

Welcome to the Real-Time Cloud

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Cloud Computing – Utility Computing

“Like Electricity, IT Can Function as a Utility”



Focus On Your Mission
Innovation not Infrastructure

“ ... Organizations, instead of building, maintaining and supplying internal servers and applications, can **buy these services over the Internet from companies specializing in IT** – at a lower cost than running an in-house system. ”

- Nick Carr, Former Executive Editor, Harvard Business Review, author of *The Big Switch*, February 2008.



The Consumer Web



Q: Why can't business and government applications be as easy as the Consumer Web?

A: *(they can...)*



Our Mission: Cloud Computing Driver, Catalyst & Evangelist



1960's
Mainframe



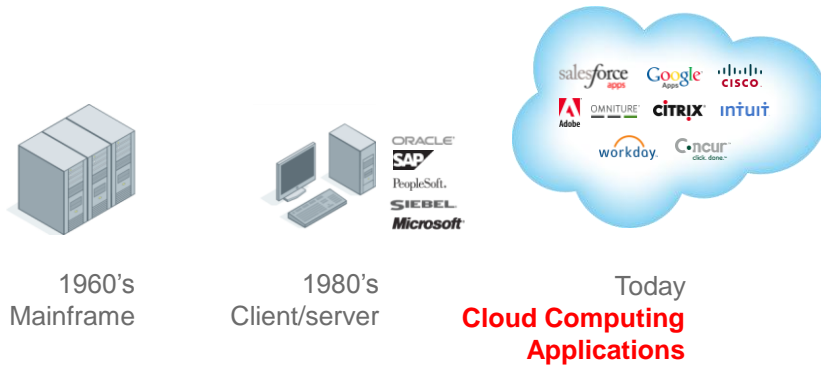
1980's
Client/server



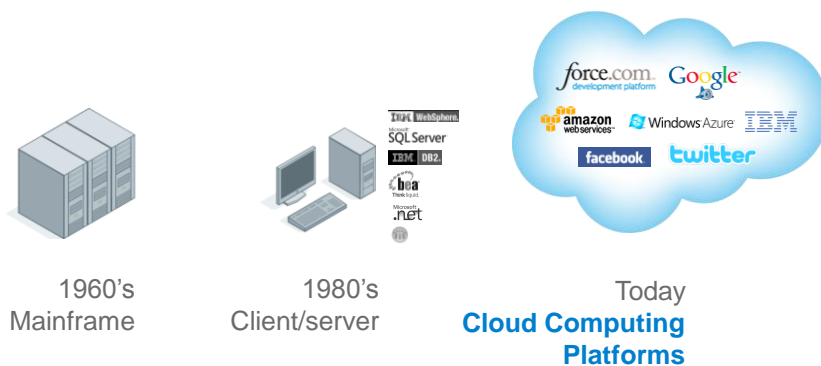
Today
**Enterprise Cloud
Computing**



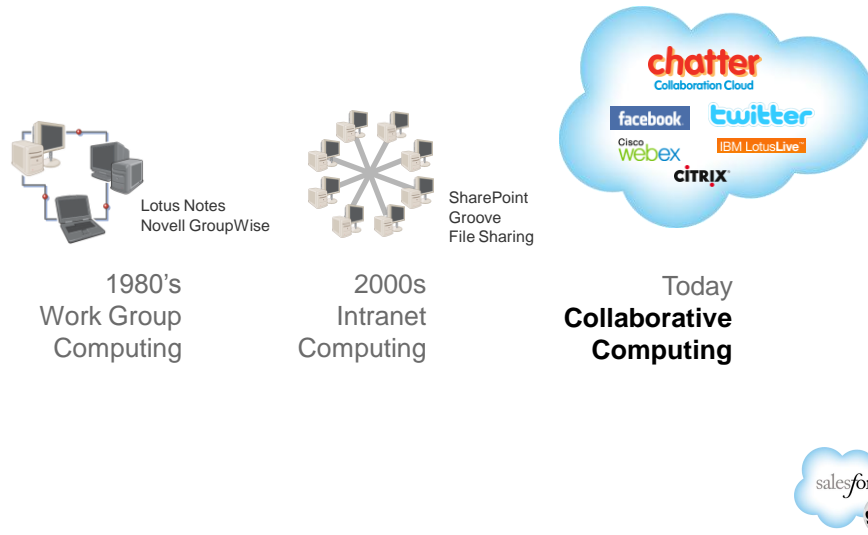
Applications Moving to the Cloud



Platforms Moving to the Cloud



