

Trust and Transformation Leading Innovation with Cloud Computing

Peter Coffee

VP & Head of Platform Research
salesforce.com inc.



Safe Harbor

Safe harbor statement under the Private Securities Litigation Reform Act of 1995: This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements, other than statements of historical fact, could be deemed forward-looking, including any projections of subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

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, risks associated with possible mergers and acquisitions, 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 entrants in our service market, our customer deployment, our limited history reselling non-salesforce.com products, 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 annual report and on our Form 10-Q for the most recent fiscal quarter: these documents and others are available on the SEC Filings section of the Investor Information section of our Web site.

Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.

**In Other Words:
Everything That
You See Here
is Real**



@PeterCoffee



Revolutions of the Possible

- **Breakout Speed & Efficiency**

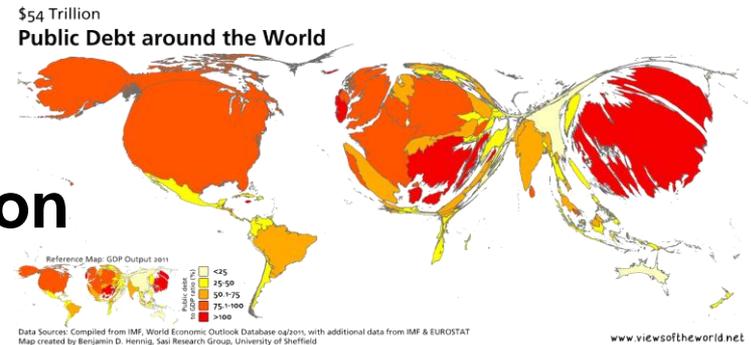
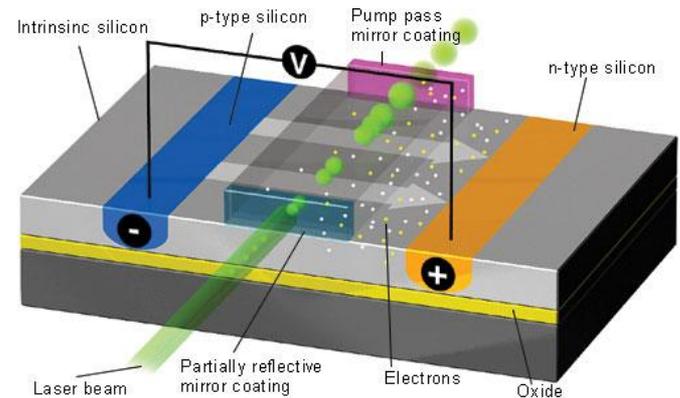
- Silicon Photonics
- Memristors
- Metamaterials

- **Precise Control of Trust**

- Formally verified operating systems
- Application 'whitelisting'
- Visible privacy controls

- **Massive Analytics & Visualization**

- Big Data
- Bigger Tools



@PeterCoffee

salesforce



Connection: Revolution → Relevance

- Emerging Markets Need Bandwidth
 - BitMate (Pakistan) effectively doubles connection speed
 - downloaded by users in 173 countries
- Autonomous Systems Need Context
 - instead of sending packets to an address, label with data attributes
 - ‘This is what I’m about’
 - ‘This is where I’m useful’
 - ‘This is when I’m outdated’
- Human Networks Need Focus
 - task-inferring search
 - **pervasive social interaction**

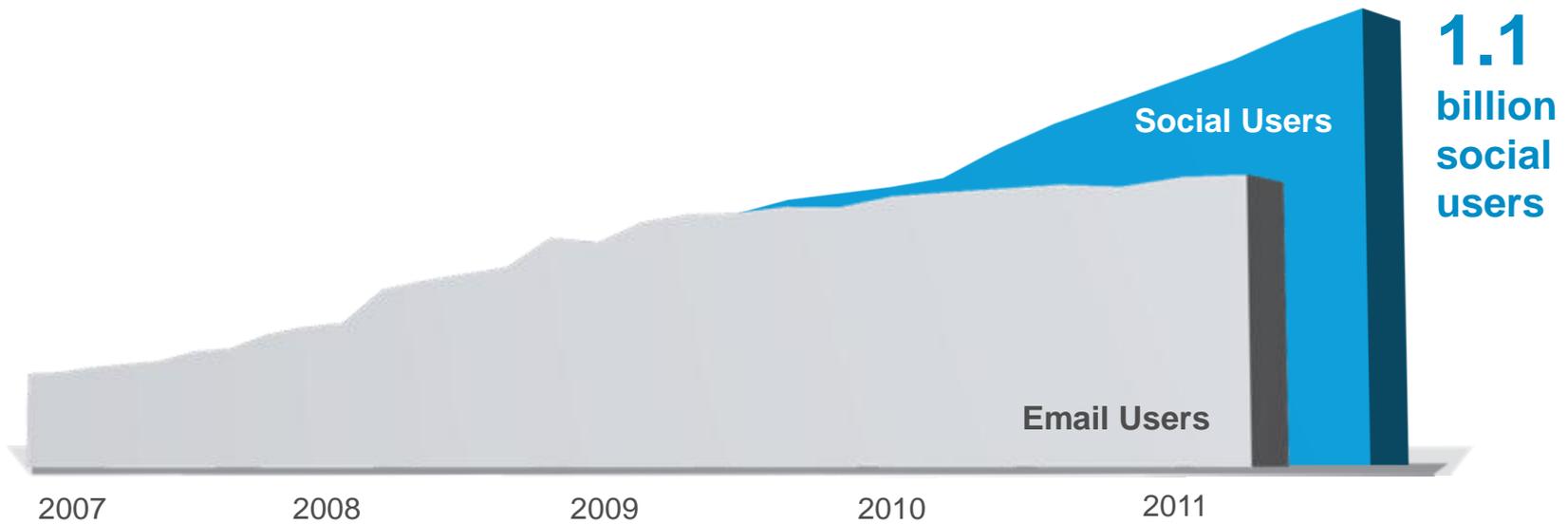


@PeterCoffee

salesforce



Social Revolution: Social Networking Surpasses Email So what?

