

PLATFORM AS A SERVICE MULTI TENANCY AND OPEN STANDARDS

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Platform as a Service Multi Tenancy and Open Standards

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Salesforce Platform









SSO/Identity



Integration

REST API

SOAP API

Tooling API

BULK API

Streaming API

cometD

Analytics API

Toolkits, Libraries, SDKs



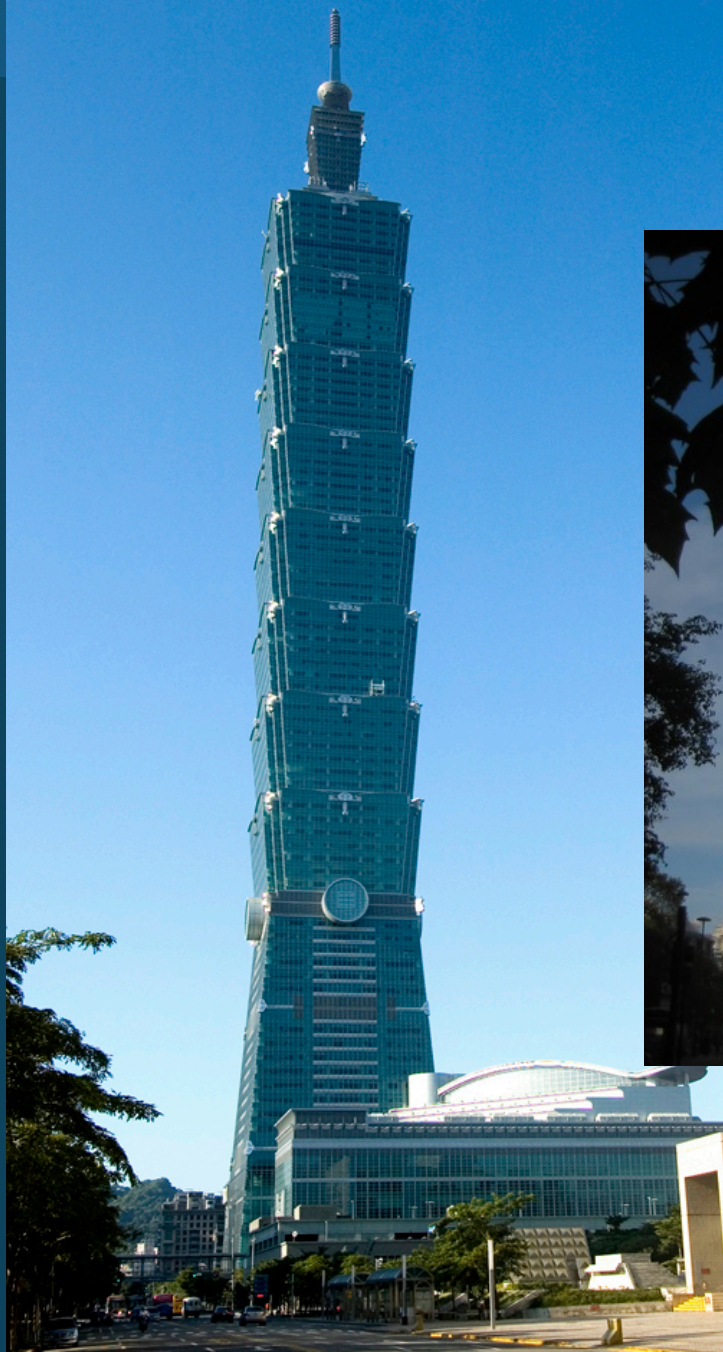
