

Your Success. **Our Cloud.**



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Safe Harbor

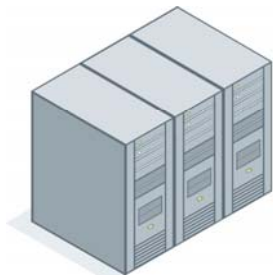
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Salesforce.com's Mission: Innovation Driver, Catalyst & Evangelist

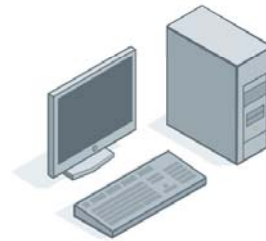
Mainframe



Mid 20th
Century Platforms

IBM digital

Client/Server



Late 20th
Century Platforms

ORACLE **SIEBEL**
PeopleSoft. **SAP** **Microsoft**

**Software as a
Service**



21st
Century Platforms

Google **ebay** amazon.com
salesforce.com[®]
Success On Demand.™

Our Strategy: All Your Business Information in the Cloud



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

force.com™
platform as a service



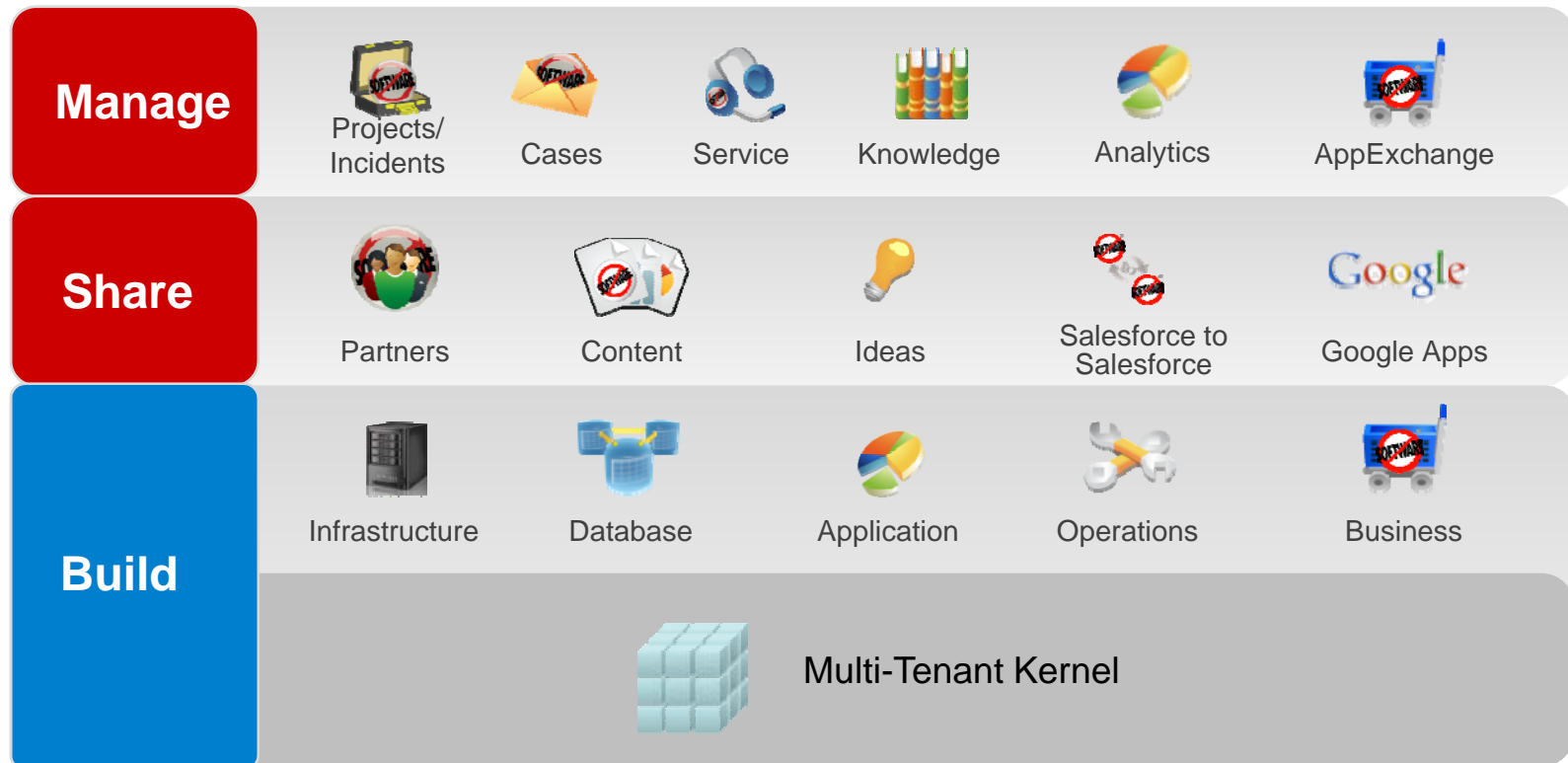
Salesforce™
software as a service



Salesforce™
for Public Sector

SOFTWARE

All Your Business Information in the Cloud



Recognition for Innovation in the Cloud

Gartner

2008 Leader &
Visionary



FORRESTER

2007 Forrester
Groundswell Award

THE WALL STREET JOURNAL

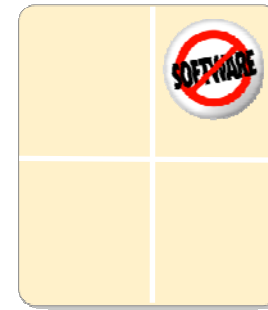
Innovations Awards
Computing Systems
Winner 2008



PC Magazine
Editor's Choice: UE

InfoWorld

Technology of
The Year



Application Leader &
Visionary



Platform
Visionary



Top Ten
Disruptors of 2006



2007
Product of
the Year

BusinessWeek

Top 100 Innovative
Companies

Gartner
April, 2008

CRM

Market Leader
Enterprise CRM



Best CRM &
On-Demand Platform

FORTUNE

Top 10 Entrepreneurs
& Cool Company

The SaaS Model: Multi-Tenant, Subscriptions

Multi-Tenancy



Faster Vendor Innovation
Economies of Scale
Scalability
Automatic Upgrades

Subscription



“ 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

Cloud Computing for the Enterprise

We do **Infrastructure** Services



Network
Storage
Operating System
Database
App Server
Web Server
Data Center

We do **Application** Services



Security
Sharing
Integration
Customization
Web Services
API
Multi-Language

We do **Operations** Services



Authentication
