDelete = new Account[] {parent};
    for (Integer i = 0; i < accountsToDelete.size(); i++) {
        parentId = accountsToDelete[i].Id;
        for (Account a : [select id from account where parentId = :parentId]) {
            if (accountsToDelete.contains(a.Id)) {
                accountsToDelete.add(a);
            }
        }
    }
    delete accountsToDelete;
    commit;
}
```



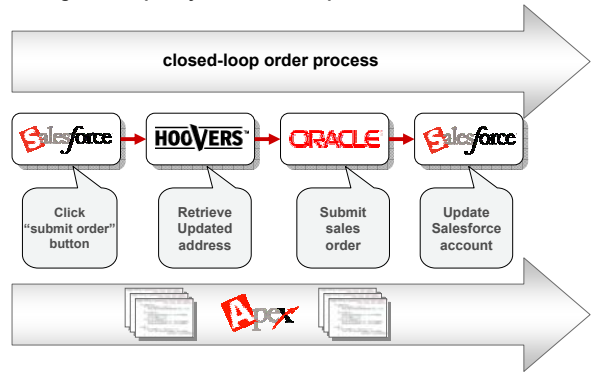


## Salesforce SOA Call Out to Any Web Service with Apex



## Salesforce SOA Taking the Complexity Out of the Complex Business Process

Taking the Complexity Out of the Complex Business Process

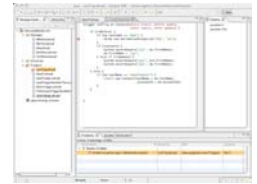


## Safe Multi-Tenant Execution: Code Governors

Type	Restriction
Data Access	Total SOQL Statements
	Number of rows retrieved
Data Modification	Total DML (insert, update, etc) Statements
	Number of rows modified
Transactions	Transaction control Statements
	Uncommitted Rows
Statements	Total statements issued (loops, etc)

## Development and Testing Infrastructure

- Integrate with the tools developers love
  - IDEs (e.g. Eclipse), source code control systems, ...
- On-Demand Quality Assurance
  - Apex Code must include automated tests
    - salesforce.com will execute prior to upgrades
    - Includes code coverage analysis, with required minimum coverage
  - Understands dependencies on underlying data model, preventing changes that will invalidate Apex Code
- Built-in language support
  - "assert" and "debug" statements
  - Extensive automatic logging

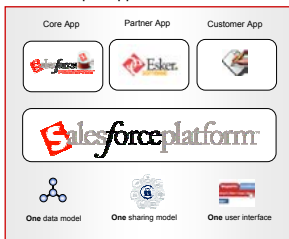


Eclipse Plug-In

## 7 Multi-Application Execution....As A Service!

Run your business on the Business Web

Run Multiple Applications On Demand



### Benefits:

- Flexible and extensible
- Satisfy diverse application needs
- Easily deploy new applications with minimal IT resources
  - Retire costly, difficult-to-support custom applications
- Reduce custom application support and maintenance costs

## 8 Full Suite of Business Services

From Idea to Application to Commercial Success



ideaexchange

Apex

Appexchange

Appstore

“AppStore removes just about every barrier to startup success. The robust set of services will enable us to go to market and scale cost effectively and in record time.”

— Narinder Singh  
Founder and CEO, Apperio



**Innovation. Not Infrastructure.**



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