demo

REST API

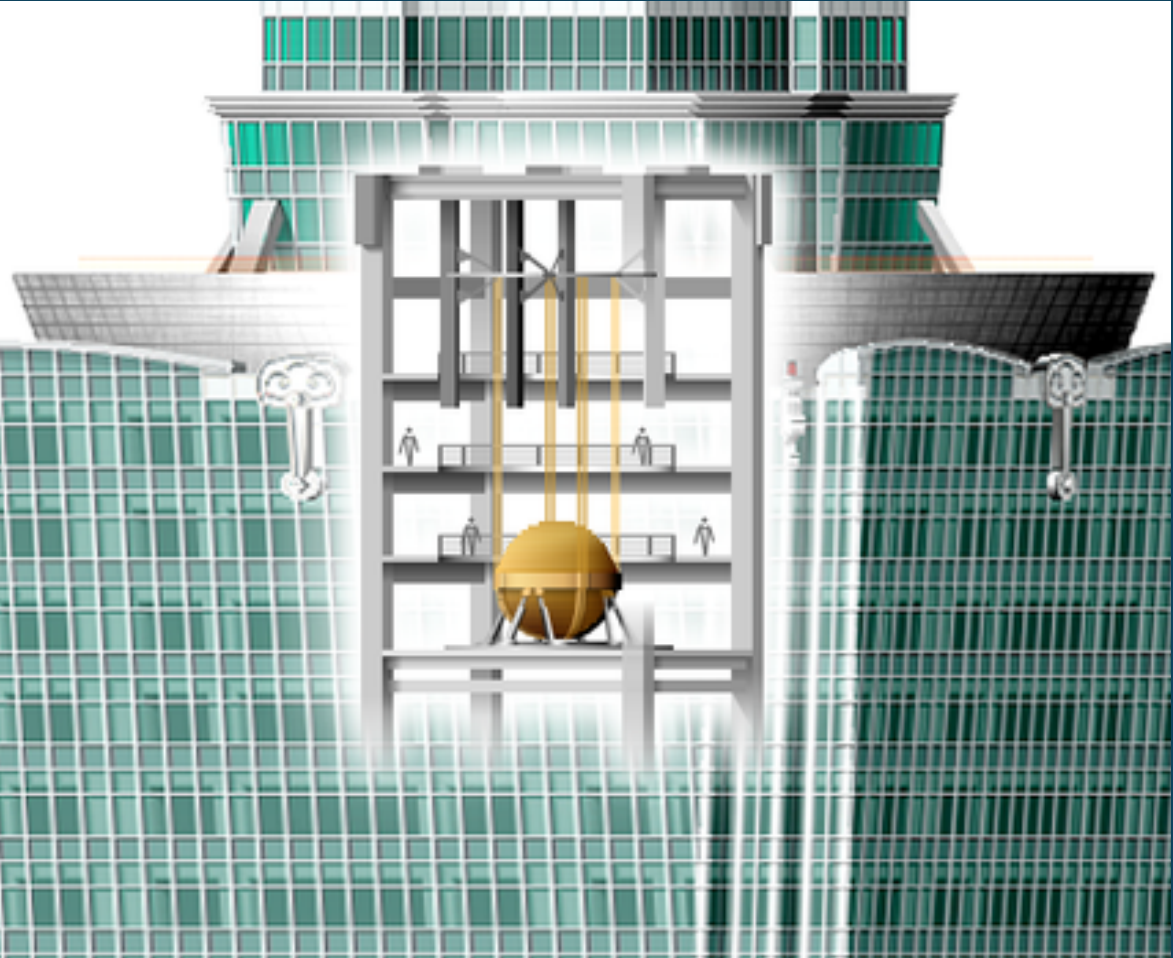






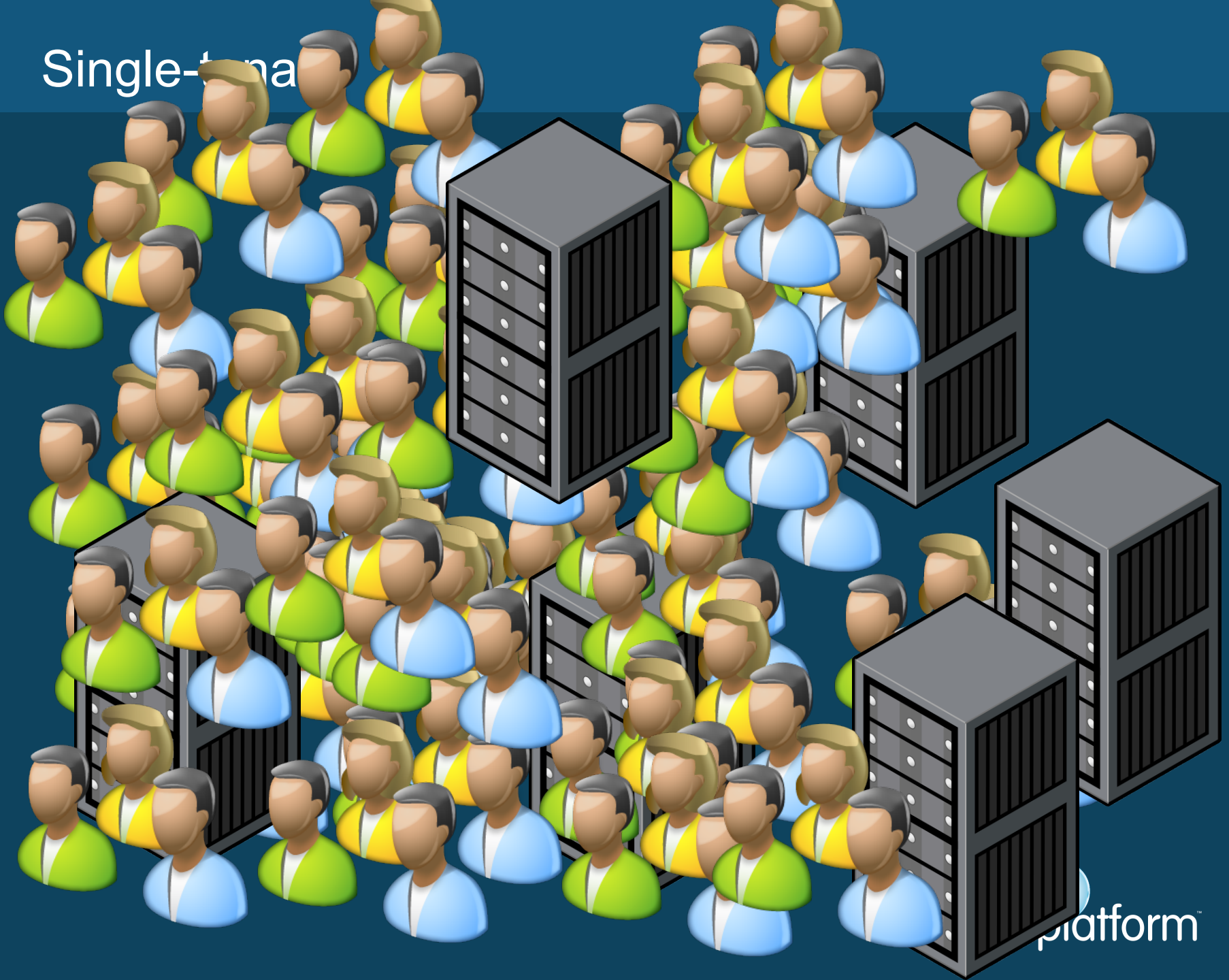






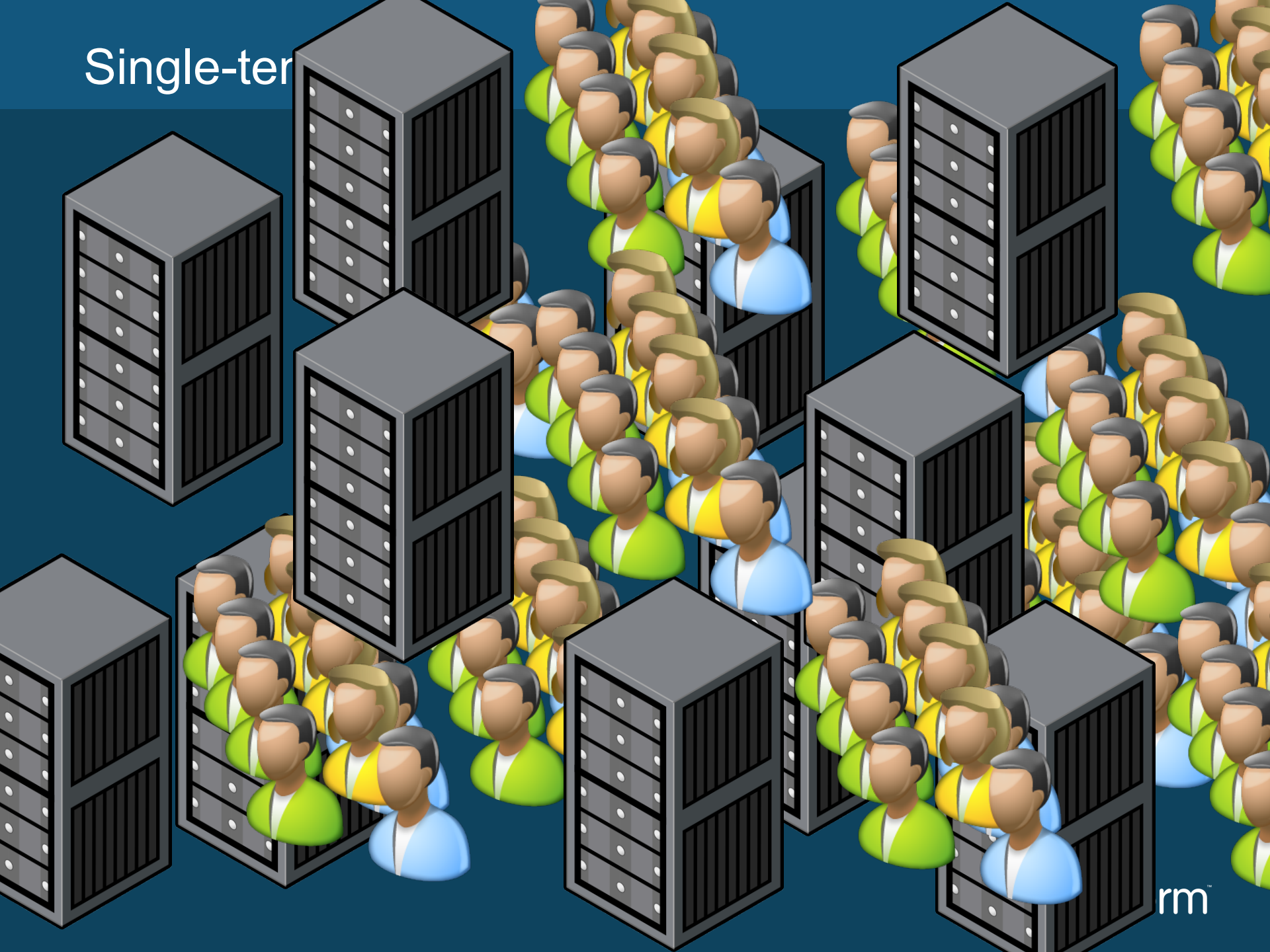
Not only
what you see

Single-tenant

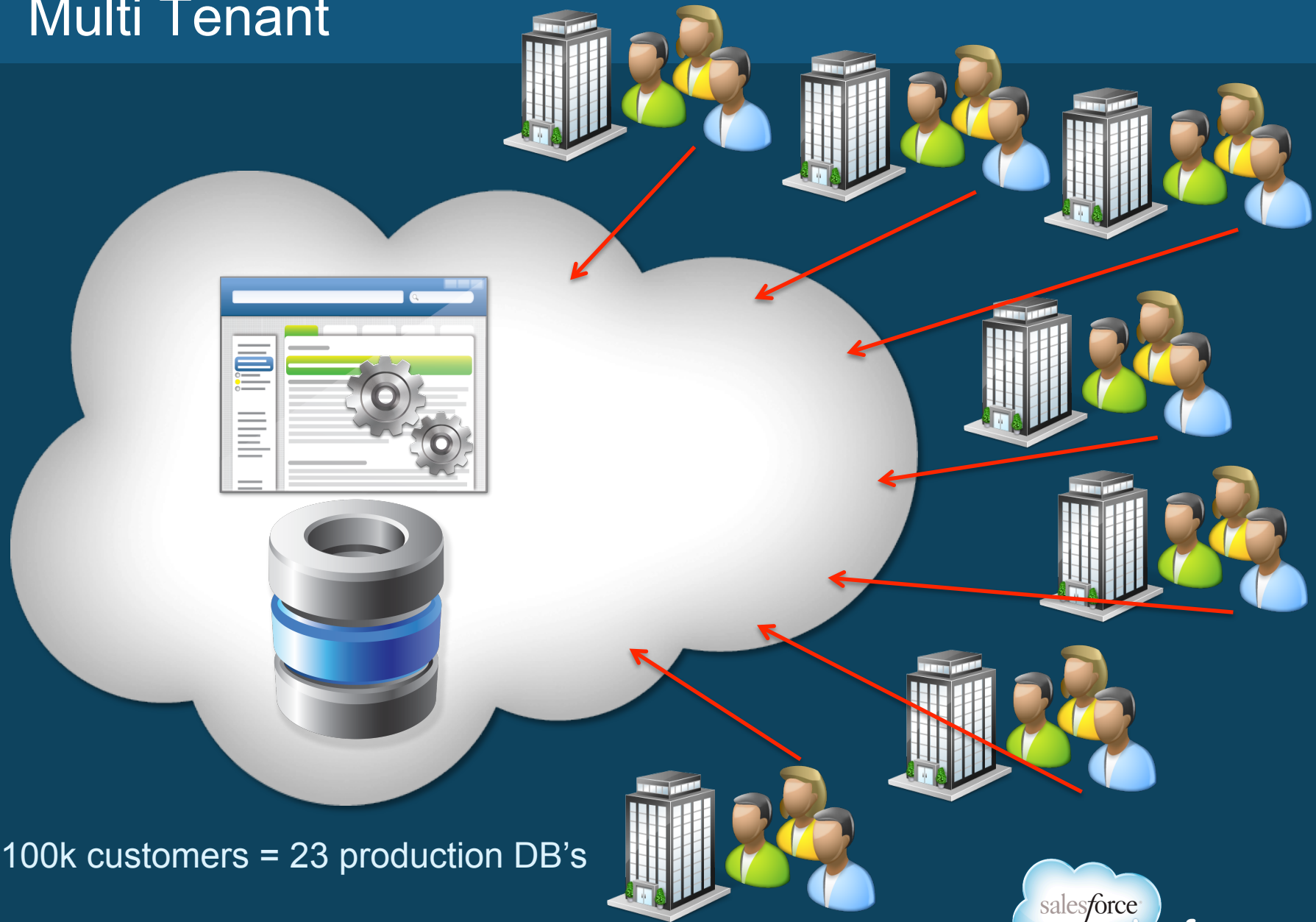


platform™

Single-ter



Multi Tenant

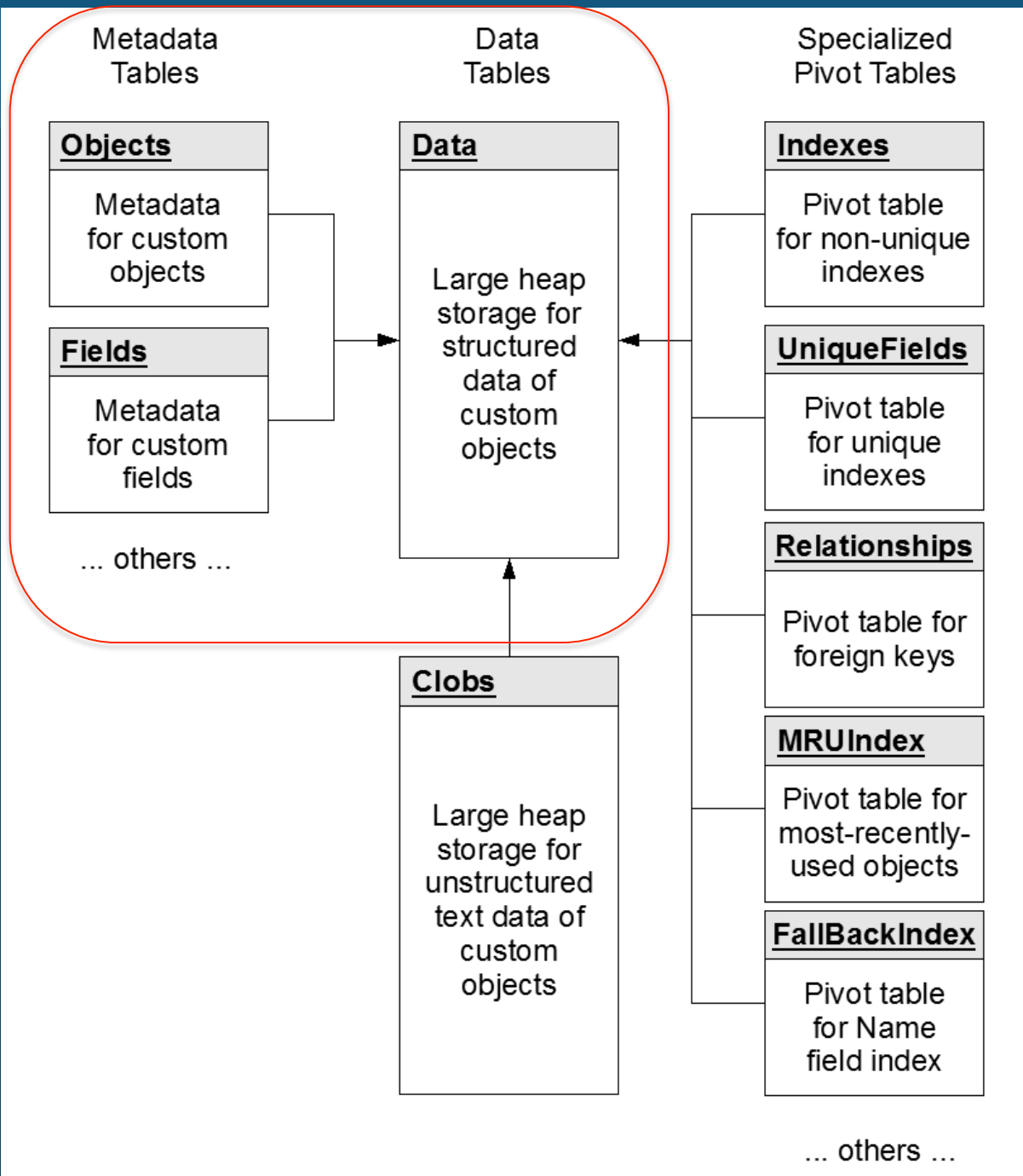


>100k customers = 23 production DB's

Multi Tenant



- Single Code Base
- Shared Schema
- System metadata
