

The Seven Standards of On-Demand Service Delivery

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The technology industry has changed dramatically over the last 10 years. Leading companies have come to depend on on-demand services to perform many business functions, from sales force automation to complete enterprise CRM and beyond. With this growth in enterprise use of on-demand applications comes a corresponding increase in responsibility on the part of on-demand vendors to provide first-class service delivery.

No one knows more about on-demand service delivery than we do at salesforce.com. We've got more than seven years of experience in delivering highly available, secure, and scalable on-demand applications to ensure our customers' success. We know the requirements for every aspect of service delivery, from infrastructure to policies and procedures. And we don't do on-demand as an adjunct to our core business; it is our core business.

Salesforce.com has set the standard for on-demand service delivery. We've democratized enterprise CRM availability, so that, for example, Zagat Surveys, with five Salesforce users, benefits from the same high-scale performance capabilities and functionality demanded by our largest customers, such as Corporate Express, with thousands of subscribers.

The CIOs of large companies require that on-demand vendors meet the highest standards—after all, they are trusting them with critical corporate data. To meet the requirements of large customers and to ensure that we can make customers of any size successful, salesforce.com adheres to the seven standards outlined below. Every on-demand vendor should meet these standards. But we're the only company that actually does.

| Standard | The Salesforce.com Difference |
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| <p>1. World-Class Security Provision world-class security at every level. Security is more than just user privileges and password policies. It's a multidimensional business imperative, especially for vendors that are responsible for customer data. On-demand vendors must have detailed and rock-solid policies and procedures in place to guarantee the highest possible levels of:</p> <ul style="list-style-type: none"> :: Physical security :: Network security :: Application security :: Internal systems security :: Secure data-backup strategy :: Secure internal policies and procedures :: Third-party certification | <p>Security has been salesforce.com's top priority from day one. We ensure that our customers' data are protected with world-class physical security, data encryption, user authentication, and application security, as well as the latest standard-setting security practices and certifications, including:</p> <ul style="list-style-type: none"> :: World-class security specifications :: SAS 70 Type II and SysTrust certifications :: Secure point-to-point data replication for data backup: Backup tapes for customer data never leave our facilities—no tapes on the highway |
| <p>2. Trust and Transparency Provide transparent, real-time, accurate service performance and availability information. On-demand vendors should provide customers with detailed information about service delivery and performance in real time, including:</p> <ul style="list-style-type: none"> :: Accurate, timely, and detailed information about service performance data and planned maintenance activities :: Daily data on service availability and transaction performance :: Proactive communications regarding maintenance activities | <p>Salesforce.com sets the highest standard for trust and transparency. We are the only on-demand service provider that makes daily service-quality and performance data available to the public.</p> <ul style="list-style-type: none"> :: http://trust.salesforce.com shows real-time and historical service status and provides maintenance notices :: Our customers trust us to manage critical corporate and customer data, and they deserve full transparency of operations related to our service |
| <p>3. True Multitenancy Deliver maximum scalability and performance to customers with a true multitenant architecture. Leading Web applications, including Google, eBay, and Salesforce, run on a single code base and infrastructure shared by all users. A multitenant architecture allows for high scalability and faster innovation at a lower cost. Single-tenant systems, on the other hand, are not designed for large-scale on-demand success. The internal inefficiencies of maintaining a separate physical infrastructure and/or</p> | <p>Salesforce.com is the leader in providing a massively scalable multitenant architecture. With more than half-a-million users, we continue to grow and scale while offering industry-leading performance. We designed our on-demand applications so that users share the same physical infrastructure and identical code lines. Individual customer "deployments" of those applications occupy virtual partitions rather than requiring separate physical stacks of hardware and software. Our true multitenant architecture</p> |