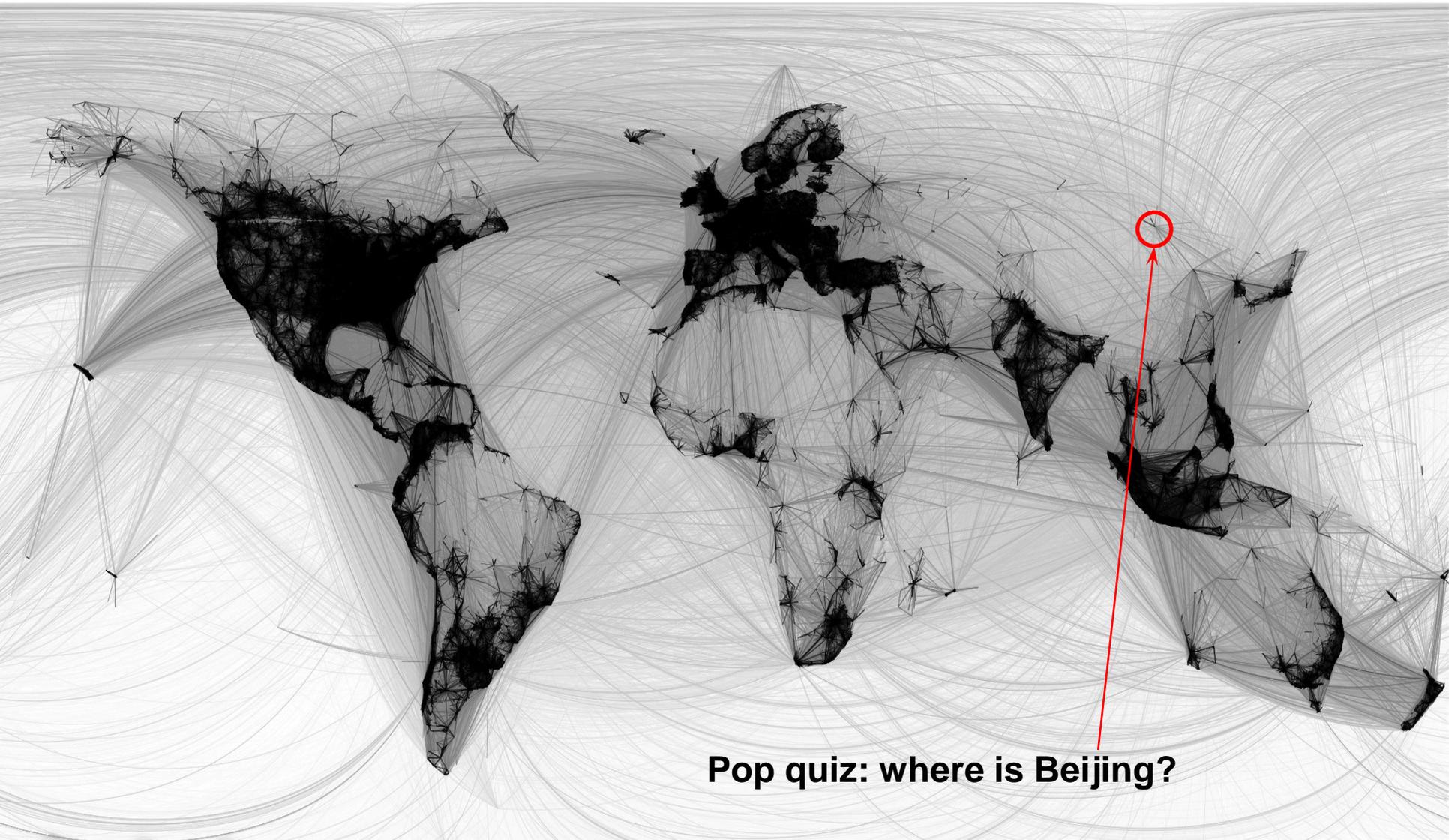


Source: Comscore, June 2011



Social Networks: More Than Just 'Sum of the People'

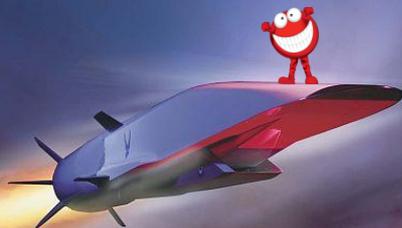
(Arcs Represent Number • Distance of Facebook 'Friend' Links)



Pop quiz: where is Beijing?

