

# Welcome to the Real-Time Cloud

**Your Success.  
Our Cloud.**



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# Safe Harbor

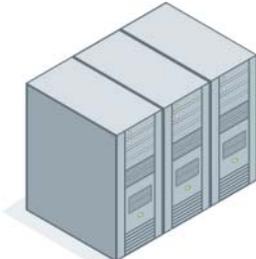
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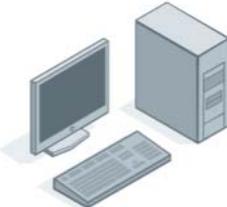
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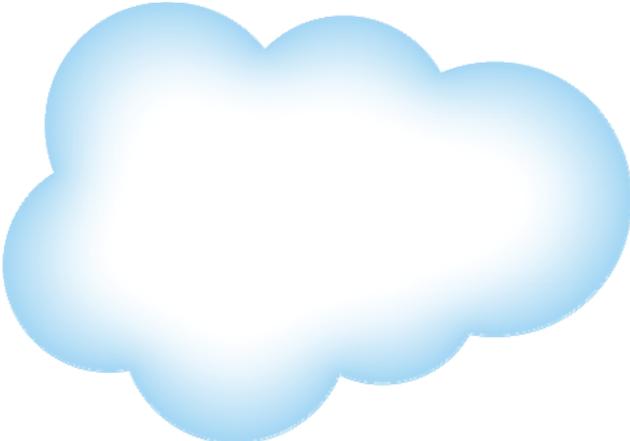
# Our Mission: Cloud Computing Driver, Catalyst & Evangelist



1960's  
Mainframe



1980's  
Client/server

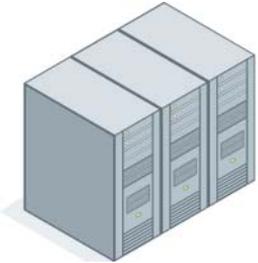


Today  
**Enterprise Cloud  
Computing**

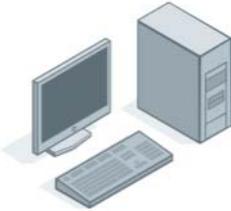
Forecast for software: cloudy.



# Applications Moving to the Cloud



1960's  
Mainframe



1980's  
Client/server

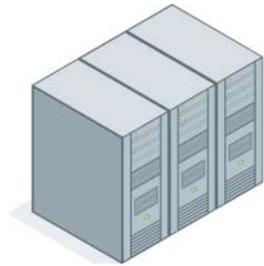
ORACLE  
SAP  
PeopleSoft.  
SIEBEL  
Microsoft



Today  
**Cloud Computing  
Applications**



# Platforms Moving to the Cloud



1960's  
Mainframe



1980's  
Client/server



Today  
**Cloud Computing  
Platforms**



# The Cloud Computing Model



Multi-tenant  
Pay-as-you-go  
Elastic

No Capital Expense  
Modest Operating Expense  
Scales With Your Business

“Multi-tenant application platforms represent the **state of the art** foundation for cloud-based business applications.”