- Custom Metadata
- Code

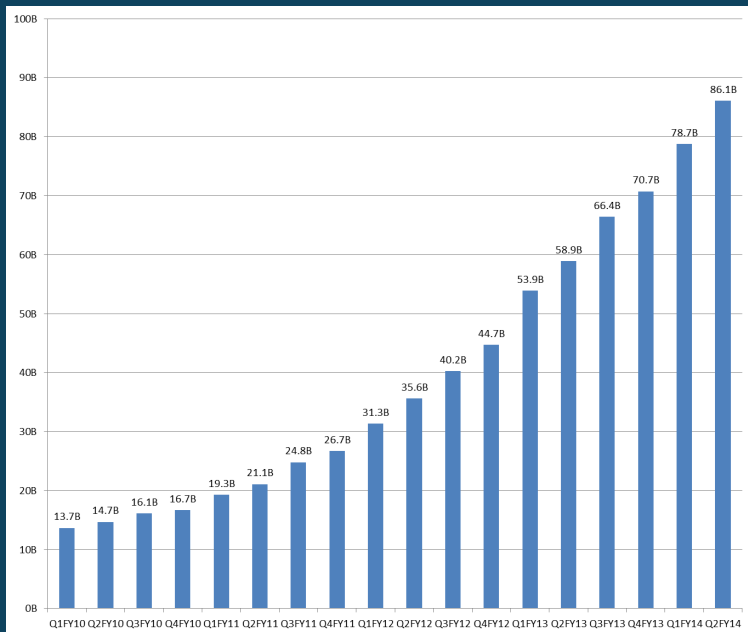


Data

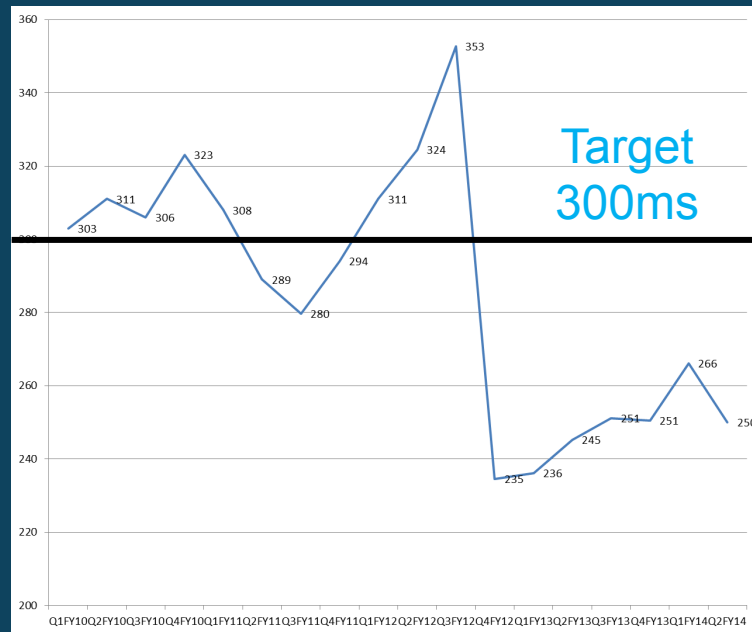
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a01...2	org1	a01	...	Flat
a02...1	org1	a02	...	20080129
a02...2	org1	a02	...	20080214
a03...1	org1	a03	...	41.23
a03...2	org1	a03	...	-10.3

Multitenancy helps our customers

Massive Usage Growth



Excellent Performance



2009: 13B trx every quarter