‘Digital’=Evolution; ‘Connected’=Revolution

- Replacing doctors’ clipboards with smartphones?
 - Does not make current health care model sustainable
 - **Connectivity lets patients stay in sensor-enriched homes**
 - Radically reduce office visits and hospital admissions
- Replacing students’ textbooks with iPads?
 - Does not make current higher education model sustainable
 - **Connectivity turns the campus inside out**
 - Most of students’ time spent in ‘intern’ environment
 - Instructors can tailor presentation sequence to work demands
 - Return to campus for seminars, research colloquia...and graduation



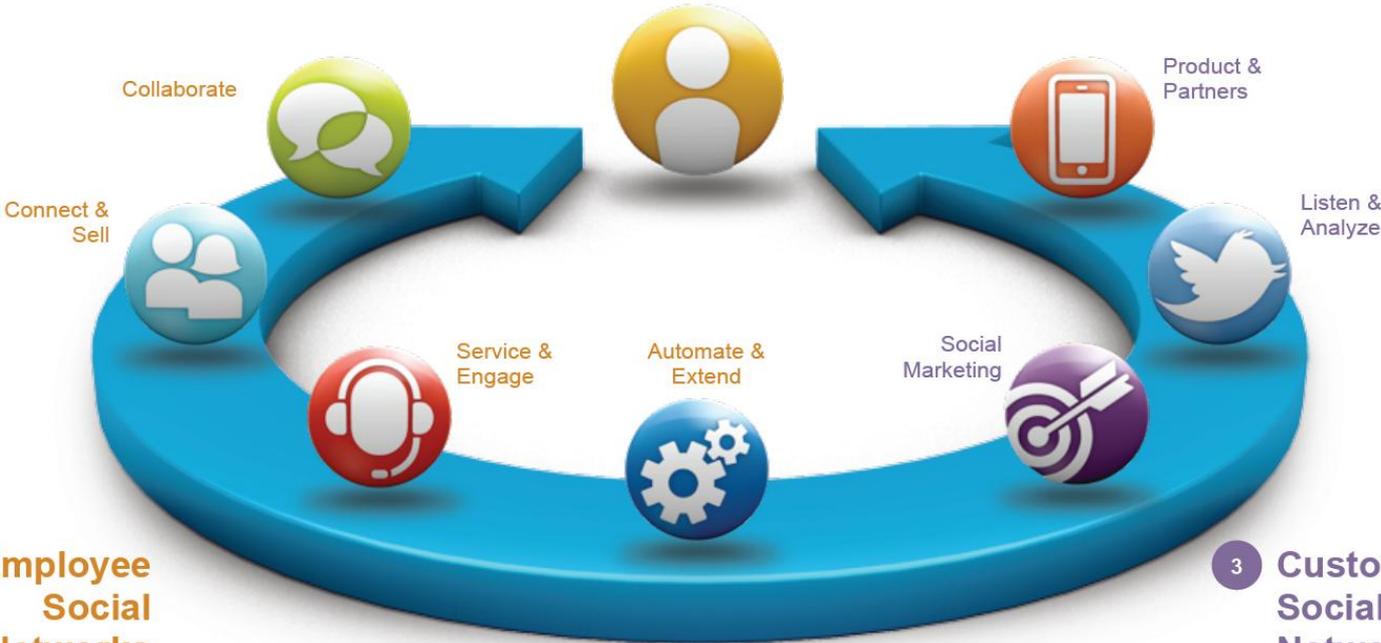
@PeterCoffee



Mission – Not Partition

Social Enterprise

1 Social Customer Profile



2 Employee Social Networks

3 Customer Social Networks



Transforming Public-Sector Success

San Francisco's Family Service Agency Builds HIPAA-compliant EHR and Case Management App



50% reduction in time spent on paperwork, reporting and reimbursement

Eliminated 2-month wait for County reports

Real-time tracking of individual client outcomes (treatments adjusted accordingly)

Self-audits and tracking of clinician, program, and division productivity

Automated reimbursement process through auto-population of funder forms

“For the first time we have visibility into the effectiveness of our client programs.”

Bob Bennett
CEO



'Product' = Vehicle of Ongoing Experience



Tf TOYOTA friend



@PeterCoffee

salesforce



Experience Delivery: a Model, not an App

- Collaborative process creation & maintenance
- Best practice sharing
- Integration with feeds and other social channels
- **Social process management**

Andrew Leigh. I need to create a new customer service process for the iPad, can you guys help?

New process created: iPad Tier 1 Support Process (Goals: Run time, 5 min)

Steve Wood. Great – I can help with the case escalation by linking in the **Apple Escalation Process**.

Varadarajan Rajaram. Yes, I know this product well – there are a bunch of solutions I can build into this process.



@PeterCoffee



Enterasys *Devices* Are Social



Facebook, Twitter, and Chatter
notifications

Users receive **alarms**
and alerts

Enables rapid response

Reduces system downtime



Network
congestion
in Asia.