Yefim Natis, VP, Distinguished Analyst

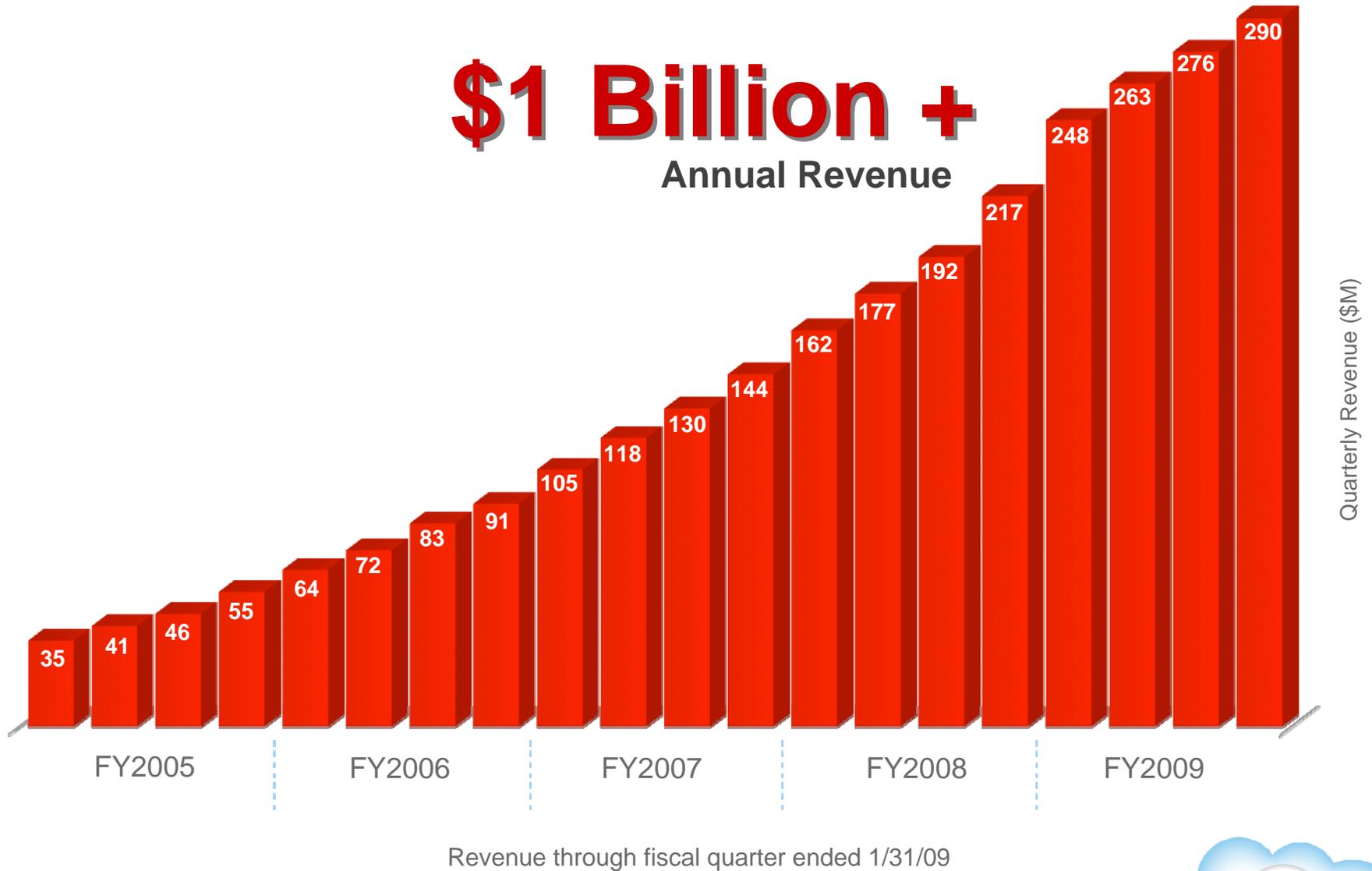
**Gartner**

Great for times  
like these.