Now: 13B trx every 2 weeks

Yesterday: 1,419,367,310 trx



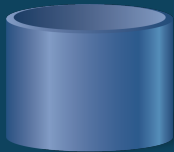
Releases

42 Major Release
162 Core Releases YTD



Release Resilience

Integrations and Customizations



> 15M Custom Database
Tables



>12M Visualforce Pages



>6B Lines of Apex Code
>60M Apex Tests from Customers



>500M API Calls Per Day, 28 versions

demo



How multitenancy helps our customers

- Rapid customization



Salesforce platform multi tenant architecture

- Everyone benefits:
 - Security (Data Center, Organization, Entity and Field level, Record level ACL) – example HTTP to HTTPS – analogy between early internet, 60's, and HTTP. Now we're more mature and need HTTPS
 - Upgrades (hardware/infrastructure, stack, application layer)



Salesforce platform multi tenant architecture

- Everyone benefits: upgrades to hardware and infrastructure



Salesforce platform multi tenant architecture

- Services no one person individually accesses it



Deep customization



- DEMO: New org, build app. Customize, add relationship, show in mobile UI (either touch or S1



Salesforce: Multi Tenant Open Platform as a Service



<http://developer.force.com>

<http://bit.ly/multitenant>





Consumer TV contract management

Point of Sale

Integration of Social Media with Customer Records

Taylor-made TV packages





Single common view of subscribers and advertisers

Standardized on contracts, directories, order management,
IT Help Desk

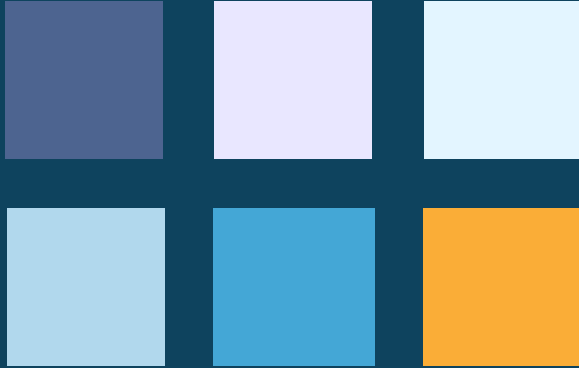
Backoffice and workflow integration



thank you



Colors/Artwork (delete this slide when done)



Feel free to add boxes and use this color for type against white/lighter colors.



SELL. SERVICE. MARKET. SUCCEED.