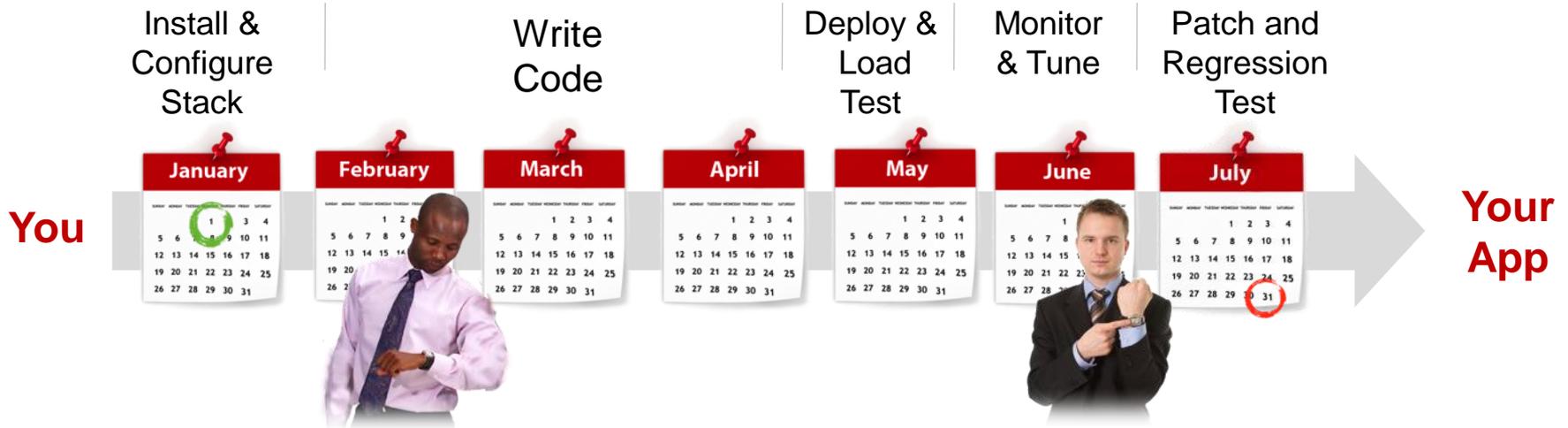
@PeterCoffee

salesforce



The Value of Velocity

Legacy Stack-Based Process – Wherever It Is



Average time to build a custom app with software is 8 months.

IDC White Paper sponsored by Salesforce.com: "Force.com Cloud Platform Drives Huge Time to Market and Cost Savings", Doc # 219965, Sept 2009



By late 2009, Qualcomm/Android cycle time had dropped to 4.5 months.

Computerworld, "Is 'Quadroid' the new 'Wintel'?", 2 December 2010

PRTM



@PeterCoffee

salesforce



The Value of Velocity

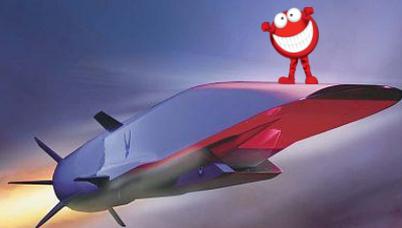


“We’re blown away...a mobile healthcare app on Force.com with one person in **just 4 days...** The same app built in [previous models] would have taken over 3 months”

One developer with no prior Force.com training built a patient admission app in just 4 days

Deployed to Medical Directors and Program Directors in hospitals on iPhones and iPads

- Eliminated paper forms;
- Workflow reduced response time by more than 60%;
- Cut process time from 18 hours to less than 60 minutes



@PeterCoffee



Becoming *Securely* Social

- What is the organization's mission?
- What information supports that mission?
- Where does it originate?
- Who holds it?
- Who can see it?
- What events change it?
- When is that important?
- How do people know?
- How can people act?
- These are *not* new questions: NSA IAM introduced 2004



@PeterCoffee

salesforce



Granular Privilege + Ecosystem Options

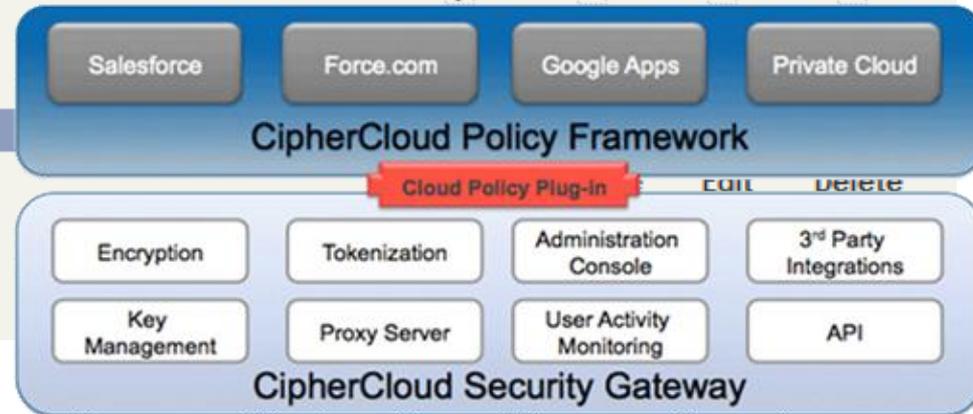
Standard Object Permissions

Before assigning this profile to your mobile users, check the online help for the permissions required to access Salesforce remotely using clients such as Force.com Connect Offline.