# First Cloud Company to Exceed:

**\$1 Billion +**  
Annual Revenue



# The Private Sector Embraces The Cloud



Number of Subscribers



# Trusted & Proven For Government



*Department of  
Defense*



*Department of  
Commerce*



*Department of Health  
& Human Services*



*Department of  
Homeland Security*



*Department of  
Justice*



*Department of  
State*



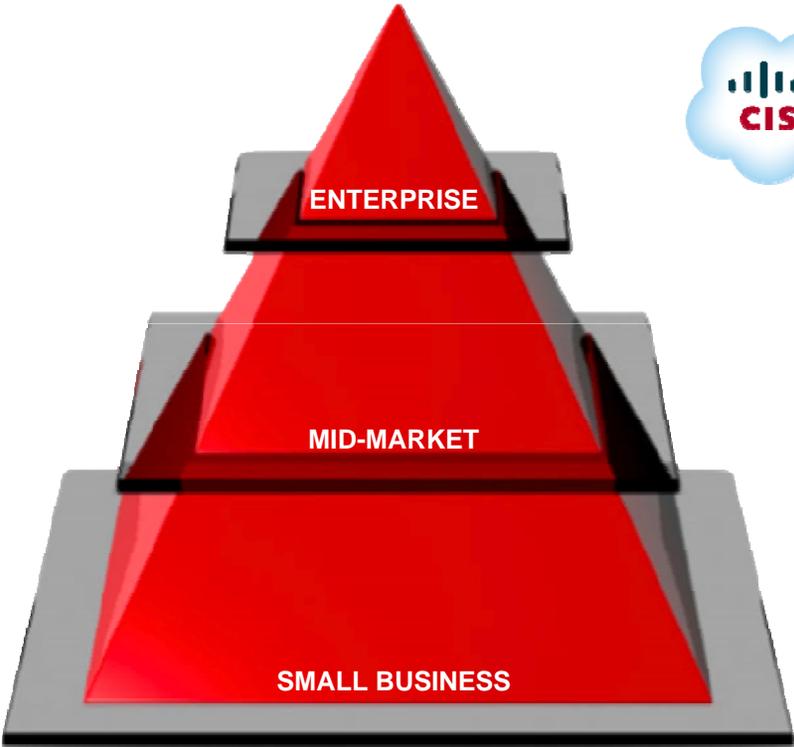
*Department of The  
Treasury*



*National Aeronautics &  
Space Administration*

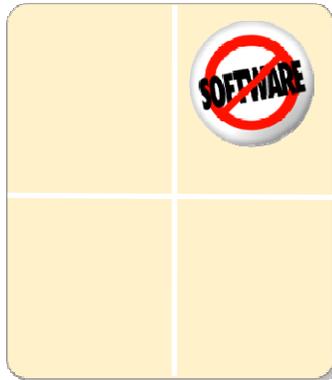


# The Cloud Serves Companies & Apps of Any Size



# Recognition for Innovation in the Cloud

Gartner April, 2009



Sales Leader



Customer Service Leader



Platform Visionary

**Gartner**

2009 Sales & CSS  
Leader



Third Fastest Growing  
Hi-Tech Company 2009



2009 Top Knowledge  
Management Vendor



2009 Enterprise and SMB  
CRM Winner (ISM)

THE WALL STREET JOURNAL

Innovations Awards  
Computing Systems  
Winner 2008



Technology of  
The Year



Market Leader  
Enterprise CRM



PC Magazine Editor's  
Choice: UE



Top 100 Innovative  
Companies



2008 Best CRM &  
On-Demand Platform



Forrester  
Groundswell Award

**FORTUNE**

Top 10 Entrepreneurs &  
Cool Company

# 1/1/1 Model for Strategic Corporate Philanthropy



**S**alesforce.com  
foundation®

125,000+ hours community service  
5,200+ non-profit organizations  
\$13 million+ grants

1%  
Time  
Equity  
Product



# Salesforce Helps Find Thousands After Katrina



Katrinalist.net People Finder App

Built in 6 Days

Aggregates Evacuee Data From The Web

500,000 Searches In First Two Weeks

Helped Families Locate Each Other

Winner, *Best Grassroots Use of Web 2.0*

**SOA**WebServices™  
JOURNAL



# The Real-Time Cloud



# The Real-Time Cloud



# The Real-Time Cloud



# Let's Look Under the Hood



# Complete Platform for Building Apps



# Unlimited Real-Time Customization



## Easy, Real-Time Customization for Managing All Your Data

Unlimited Custom Objects & Fields

Build any Table

Add any Field

Automatic Audit History Tracking

Automatic Performance Tuning



**14,000,000+** Customer Customizations

**480,000+** Custom Objects (Tables)

“Our up-sell opportunities increased 500 percent, we've doubled our win rate, and sales activity jumped 25 percent. And the Force.com platform accommodates **all the customization we may need.**”



First American CREDCO



# Granular Real-Time Security Model



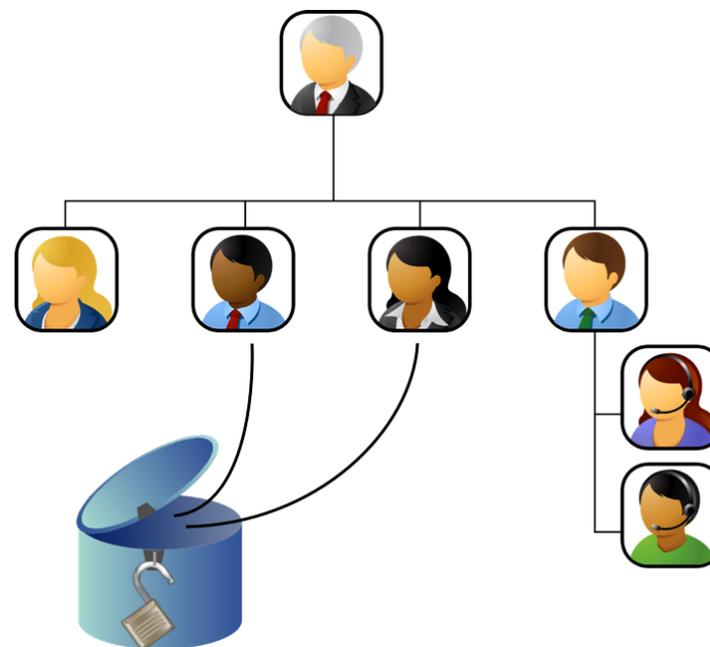
## Flexible Data Sharing with Point-and-Click Rules