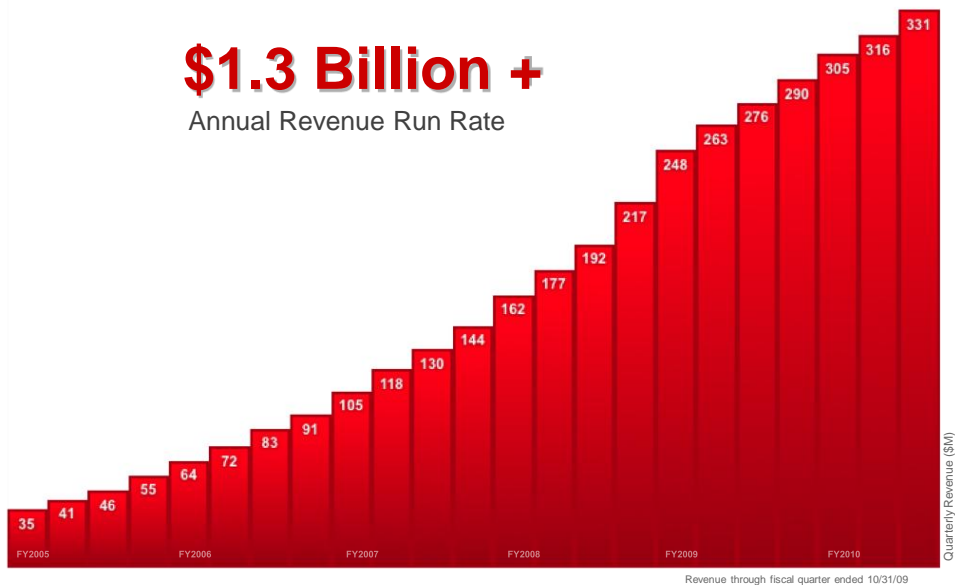
Collaboration Moving to the Cloud



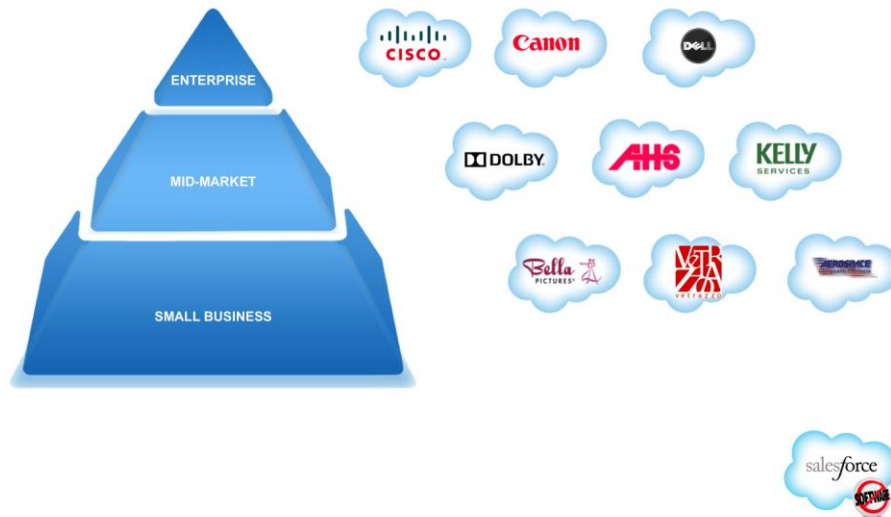
Salesforce.com First Cloud Company to Exceed

\$1.3 Billion +

Annual Revenue Run Rate



The Cloud Serves Companies of Every Size



The Global, Enterprise Standard for Cloud Computing

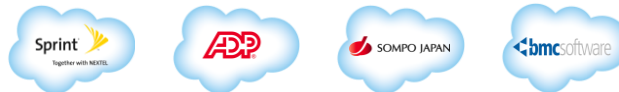
> 30,000 Subscribers



> 10,000 Subscribers



> 7,000 Subscribers



> 5,000 Subscribers



salesforce.com
foundation

1% Time
Equity
Product



165,000+ hours
community service
6,000+
non-profit organizations
\$18 million +
grants



The Cloud Computing Model

Multi-tenant
Automatic Upgrades
Pay-as-you-go
Real-time



5 Times Faster
Half the Cost

“Companies were able to reduce their three year TCO by 54%,
saving \$560,000 per application.”

IDC
Analyze the Future

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



The Cloud Delivers Lower TCO



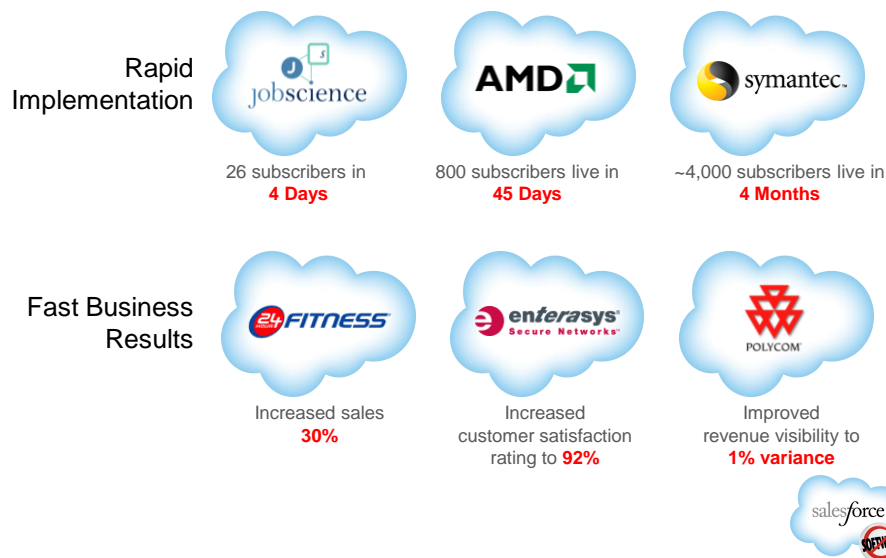
“A software as a service model will **substantially lower TCO**, especially in the first year.”