	Read	Create	Edit	Delete		Read	Create	Edit	Delete
Accounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Documents	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Leads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Price Books	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contacts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Products	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contracts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					

Custom Object Permissions

	Read	Create	Edit	Delete
Connections	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Households	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



@PeterCoffee



Trust is Earned by Transparency

Service Performance History

✓ Instance available
! Performance issues
✗ Service disruption
i Informational message
⊘ Status not available

Updated 6/18/2010 9:01 am PDT		System Status						
Instance	Current Status	06/18/10	06/17/10	06/16/10	06/15/10	06/14/10	06/13/10	06/12/10
AP0 (Japan)	✓	✓						✓
AP1 (APAC)	✓	✓						✓
EU0 (EMEA)	✓	✓						✓
NA0 (SSL)	✓	✓						✓
NA1	✓	✓						✓
NA2	✓	✓						✓
NA3	✓	✓						✓
NA4	✓	✓						✓
NA5	✓	✓						✓
NA6	✓	✓						✓
NA7	✓	✓						✓
CS0 (TAPP0)	✓	✓	✓	✓	✓		✓	✓
CS1	✓	✓	✓	✓	✓		✓	✓
CS2	✓	✓	✓	✓	✓	i	✓	✓
CS3	✓	✓	✓	✓	✓	i	✓	✓
CS4	✓	✓	✓	✓	✓	⊘	⊘	⊘
CS5	✓	✓	✓	✓	✓	i	✓	✓
Number of Transactions		102,562,215	300,532,527	298,301,251	305,288,364	299,187,637	103,482,159	93,154,869
Avg. Speed (seconds)		0.286	0.284	0.292	0.278	0.290	0.224	0.266

Incident Report

Root cause: On 6/14/10 from 0945 UTC to 1015 UTC, customers accessing Salesforce.com from Europe may have experienced an inability to access our services. The incident was caused by an accessibility issue with our Domain Name Service (DNS) external to Salesforce.com in Europe. This event impacted all Salesforce.com services for customers relying on DNS resolution for Salesforce.com services at the time of incident. All Salesforce.com services were operational for the duration of this incident. The problem was isolated by our DNS provider and accessibility to DNS was fully resolved by 1015 UTC. We apologize for any inconvenience this may have caused you.

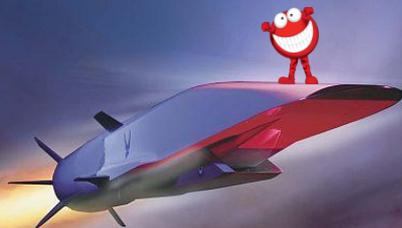


@PeterCoffee



Trust Attainment Enables Cloud Adoption

- Robust infrastructure security
- Rigorous operational security
- Granular customer controls
 - Role-based privilege sets
 - Convenient access control & audit
- “Sum of all fears” scrutiny
 - Multi-tenancy slashes opportunities for error
 - The most demanding customer sets the bar
 - PCI DSS Compliance Level 1
 - FISMA: FIPS 199 LOW and MODERATE
 - Comprehensive and continuing audit and certification



@PeterCoffee



All Assets Secured, All the Time



John R. Rymer's
Blog

For Application Development
& Delivery Professionals

Forrester Blogs » Information Technology » Application Development & Delivery Professionals » John R. Rymer

Understanding Cloud's Multitenancy

Posted by John R. Rymer on March 20, 2012

1 Recommendation  Print  Email  0 Comments

Forrester's [James Staten](#) and I collaborated on this research.

True cloud services all use some mode of multitenancy – the ability for multiple tenants to share the same applications and/or compute resources. Cloud architectures that cloud services achieve high cost efficiencies and scalability. These architectures must balance these cost benefits with the need for security and availability of applications. Forrester finds that few application development architectures balance sharing with security, and this research clarifies the picture and guides good decisions about cloud architecture.

Despite resource sharing, multitenancy will often improve security. Most current enterprise security models are perimeter-based, making you vulnerable to inside attacks. Multitenant services secure all assets at all times, since those within the main perimeter are all different clients...

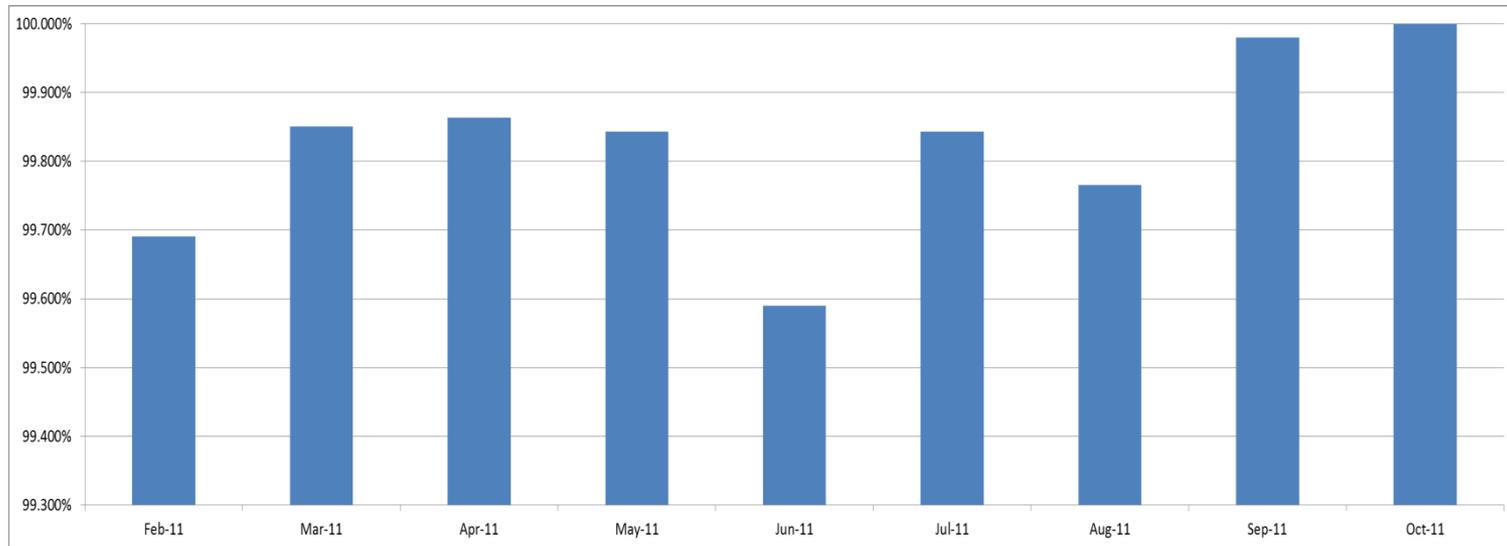
Multitenancy is here to stay. Our research and analysis indicates that multitenancy is not a less secure model — quite the opposite!