Field, Object and Record-Level Control

Sharing Across All Apps

Custom Rules Across Roles & Profiles

Integrated with API, Reporting & Search



“Salesforce has proven to have an **extremely robust security model.**”



# Programmable Cloud Logic



**Fast Application Development**  
without the Cost of Infrastructure

- Programmatic Business Logic
- Complex Transactional Logic
- Stored Procedures
- Triggers
- Data Validation

A screenshot of an IDE window showing Apex code. The code is as follows:

```
public class myClass {
    static testMethod void myTest() {
        Account a = new Account(name='Yoo');
        insert a;
        System.assertEquals('Yoo', [select name from Account where id=:a.id].name);
        System.assertEquals(1, [select count() from Account where id=:a.id]);
    }
    try {
        delete a;
        Foo.myMethod(a); //call some method
    } catch (DmlException e) {
        System.assert(false); // assert that we should never get here
    }
}
```

**30,000,000+ Lines of  
Apex Code**

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

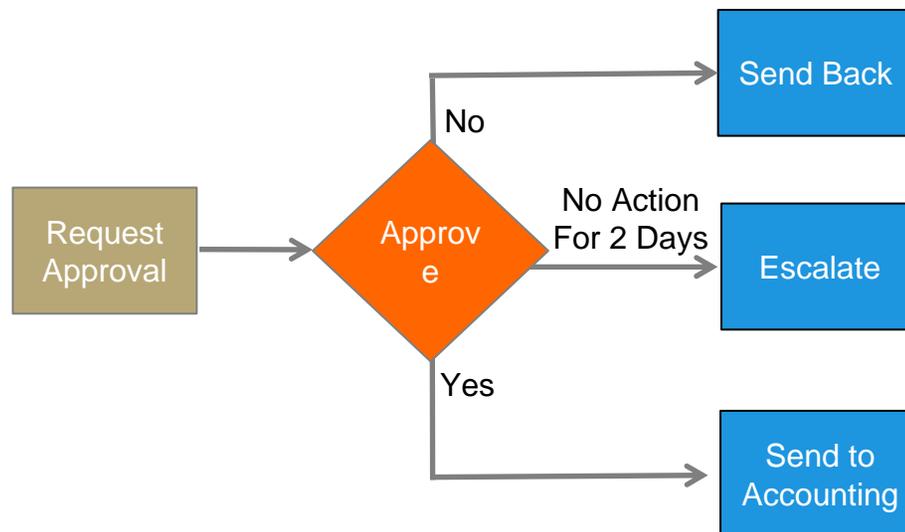


# Real-Time Workflow and Approvals Engine



**Automated Business Rules**  
through Point-and-Click Workflow

- Real-Time Workflow
- Time-Based Triggers
- Approvals
- Formula-based
- Outbound Messaging



200,000+ Custom Workflow Rules

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



# Programmable User Interface



## Maximize User Productivity with the Right UI

- Create Any User Interface
- Use Code to Create Any Page
- Use Clicks to Create New Forms
- Componentized Interface
- Create Interfaces for Mobile Devices



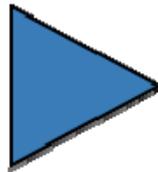
**110,000+ Custom User  
Interfaces**

“Visualforce helps us build **compelling user interfaces backed with powerful business logic.**”



# Real-Time Mobile Deployment

*Have us show you how Salesforce uses Mobile*



## Write Once

Avoid the hassle of developing apps across multiple devices

Run your mobile and desktop apps on one platform

## Run Everywhere

Real-Time app deployment

Available for all major device platforms

Works seamlessly online or offline

“ We’re blown away by how we **built a mobile healthcare app on Force.com with one person in just 4 days.** The same app built in .NET would have taken several months. ”



# Real-Time Websites

*Now in Developer Preview*



**1,600+ Developer Sites**

## **Lower Costs & Increase Speed of Development**

Deploy Your Apps Instantly to the Web

Connect Your Apps with Your Website

Collect CRM Data from the Web

“Salesforce.com will change forever the way that businesses build websites.”