Availability
Monitoring
Patch Mgmt
Upgrades
Backup
NOC

YOU get to focus on **innovation**



Build your data model
Build your business logic
Build your user interface

“Force.com allowed us to create and deliver a total of 14 applications – all without the expense and hassles of traditional application development.”

The Cloud Serves Companies of Every Size



The Enterprise Standard for Cloud Computing



“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.”

More than CRM:

What our Customers are Doing in the Cloud?

IT governance / Project mgt.



IT Governance and change control
Built in 6 weeks



Product Management
Less than 10 Weeks

Franchise Management



Franchise and Training Management
Less than 6 months



Franchise Management
Less than 3 months

Billing



Custom billing application
Less than 6 months



Quoting, Licensing & Billing
Less than 10 weeks

Recruiting



Recruiting and training application
Less than 6 months



Performance and Time Off
Less than 5 weeks

ERP/Accounting



Commercial Accounting application
Built in 6 months



Custom ERP system
Built in 7 months

Shipping and Distribution



Sample Management application
Less than 6 months



Distribution and Shipping
Less than 3 months

What's In It for the Developer

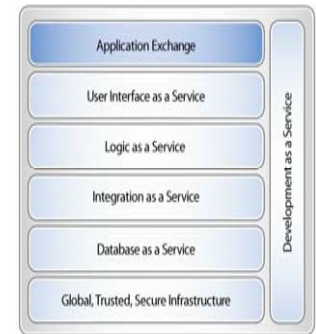


BAE SYSTEMS

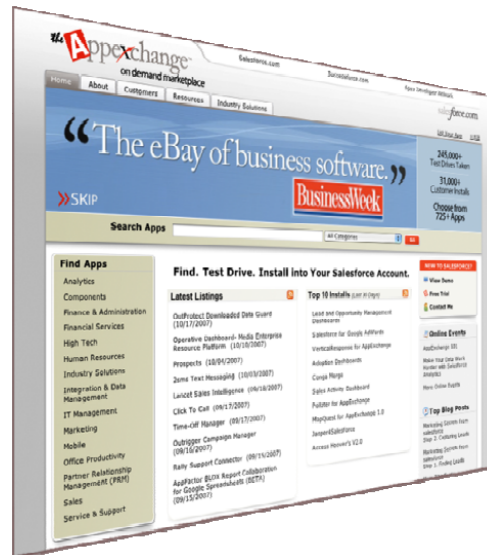
force.com

- 20-month study of Force.com productivity conducted by Galorath Inc. during 2007-2008
- Work product: calibration of the Galorath SEER cost estimation tool for budgeting of Force.com projects
- Performed for BAE Systems plc to support BAE project proposal to Federal Aviation Administration
- Conclusions (compared to Java development):
 - Requirements definition time reduced 25% due to rapid prototyping and updating of Force.com apps
 - Testing effort reduced by (typically) more than 10% due to extensive re-use of already-proven code
 - Development productivity of new code 5x greater
 - **Overall project cost 30-40% less**