@PeterCoffee



Continuing Availability Improvement

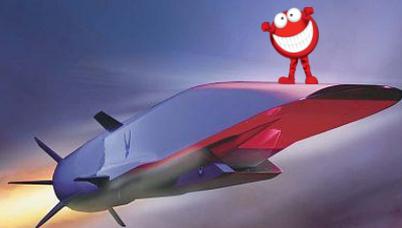


Spring '11

Summer '11

Winter '12

“Great work reducing the pain of the quarterly upgrade so dramatically. The difference to our business between 2 or 3 minutes of downtime and 2 or 3 hours can’t be overstated.”



@PeterCoffee



“Do it yourself” vs. “Who you gonna call?”

NIST

National Institute of
Standards and Technology
U.S. Department of Commerce

Special Publication 800-144

*Potential benefits from
transitioning to a public
cloud computing
environment:*

Guidelines on Security and Privacy in Public Cloud Computing

- *Staff Specialization*
- *Platform Strength*
- *Resource Availability*
- *Backup and Recovery*
- *Mobile Endpoints*
- *Data Concentration*

Computer Security Division
Information Technology Laboratory
National Institute of Standards and Technology
Gaithersburg, MD 20899-8930

December 2011

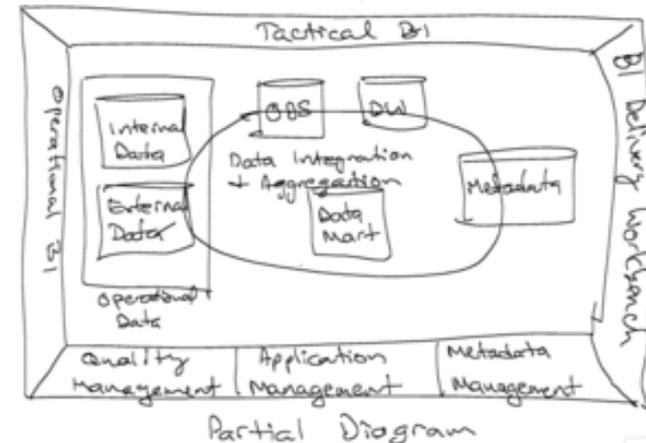


@PeterCoffee



Old IT Did *Not* Connect Our Knowledge

- Complex legacy IT portfolios made the simplest data integrations an overwhelming task
- Cumbersome, brittle integrations demoted end users to information consumers
- Path of least resistance then over-emphasized rear-view mirror views of historical data – or deep inspection of recent past



- **This is what “IT vendors” are still selling**



'Private Cloud' Day Zero: Celebrate Now?

- It was harder than you thought to get there:

“The train wrecks will come as IT ops discover that it’s much harder and more expensive than they thought, and takes a lot longer than expected to build a private cloud.”

- Adrian Cockroft, Netflix

- You may not even be there yet:

“Automation and self-service...are two major factors contributing to a well-oiled private cloud. Yet, 44% of those prioritizing private clouds have no plans to invest in automation software... only 11% of cloud builders have a self-service portal implemented today.”

- James Staten, Forrester Research



@PeterCoffee



'Private Cloud' Week 1: Continuing Complexity

- Hybrid-model vendors exaggerate ease of migration:

“The added expense was to untangle the maze of what versions of the operating systems and databases would work...It was a matter of changing some code. It took some time and effort to figure out exactly what lines needed to be changed.”

- Bill Thirsk, VP-IT/CIO, Marist College

- Long-range relative costs are forbidding:

“Microsoft’s white paper, *The Economics of the Cloud*, plainly implies that any SMB would be crazy to factor on-premise or private cloud into their future strategy when these options are going to cost up to 40x more than public cloud alternatives.”

- Phil Wainewright, ZDNet



'Private Cloud' Month 2: It's Still Software

- “This month’s patches consist of 9 updates that correct a total of 21 unique issues across Windows operating systems, MS Office, and some other Windows applications...with at least four and as many as nine restarts.”
- Patch Tuesday announcement, February 2012

- **Critical Patch Update Supported Products and Versions**

Critical Patch Update patches are provided only for product versions that are covered under the Premier Support or Extended Support phases of the Lifetime Support Policy. **We recommend that customers plan product upgrades to ensure that Critical Patch Update patches are available** for the versions they are currently running.

