

OpSource
SaaS Summit 2008
Platform Choices and Web Services for On-Demand Success

**Innovations in Software-as-a-Service:
 Bringing Cloud Computing to the Enterprise**

Presented by:
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 Salesforce.com

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Safe Harbor

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**Salesforce.com's Mission:
 Innovation Driver, Catalyst & Evangelist**

Mainframe → Client/Server → Software as a Service

Mid 20th Century Platforms → Late 20th Century Platforms → 21st Century Platforms

IBM, HP, Oracle, SAP, Microsoft, PeopleSoft, Google, eBay, Amazon.com, salesforce.com

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Our Inspiration: The Consumer Web

Google, Yahoo!, iTunes, eBay, amazon.com

Image of a woman sitting on a couch using a laptop.

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The SaaS Model: Multi-Tenant, Subscriptions

Multi-Tenancy: Faster Vendor Innovation, Economies of Scale, Scalability, Automatic Upgrades

Subscription: Image of a calendar icon with the number 23.

ebay, Google, Yahoo!

“Without multi-tenancy, a SaaS offering can't cultivate a Web 2.0 like community of developers who add functionality that all can share.”
 - Eric Knorr, InfoWorld

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Multi-Tenancy Serves Companies of All Sizes

Pyramid diagram showing market segments: ENTERPRISE MARKET, MID-MARKET, SMALL BUSINESS.

Logos for various companies: Merrill Lynch, Sprint, Sun, SAP, Oracle, KT, K&N, Lightbowl, POLYCOM, Atrix, Expedia, Coral, For Business, FCG.

“With Salesforce our customers receive better service—our definition of CRM success.”
ZAGATSURVEY

SaaS Delivers Continuous Innovation

25 Major Releases in 8 Years

All Customizations and Integrations Upgraded Automatically

Broad Industry Recognition for Innovation

Top Ten Disruptors of 2006
Forbes

Top 100 Innovative Companies
BusinessWeek

2007 Forrester Groundswell Award
FORRESTER

Leader & Visionary
Gartner

PC Magazine Editor's Choice: UE
PC EDITOR'S CHOICE

Technology of the Year
THE NEW YORK TIMES

2007 Product of the Year
TECHCRUNCH

#12 Top 50 Agenda Setters of 2007
SILICON.COM

2007 Securities Technology Leader
SECURITIESINDUSTRY.COM

Best CRM & On-Demand Platform
FORRESTER

Top 10 Entrepreneurs & Cool Company
TECHCRUNCH

Market Leader Enterprise CRM
FORRESTER

"The majority of new SFA deployments will be based on SaaS"
-Robb Densten
Gartner

1/1/1 Model for Strategic Corporate Philanthropy

1% Time
1% Equity
1% Product

- 77,000 hours community service
- 3,000 non-profit organizations
- Over \$11 million grants

Corporate Citizen of the Year Award
Committee Encouraging Corporate Philanthropy

#7 Top 100 Best Corporate Citizens
Business Ethics Magazine

Excellence in Giving
Code Awards

Award for Using IT to Benefit Society
Computerworld

2007 World's Most Ethical Companies
Ethisphere

FY09: First \$1 Billion SaaS Company

Q4 Annualized Revenue Run-Rate Exceeds \$850M

Quarterly Revenue (\$M)

Revenue through fiscal quarter ended 10/31/07

Strong Growth in New Customers

41,000 Customers
January 31, 2007

1,100,000 Subscribers
January 31, 2007

Fiscal Year

Based on publicly available customer and subscriber numbers. Bars represent fiscal quarters.

The Enterprise Standard for SaaS

Number of Subscribers

"A lot of the creativity that you've seen in the software industry has been driven directly and indirectly from what salesforce.com has done."
-John Chavris, CEO, Cisco Systems, Chairman & CEO
As quoted in USA Today

Our Vision: The World's First Multi-Application, Multi-Category SaaS Company

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“On average, \$8 out of every \$10 spent in IT is “dead money” - not contributing directly to business change and growth.”

Gartner

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It's Time for a New Model.

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Our Mission: Innovation. Not Infrastructure

Us				You
Infrastructure Services	Application Services	Operations Services	Business Services	Innovation
✓	✓	✓	✓	The Fun Stuff
App Server Web Server Data Center Disaster Recovery Network Storage OS Database	Security Sharing Integration Customization Web Services API Multi-Language Multi-Currency	Authentication Availability Monitoring Patch Mgmt Upgrades Backup NOC	Ordering Provisioning Licensing Billing Renewal Upgrades Marketing Sales	

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Global Infrastructure as a Service



130M+ Transactions Daily
Average Speed **210** ms
~36% Global Deployments

\$100 Million Investment
2 Fully Mirrored Data Centers
Scalable Architecture
Disaster Recovery

“Salesforce’s constant availability and reliable uptime have been critically important to us.”

double click

The Most Trusted & Secure Infrastructure

Security

- SAS 70 Type II
- SysTrust Certified
- Network and Physical Security
- IP Restricted Access Option
- Flexible Single Sign-On Options
- Identity Confirmation

Transparency



The Most Trusted & Secure Infrastructure

Security

- SAS 70 Type II
- SysTrust Certified
- Network and Physical Security
- IP Restricted Access Option
- Flexible Single Sign-On Options
- Identity Confirmation

Transparency



Your Database on Our Service

7,500,000+
Customizations

160,000
SQL Statements per Sec

Scales from
1-XXX,000+ users



- Create any table
- Add any field
- Build any relationship
- Security & sharing built-in
- Automatic audit history tracking
- Automatic tuning
- Automatic backups
- Automatic upgrades

“The ability to easily customize the Salesforce applications for our unique manufacturing industry-specific needs is something that no other solution on the market offered.”