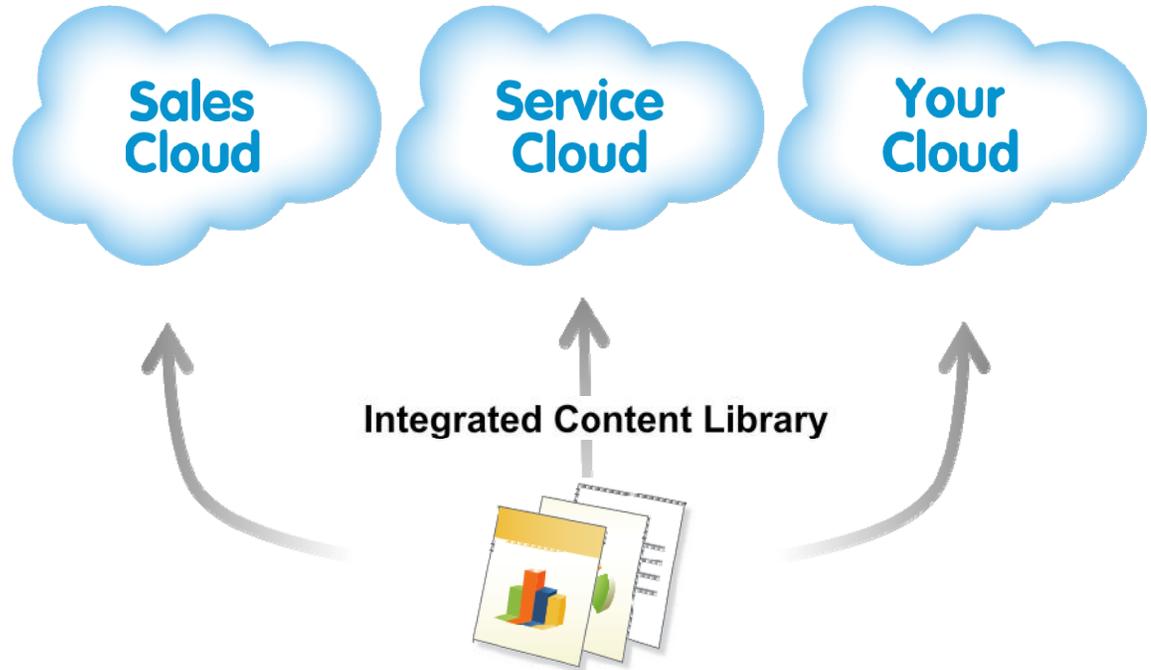


# Integrated Content Library



## Share the Best Content Across Your Company

- Tagging, Ratings, & Comments
- Subscriptions
- Full Text Search
- Complete Security and Sharing
- Assemble & Publish Content
- Track Content Usage



“ Content has made our reps more effective in cross-selling across NBC Universal properties and **up-selling advertisers on non-traditional media placements.** ”



# Real-Time Analytics



Real-Time Updates



Real-Time Updates



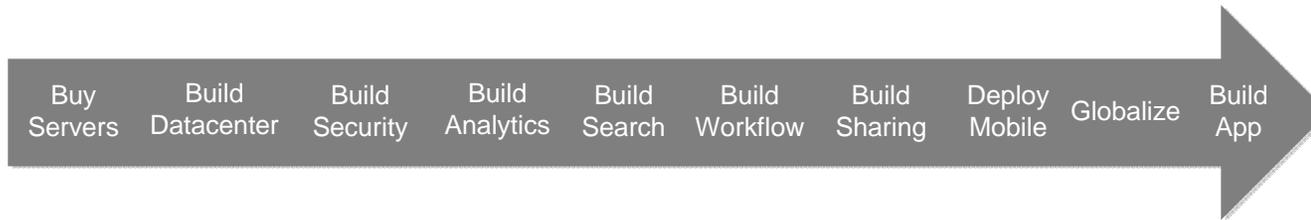
## Real-Time Visibility with Easy to Create Reports

- Customizable by Business Users
- Real-Time Reporting
- Integrated Analytics Across All Apps
- Security Controls
- Mobile Access
- Email Dashboard Delivery

“We capture everything in Salesforce CRM for the visibility we need.”



