The Analysts Agree: On-Demand is the Future

31% Growth (CAGR) for On-Demand CRM

61% Growth In Enterprise Adoption

25% Penetration Of $220 Billion Software Industry by 2011
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

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### 1. Single Tenant vs. Multi-Tenant

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

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

- **Multi-Tenant**
  - 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
    - 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

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### 2. 99.9% at < 300 Milliseconds per Transaction

- **Reliability**
  - Mirrored
  - Redundant

- **Performance**
  - Carrier-Neutral
  - Highly Scalable

- **Security**
  - SAS 70 Type II
  - SysTrust Certified
  - Secure Data, Network, Facilities

- **Transparency**
  - Open & Trusted
  - Accountable
  - Real-time updates
  - Real-time uptime reporting
3 Customization: The Metadata Layer

Customize with Clicks not Code
- Custom Apps
- Custom Layouts
- Custom Fields
- Custom Objects

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, Enterways

All Customization 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

Enterprise Scalability & Performance

Proven Scalability and Performance
Delivering 90 Million Transactions Daily, 1 Billion API Calls Monthly

Complete On-Demand Development Stack

All Integrations Are Upgraded With Zero Customer Effort

5 Enterprise Scalability & Performance

Your Company
Your Division
Your Customizations
Your Sharing Model

Query Optimization Engine
Massive Scale
Immediate Response

“AppExchange allows us to have a level of customer control that otherwise might not be possible with a company our size.”
—Manager, Retail, Method Sprch

Run On Our Infrastructure
Create Any Database
Create any table
Add any field
Build any relationship
Security & sharing
Automatic tuning
Automatic backups
Automatic upgrades

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

Use Case #1: Triggers (pre/post save/delete)
Example: Lead Duplicate Check

Load Lead from Database
Component
Checks for Duplicates

Save Event
Sent to Component

Code

New Lead
Saved to Database

User Interface (Forms, Buttons, Layouts, etc)

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

```java
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;
  }
}
```
Call Out to Any Web Service with Apex

Safe Multi-Tenant Execution: Code Governors

<table>
<thead>
<tr>
<th>Type</th>
<th>Restriction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Access</td>
<td>Total SOQL Statements</td>
</tr>
<tr>
<td></td>
<td>Number of rows retrieved</td>
</tr>
<tr>
<td>Data Modification</td>
<td>Total DML (insert, update, etc) Statements</td>
</tr>
<tr>
<td></td>
<td>Number of rows modified</td>
</tr>
<tr>
<td>Transactions</td>
<td>Transaction control Statements</td>
</tr>
<tr>
<td></td>
<td>Uncommitted Rows</td>
</tr>
<tr>
<td>Statements</td>
<td>Total statements issued (loops, etc)</td>
</tr>
</tbody>
</table>

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

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

Multi-Application Execution...As A Service!
Run your business on the Business Web

Full Suite of Business Services
From Idea to Application to Commercial Success

Idea  Build  List  Market  Sell  Invoice  Collect

“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.” —Harinder Singh, Head of SaaS Business
Innovation. Not Infrastructure.