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| <p>True Multitenancy, continued</p> <p>separate code lines for each customer make it impossible to deliver a quality service and to innovate quickly. Multitenancy provides customers with the following benefits:</p> <ul style="list-style-type: none"> :: Efficient service delivery, with a low maintenance and upgrade burden :: Consistent performance and reliability based on an efficient, large-scale architecture :: Rapid product release cycles | <p>makes it possible for salesforce.com to deploy its solutions quickly and ensures lower costs and faster innovation for our customers.</p> <p>Multitenancy is:</p> <ul style="list-style-type: none"> :: The platform for high performance :: The platform for high availability :: The platform for rapid innovation |
| <p>4. Proven Scale</p> <p>Support hundreds of thousands of users with proven scalability.</p> <p>With any on-demand service, customers benefit from the scale of the vendor. A larger scale means a larger customer community, which can deliver more and higher-quality feedback to the vendor to drive future innovation. A larger customer community also provides rich opportunities for collaboration between customers, creating communities that can share interests and foster best practices. On-demand vendors must have:</p> <ul style="list-style-type: none"> :: Proof of the ability to scale to hundreds of thousands of subscribers :: Resources to guarantee the highest standards for service quality, performance, and security to every customer :: The ability to grow systems and infrastructure to meet changing demands :: Support that responds quickly and accurately to every customer :: Proven performance and reliability as customer numbers grow | <p>Salesforce.com's Force.com platform is the leading platform for on-demand applications, with the largest subscriber base and the best track record for service delivery. For more than seven years, we've built our reputation on providing software as a service reliably and scalably. Today, we support:</p> <ul style="list-style-type: none"> :: 27,100 customers :: 556,000 subscribers :: More than 3.7 billion total transactions per quarter :: More than 50 percent of these transactions are integration transactions driven by the Force.com Web Services API :: More than 70,000 custom objects: unique "virtual tables" our customers created to customize their Salesforce deployments |
| <p>5. High Performance</p> <p>Deliver consistent, high-speed performance globally.</p> <p>On-demand vendors must deliver consistent, high-speed system performance worldwide and provide detailed historical statistics to back up performance claims, including:</p> <ul style="list-style-type: none"> :: Average page response times :: Average number of transactions per day | <p>Salesforce.com has a track record of fast application performance—from delivering Web pages to processing transactions. Our multitenant application design, combined with the fastest servers and high-performance networking infrastructure available, guarantees lightning-fast performance. We run our on-demand services with:</p> <ul style="list-style-type: none"> :: Redundant network vendors delivering high-performance network access to our facilities worldwide :: The fastest hardware and software servers available <p>And we publish daily performance data on our public Web site: http://trust.salesforce.com.</p> |
| <p>6. Complete Disaster Recovery</p> <p>Protect customer data by running the service on multiple, geographically dispersed data centers with extensive backup, data archive, and failover capabilities.</p> <p>Vendors providing on-demand services must be professionally paranoid, considering every potential disaster and being prepared for anything. A complete disaster recovery plan includes:</p> <ul style="list-style-type: none"> :: Data backup procedures that create multiple backup copies of customers' data, in near real time, at the disk level | <p>Salesforce.com is the first on-demand vendor to deliver fully mirrored data centers that provide seamless disaster recovery. Our data centers follow stringent backup-and-recovery procedures to ensure that customer data is safe. Our industry-leading approach includes:</p> <ul style="list-style-type: none"> :: A full-scale disaster recovery facility that guarantees consistent service performance in the event of a regional disaster :: Multilevel data integrity and backup procedures that ensure rapid recovery with minimal data loss |

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| <p>Complete Disaster Recovery, continued</p> <ul style="list-style-type: none"> :: A multilevel backup strategy that includes disk-to-disk-to-tape data backup in which tape backups serve as a secondary level of backup, not as the primary disaster recovery data source (This disk-oriented model ensures maximum recovery speed with a minimum of potential for data loss in the event of a disaster) | |
| <p>7. High Availability</p> <p>Equip world-class facilities with proven high-availability infrastructure and application software.</p> <p>Any vendor offering on-demand applications needs to be able to deliver very high availability. Requirements for proving high availability include:</p> <ul style="list-style-type: none"> :: Facilities with reliable power, cooling, and network infrastructure :: High-availability infrastructure: networking, server infrastructure, and software :: N+1 redundancy :: Detailed historical availability data (on the entire service, not just on individual servers) | <p>Salesforce.com's \$50 million investment across three brand-new data centers provides infrastructure, software, and procedures that deliver extremely high availability and service quality. We are the only on-demand supplier with:</p> <ul style="list-style-type: none"> :: Daily service-quality data available on a public Web site :: Complete N+1 redundancy :: A historical track record of high availability |

For More Information

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