MIYACHI
UNITEK

Your Integrations on Our Service

- Native ERP Connectors
- Middleware Connectors
- Developer Toolkits
- Mash-ups from AppExchange
- Desktop Connectors

1.6+ Billion API calls per month

force.com

24+ Billion Total API calls

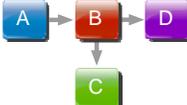
“Salesforce’s architecture allows us to easily accommodate the different personalities of our many business markets while still operating with our standard, One DuPont SAP transaction engine. This is a powerful combination.”

-Bob Pflout, CEO

Your Workflow on Our Service

79,000+
workflow rules

7 Million+
automated tasks



- Declarative
- Programmatic
- Approvals
- Intelligent
- Time-Based
- Formulas
- Outbound Messaging

“Salesforce is nimble enough to adapt to the way we do business.”

-Application Administrator

CHASE
PaymentTech

Your Code on Our Service



Live in Production

1.6 Million Lines of Code

- First Multi-Tenant Programming Language
- Programmatic Business Logic
- Stored Procedures
- Triggers
- Data Validation
- Complex Transactional Logic

“With Apex Code, we are able to prototype a new version of our on-demand application in less than three weeks.”

-Gen Wilson, Co-founder and CEO

CRMfusion

Customers Success with Apex

apex
force.com code



~1,700 Subscribers

Custom Product Configuration



~1,500 Subscribers

Round Robin Lead Assignment



~25,000 Subscribers

Activity Planning

“With Apex, Citic has been able to build a custom product configuration engine that delivers new solutions.”
- James Shultz



Create Any Application and Any Interface

visualforce

3,400+
Registered Users

5,800+ Custom Interfaces Created



Any User Interface
Any Application
Any Device

“Visualforce opens up a new world of possibility for user interface design. It helps us build compelling user interfaces backed with powerful business logic.”
- Tim Tolle, Head of Product Management
CODA

Customer Success with Visualforce

visualforce



~25,000 Subscribers

Intranet Portal Interface Integration



~30,000 Subscribers

Custom Opportunity Management Interface



~100 Subscribers

Lead Prospecting Wizard

“Visualforce is additive.”
- Narayana Singh, APPIRID



Application Exchange as a Service

AppExchange
cloud and marketplace

800+ Apps

42,000 Apps Installed

285,000+ Test Drives

400+ Total ISVs

30+ Japanese ISVs



Pre-integrated Applications
View, Try, Install
Build on Force.com
CRM & Non-CRM Apps

“The iTunes of business software.” **Forbes.com**

World's First Development Tools and Services for the Cloud

Development as a Service

Metadata API



Easy Access to Code and Schema

Force.com IDE



Everything You Need to Build Apps

Force.com Sandbox



Instantly Set Up Dev Environments

Force.com Code Share



Easy to Collaborate on Projects

“Force.com is providing the tools enterprises need to drive developer productivity.”
- Vice President, Metavante

World's First Development Tools & Services for the Cloud

Development as a Service

68,000+ Developers

64,000+ Custom Apps



Force.com IDE
Metadata API
Sandbox
Force.com Code Share

“Force.com and Development as a Service will enable our IT organization to do custom application development as a service via the Internet without having to install and maintain infrastructure.”
- CIO, Schumacher Group

Platform As A Service Gaining Momentum

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“A move towards clouds signals a fundamental shift in how we handle information.” **BUSINESSWEEK**

“...cloud computing, which many specialists regard as the next evolutionary step in information technology.” **FORBES**

“The cloud is a natural next step from the grid-utility model. You don't have to be a Stanford or Carnegie Mellon Ph.D. to program cloud applications.” **IDC**

Core Computer Services for Cloud Computing Today

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Data Center	Storage	Servers	Networking
Security	Billing	Provisioning	System Management

Cloud Computing Services the Entire Enterprise

Plug into a Powerful **Utility Service**

Share Services with Global **User Communities**

Infrastructure for Developer **Innovation**

Customers

Partners

Users

Developers

force.com

Enterprises Need a Cloud Computing Architecture

force.com
platform as a service

Multi-tenant Scalability	Partner Ecosystem	Development Platform	Cloud Pricing	Development as a Service
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New Types of Applications for the Cloud

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Vacation Requests	IT Requests	Surveys	Occasional Use Apps
Recruiting	Engineering	Clinical Trials Management	

Frequently Used Apps

Native ISV Apps on **force.com**

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ERP	Finance & Accounting	Contract & Proposal Management	Vertical CRM for Life Sciences
Productivity & Collaboration Tools	Sales Compensation Management	Corporate Social Responsibility	Human Capital Management

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Tour de Force: Coming to a City Near You

Unleash the Next Generation of On-Demand Apps

TOUR de force
ROADSHOW
2008

Washington DC • Chicago • New York • Los Angeles • Toronto • Seattle • Denver • Singapore • Tokyo
Sydney • London • Bangalore • Hyderabad • Boston • Atlanta • Dublin • Munich • Tel Aviv • Paris

www.salesforce.com/events

What will you build?

What will you run?

force.com
platform as a service

Salesforce
software as a service

Application Package
 Analytics/Reporting Service
 Log as a Service
 Integration as a Service
 Database as a Service
 Global, Trusted, Secure Infrastructure

Partners
 Mobile
 Service
 Marketing
 Sales
 CRM
 Ideas
 Applications
 Apps

forcc.com

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Thank you!