Information Security and Privacy Advisory Board

Why Governments Invest in Salesforce.com

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Regional Manager, Public Sector
December 5, 2008

The Cloud Computing Model

Multi-tenant

Pay-as-you-go

Elastic

Software as a Service

Platform as a Service

The Global, Enterprise Standard for Cloud Computing

DELL Enterprise Std	**vmware** Enterprise Std	**JP NETWORK 郵便局** ~65,000	**citi** ~30,000	**symantec.** ~25,800	**Sprint** ~21,000
CISCO ~20,000	**AON** ~ 12,000	**AVAYA** ~9,000	**SIEMENS** ~6,300	**NOKIA** ~5,500	**Corporate Express** ~5,000
ca ~4,000	**Canon** ~4,000	**QUALCOMM** ~3,500	**ASHLAND** ~3,200	**CIT** ~3,000	**KONE** ~2,900

Number of Subscribers

Salesforce for Public Sector

NO SOFTWARE

Over 4,000 Government, Education and Nonprofit Customers

Economic Development
- Department of Defense, United States of America
- Arlington, Virginia
- New York State
- Massachusetts
- Nova Scotia

Environment & Natural Resources
- United States Environmental Protection Agency
- U.S. Department of Energy
- Illinois Department of Natural Resources
- USDA

Transportation
- NJ Transit — The Way To Go.
- Metrolink
- Port of Oakland

Science & Tech
- NASA
- U.S. Department of Energy

General Government
- The Department of the Treasury, 1789
- U.S. Department of State
- DIR (Texas)
- JP Network 郵便局

Public Safety & Justice
- U.S. Department of Homeland Security
- UNICOR Federal Prison Industries, Inc.
- Department of the Navy, United States of America

Health & Human Services
- FSA San Francisco
- CHANGE. Chicago Housing Authority
- NYC Health

Education
- Bronx Charter School for the Arts
- USC University of Southern California
- Leland Stanford Junior University

salesforce for Public Sector

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U.S. OMB Encourages Software as a Service

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US OMB pushes for software as a service

The administrator of the U.S. White House's Office of Management and Budget says software as a service can help federal agencies cut costs.

Grant Gross
PC World
Thursday, January 17, 2008; 11:19 AM

TOOLBOX

🅰🅰🅰 Resize Text   Save/Share +

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A top official with the U.S. White House's Office of Management and Budget (OMB) gave her strongest endorsement yet to software as a service, saying Wednesday it can help federal agencies cut development costs.

Asked whether the OMB should more strongly promote software as a service, Evans said U.S. agencies need to weigh cost, security and other factors. But the U.S. government needs to move to a more service-oriented software model, she said.

"Our track record is clear -- we are not very good at delivering our own software in the time frame set," Evans said at the conference. "We're also not very good at managing large projects."

The Secret? A Multi-Tenant Kernel

Your Success.

Your Data

Your Metadata

Your UI

Your Code

Your Apps

Your Workflows

Your Integrations

Our Cloud.

Automated Upgrades

Continuous Innovation

Better Usability Over Time

Faster Over Time

More Secure Over Time

Salesforce.com **Trusted** Security

Security that has
Continually Improved
with Feedback from 51,000+
Customers

Security: Facilities

Maximum Facilities Security

- 24 x 365 on-site security

- All doors, including cages, are secured with biometric hand geometry readers.

- Five levels of biometric scanning including man-traps required to reach Salesforce cages

- Fully anonymous exteriors

- Digital camera (CCTV) coverage of entire facility

- Entire perimeter bounded by concrete bollards/planters

- A silent alarm and automatic notification of appropriate law enforcement officials protect all exterior entrances.

- CCTV integrated with access control and alarm system.