¹Source: Yankee Group: Hosted vs. Premise based Sales Solutions: TCO and Trade Offs



Customers Succeed Immediately in the Cloud



ISO 27001 Real-Time Security



The World's Most Trusted Security
that Improves in Real-Time with
Testing by Every Customer

Application Security

- ISO 27001
- SSL encryption
- Identity confirmation
- SAS 70 Type II; SysTrust certified

Network Security

- Fault tolerant, multi-layered firewall
- Intrusion detection
- 3rd party assessments

Facility Security

- 24 x 365 security
- Biometric readers
- Silent alarms
- CCTV
- Motion detection

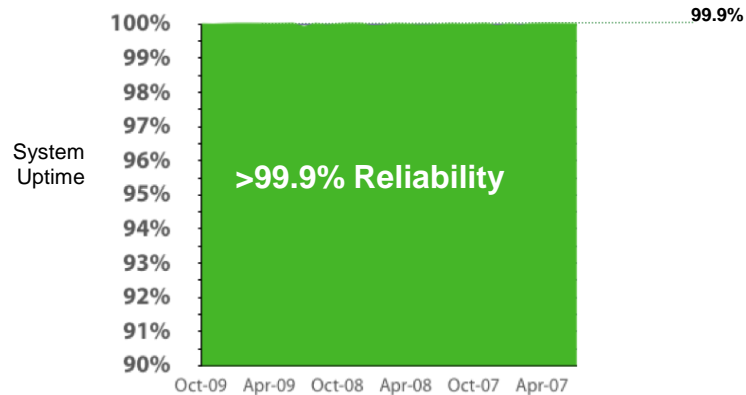


“Security is of paramount importance
to us. **With Force.com, we don't have
to worry.**”



Proven Reliability

>99.9%
Proven
Reliability



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



Proven, Real-Time Scalability



Fast Deployment and Real-Time Scalability

Proven by the Largest Enterprises



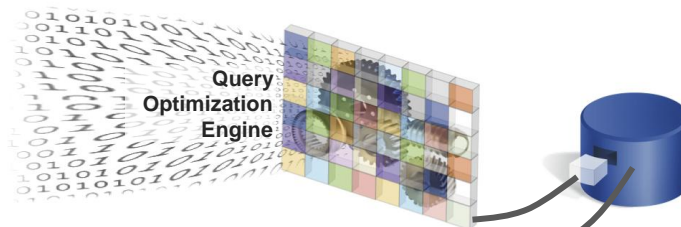
“We needed a scalable, reliable, and secure environment. The Force.com platform was the only tool that could actually do it—and **at a fraction of the cost of other solutions.**”



Real-Time Query Optimizer

<300ms
Real-Time Query Optimizer

Fast Data Access with Massive Scale



Massive Scalability Across Multiple Dimensions:

Your Company	Your Security
Your Role	Your Sharing Rules
Your Metadata	Your Search



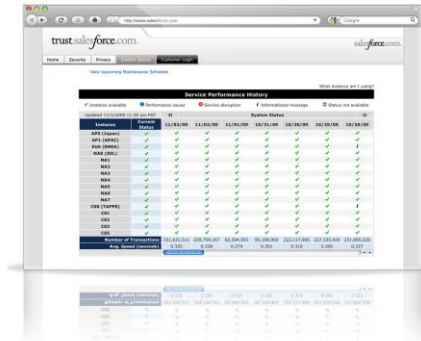
Real-Time, Transparent System Status



trust.salesforce.com™

Confidence, Transparency, and Trust

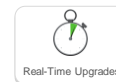
Live System Status
Security Best Practices
Historical Performance



“If the system doesn’t perform, then nothing else matters.”



Real-time Upgrades



Painless, No Hassle Upgrades

30 Major Releases
Every Customization & Integration Automatically Upgraded
Always have the Latest Innovations & Technology



“No longer do we worry about the upgrades, new releases, and compatibility. We have the freedom to innovate and solve business problems on-demand.”



Proven, Real-Time Integration

>100 million
API calls/day
Proven
Real-Time Integration

Leverage Your Existing Investments

100M+ API calls/day
>50% of Transactions through API
Native Oracle & SAP Connectors
Consume External Web Services
Build New Web Services
Leverage Existing Investments
60+ Certified Integration Middleware Connectors

Connect the Clouds



Force.com for Facebook

Force.com for Google

Force.com for Amazon Web Services

“The fact that the Force.com API was so **clean and intuitive** made the Oracle-Salesforce CRM integration painless.”



Questions