# Fastest Way to Build Apps



**Months/  
Years to  
Build**



**Days/Weeks  
to Build**

.....> time

**“80% reduction in development effort with Force.com. Wow!”**



# Proven Platform for 55,000+ Customers



**30 million** lines of Apex code

**110,000** custom Visualforce pages

**1,600** Developer Preview Sites

**110,000+** custom applications

**480,000+** custom objects

with **1.5 billion** custom records



# Dell's Global Organization Is On Force.com



A Global Enterprise Solution

15,000 Successful Users

10% Increase in User Productivity

Developing Global NDA Application

**“We absolutely love using Salesforce at Dell.”**

Michael Dell



# Army Builds Real-Time Recruiting App on Force.com



Core Recruiting Functions App

Deployed in 4 Months

Follows Visitor Participation in Real-Time

Facebook & Google Maps Mashups

Recruiter IdeaExchange

“We really had a very robust and very capable system for almost **inconsequential cost and almost no time.**”

-MAJ Larry Dillard



# Census Improves Accuracy With Force.com



Community Partner Management App

Helps Count Hard-To-Reach Citizens

Deployed In 3 Months

Rapidly Scales Up With Census

Results: Better National Census Coverage



# Change.gov Scales To The Masses On Force.com

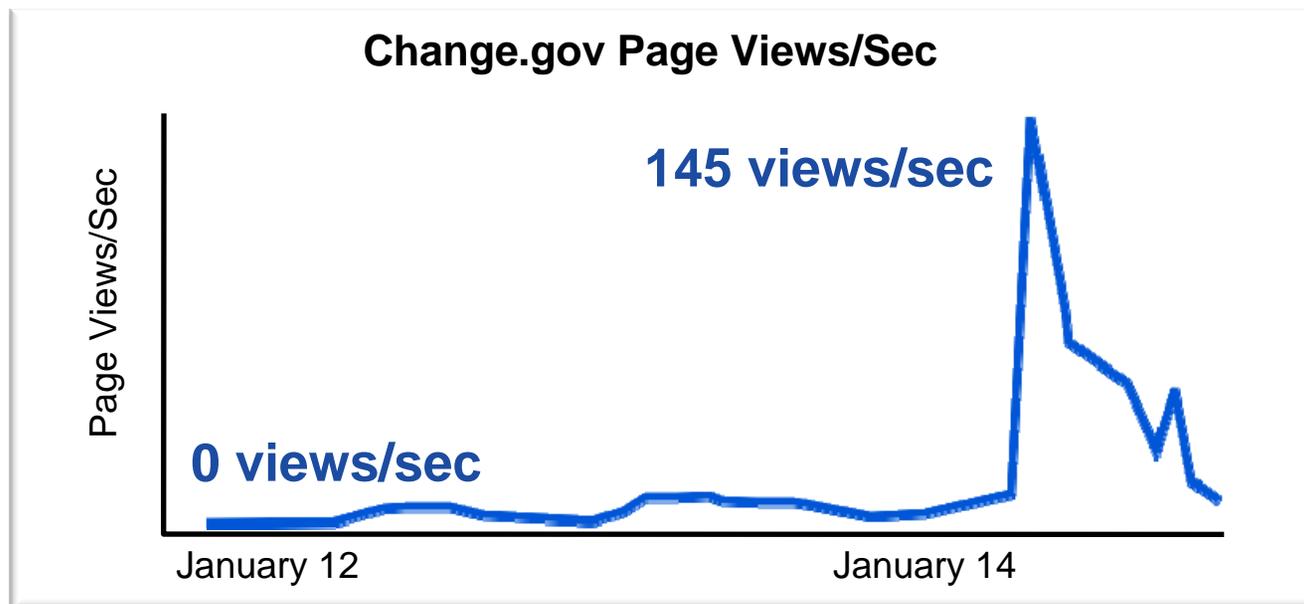


Change.gov Ideas Sharing App

*Citizen's Briefing Book* Built in 3 Weeks

Scaled To Over 130,000 Users In 5 Days

10 Million Page Views in First Week



# The Real-Time Cloud



**James Sheppard**  
CEO and President

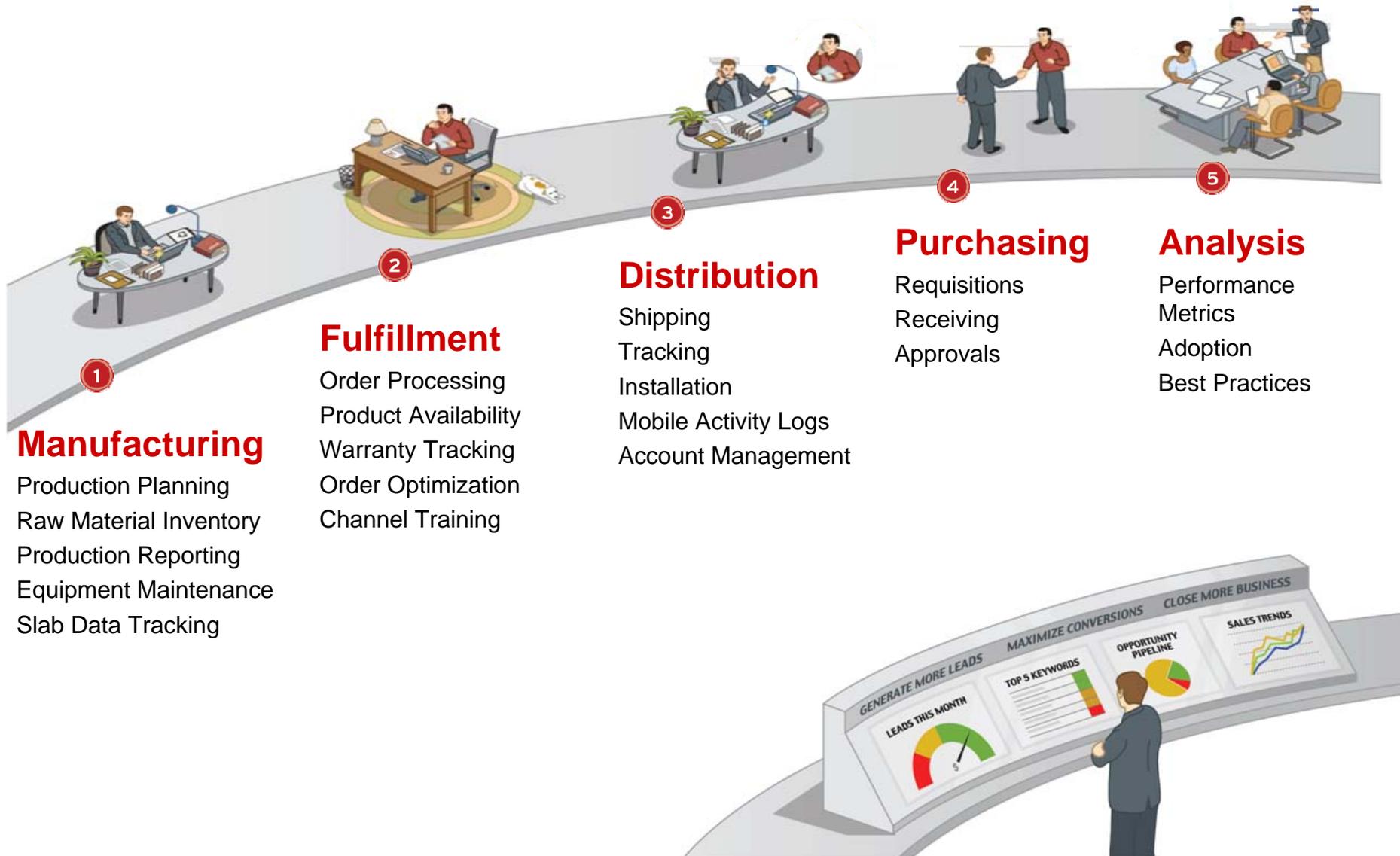




Vetrazzo is a leading manufacturer of recycled glass surfacing panels for the countertop market.



# Operations, Supply Chain, & Dashboards



# The Real-Time Cloud



# Force.com: Build Fast. Deploy In Real-Time. Scale Massively.



***KatrinaList:** Built & Deployed In 6 Days*

***Army Recruiting:** Customized Real-Time App*

***Change.gov:** Scaled To 100,000 Users Overnight*





**Thank You.**

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