Application Exchange as a Service



800+ Apps
65,000 Apps Installed
285,000+ Test Drives
450+ Total ISVs
30+ Japanese ISVs



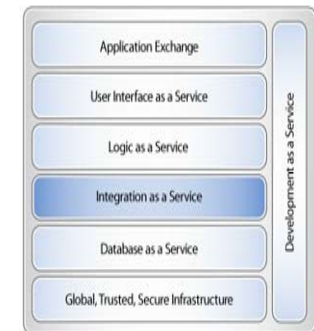
Pre-integrated Applications
View, Try, Install
Build on Force.com
CRM & Non-CRM Apps

“The iTunes of business software.”

Forbes
com



Your Integrations on Our Service



“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 Ridout, CIO



Join the Conversation

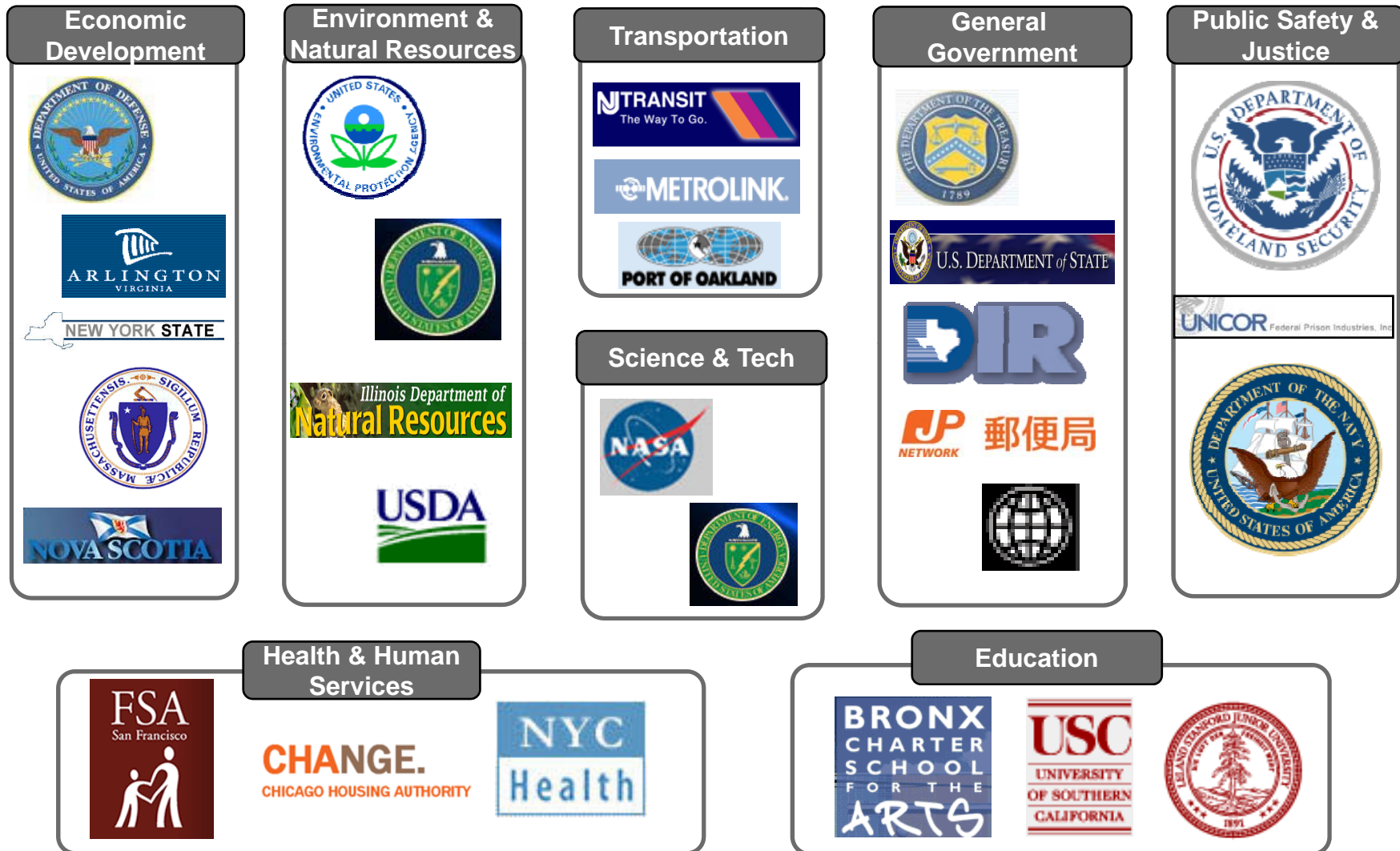


Trusted Security

Security that has
Continually Improved
with Feedback from 55,000+
Customers



Multiple Public Sector and Nonprofit Customers



U.S. Army tries out Salesforce.com in recruiting

The military branch turns to CRM, social networking as part of its softer approach to recruiting

By Patrick Thibodeau

Comments 0 Recommended 23 Share

February 4, 2009
using Salesforce.com to
recruit for United States Army

The Salesforce.com
Army Experience
shopping mall
career tools in
federal offices
This new inte

Government Agencies Adopt Cloud Computing Platform From Salesforce.com

By Matt Williams on January 21, 2009
Permalink

Last week, *Government Technology* asked about how the company is b



CHANGE.GOV
THE OFFICE OF THE
PRESIDENT-ELECT

"Today we begin in earnest the work of making sure that the world we leave our children is just a little bit better than the one we inhabit today."
President-elect Barack Obama

SaaS/GOV
2009

brought to you by



Cloud Computing Comes to the Government



BRIEFING BOOK

VOTE UP

Continue the Citizen's Briefing Book Through
Presidency

REGISTER NOW OVERVIEW • SCHEDULE • SPEAKERS • VENUE • ATTENDANCE

Government Agency: U.S. Census Bureau

Solution or Platform Selected: Salesforce.com CRM and Cloud

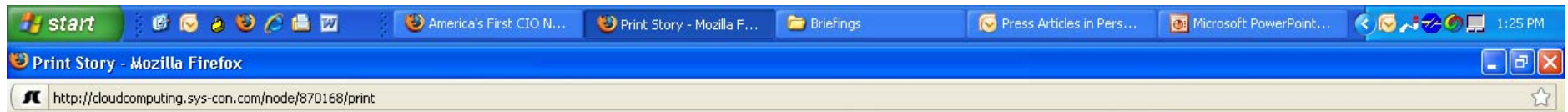
1. **The Government agency's challenge that led to the**
The US Census Bureau was in need of Customer Relationship software to coordinate and track partnership activities between and outside organizations. These partner organizations range from local governments, community-based organizations, to business. The goal of this CRM system was to provide the ability to track partner contacts and activities between various geographic staff.