- Oracle Critical Patch Update Advisory - January 2012
(emphasis added)



'Private Cloud' Year 3: What Happened?

- “An industry-sponsored survey of IT professionals found that just four percent have deployed Microsoft Office 2010... Microsoft released its Office 2010 product in June, but more than 52 percent of the survey respondents had ‘not deployed Office 2010 in any way, even in a test lab,’ according to the report.”

- Redmond Channel Partner, October 2010

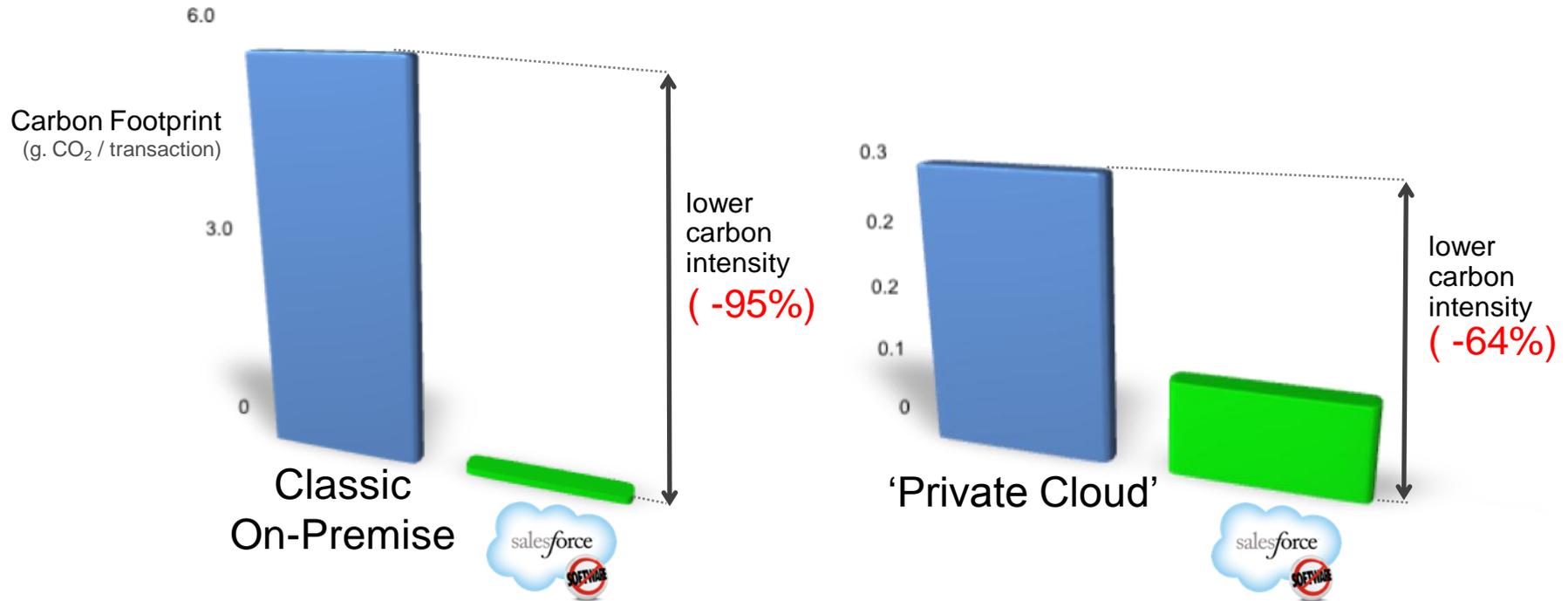
- “Our client seeks several consultants for a large Oracle R12 upgrade... This is a 6 month R12 Upgrade project... All resources should have a minimum of 3 full life cycle Oracle implementations, 1 full Oracle upgrade and 7 years of overall Oracle project experience.”

- www.engineer.net/jobs/engineeringjobs.php?jobid=15496



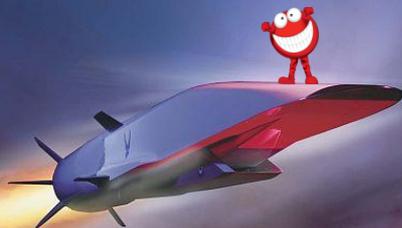
Cloud Efficiency → Breakthrough Sustainability

Throughput-Based Comparison: *Transactions*, not Cycles or Servers



green.salesforce.com

*Estimated avoided carbon emissions from salesforce.com customers running applications on the multi-tenant cloud as opposed to running on-premise servers. Actual carbon emissions savings could vary. Based on WSP comparison model and research commissioned by salesforce.com, March 2011.