New Jersey Transit Deploys Saaspoint Mobile Field Scheduler via Salesforce.com's App Exchange

[Business Wire](#) , [August 19, 2008](#)

EMAIL PRINT

- Mobile Field Scheduler Enables NJ TRANSIT to Manage and Deploy Investigators
- Cuts Deployment Time from 26 to Six Days



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America's First CIO Nominee Favors Cloud Computing Approach



Now that Vivek Kundra, the former chief technology officer for Washington, D.C., has become America's first CIO, it is interesting to look at his pronouncements on cloud computing. (He's not America's CTO remember, that appointment's yet to be announced.) Wall Street Journal blogger Amy Schatz notes that Kundra is best known "for overhauling the D.C. government's tech system and replacing it with one that provides real-time data for the mayor and his deputies about where money is being spent."

Schatz also notes that the D.C. government also started putting more information online after he took over, and it is this aspect of Kundra that the Journal's Ben Worthen also underlined when he quoted an earlier Wall Street Journal article about Kundra in which he said:

"I'm all about the cloud computing notion. I look at my lifestyle, and I want access to information wherever I am. I am killing projects that don't investigate software as a service first."

Kundra even sponsored a contest last year for programmers to come up with new ways of using D.C. data in iPhone and Internet applications, so it should be an interesting few years for America, with its brand new 34-year old CIO.

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"I'm all about the cloud computing notion. I look at my lifestyle, and I want access to information wherever I am. I am killing projects that don't investigate software as a service first."

The Future Is Here. It's All Possible in the Cloud.



Build Your Business in
the Cloud



Run Your Business in
the Cloud



Succeed
in the Cloud