@PeterCoffee



You In a True Cloud

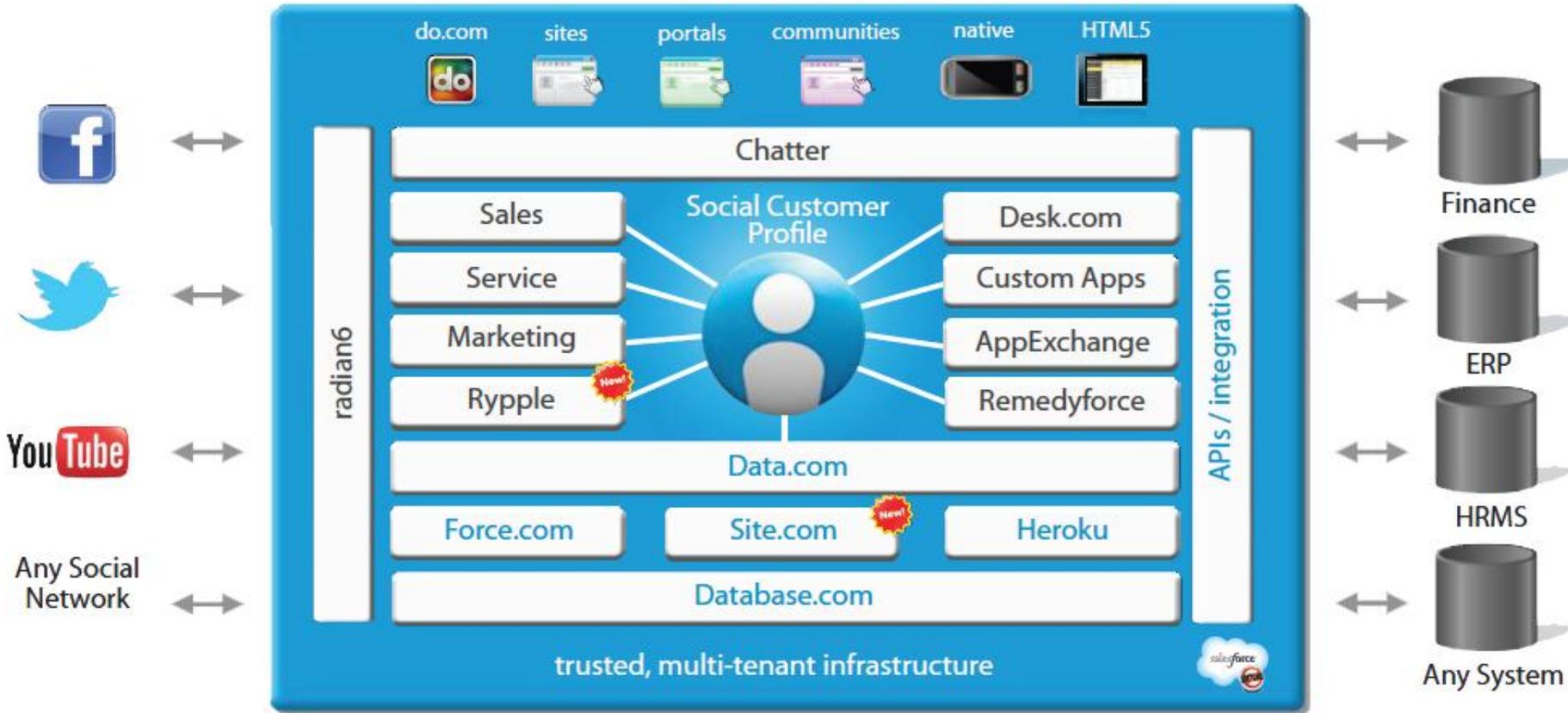
- **On spec, on time, on budget deployment** of a fully tested, proven cloud capability: trusted security and global availability
- **Modern applications**, driven by user feedback for continuing improvement – with “clicks, not code” customization
- “No Software”: what’s paid for is function, not code. Continuous scrutiny of operations, maintenance of facilities, and world-class security are **literally “part of the service”**
- Typically **three major upgrades a year**: no disruption, shrinking deployment times, backward compatibility to previous API releases
- **“The future is already here – it's just not evenly distributed”**

- William Gibson



@PeterCoffee

Social Enterprise Architecture



@PeterCoffee



Doing for HR What We Did for CRM



Social Performance Management

Social: Bottoms-up, not top down

Transparent: Performance, not politics

Real-time: Not once a year



@PeterCoffee



Re-Imagining Content for Social Clouds



Social: publish to social pages

Mobile: optimize sites for mobile

Real-time: deploy instantly

Trusted: Run the most reliable and highest performing sites



@PeterCoffee



Clouds for All Domains

General Government

United States™
Census 2010

GSA

DEPARTMENT OF STATE
UNITED STATES OF AMERICA

iDA
SINGAPORE

JP 郵便局
NETWORK

Singapore
POST

Economic Development

positively Department of Employment and Economic Development
Minnesota

ARLINGTON VIRGINIA USA

Sentosa

NOVA SCOTIA

Wyoming
BUSINESS COUNCIL

NORTH CAROLINA
the state of minds

Transportation

NJ TRANSIT
The Way To Go.

SHA

METROLINK

Science & Environment

NASA

UNITED STATES • ENVIRONMENTAL PROTECTION AGENCY

経済産業省
Ministry of Economy, Trade and Industry

Health & Human Services

NYC
Health

DEPARTMENT OF HEALTH & HUMAN SERVICES
U.S.A.

FSA
San Francisco

CHANGE.
CHICAGO HOUSING AUTHORITY

Defense & Public Safety

U.S. ARMY

AAFES
Army and Air Force Exchange Service

U.S. DEPARTMENT OF HOMELAND SECURITY



@PeterCoffee

salesforce





Thank You
@petercoffee
cloudblog.salesforce.com
pcoffee@salesforce.com