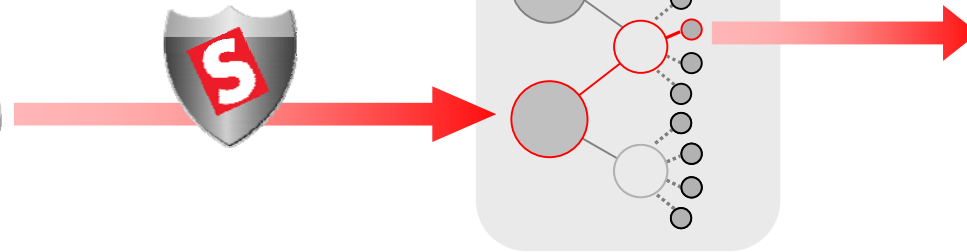- Motion-detection for lighting and CCTV coverage.

Multi-Tenant Application Security

| Login... | Authenticate... | Apply Data Security Rules... | View Filtered Content |

- Password security policies
- Rich Sharing Rules
- User Profiles
- SSO/2-factor solutions

Password Policies

Set the password restrictions and login lockout policies for all users.

Password Policies	
User passwords expire in	60 days
Enforce password history	3 passwords remembered
Minimum password length	8 characters
Password complexity requirement	Must mix alpha and numeric
Password question requirement	Cannot contain password
Maximum invalid login attempts	5
Lockout effective period	30 minutes

Save   Cancel

Business Information in the Cloud

salesforce**crm**
Manage. Share. Succeed.

Manage	Cases	Projects	Service	Knowledge	Analytics	AppExchange
Share	Partners	Content	Ideas	Salesforce to Salesforce	Google Apps
Build	Infrastructure	Database	Application	Operations	Business
	Multi-Tenant Kernel				

force.com
Dream. Build. Succeed.

Salesforce
for Public Sector

Galorath Reports Force.com App Development at a Fraction of the Cost of Java

Build Any App: HR, Billing, Patient Tracking

➤ 5x the developer productivity of Java

➤ 10-25% more rapid requirements analysis & design

➤ 5-20% reduction in testing effort

➤ Overall project costs 30-40% less than Java

" …effort can be expected to be reduced from 30% to 40% over developing the same project in JAVA for projects that are aligned to the Customer Relationship Management model, which serves as the basis for the Force.com Platform. "

Salesforce.com Application Exchange
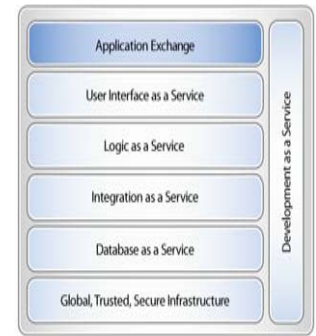
800+ Apps

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

Government-to-Government AppExchange

Are you Ready?

Typical Federal C&A Deliverables

- FIPS 199 Security Categorization Worksheet - NIST SP 800-37
  - Categorizes risk sensitivity to low, medium, or high
- SP 800-53 - Recommended Security Controls for Federal Information Systems
- Security Requirements Traceability Matrix (SRTM) – NIST SP 800-37
- FISMA Self Assessment – NIST SP 800-26 & 800-37
- System Security Plan – NIST SP 800-18
- Risk Assessment – NIST SP-30
- Security Test and Evaluation Plan and Report – NIST SP 800-37
  - Raw Data from ST&E
- Security Assessment Report (SAR) – NIST SP 800-37
  - Certification Report
- Plan of Action & Milestones (POAM) – NIST SP 800-37 & 30
- Contingency Plan (DR) – NIST SP 800-42
- Privacy Threshold Analysis (PTA)/Privacy Impact Analysis (PIA) – OMB M-03-22 dated Sept 2003
- Certification Statement with Request for Accreditation – NIST SP 800-37
- Accreditation Statement – NIST SP 800-37

Recognition for Innovation in the Cloud

Gartner
2008 Leader & Visionary

2008 internetnews.com CEO VISION AWARDS

FORRESTER
2007 Forrester Groundswell Award

THE WALL STREET JOURNAL
Innovations Awards Computing Systems Winner 2008

PC MAGAZINE EDITORS' CHOICE
PC Magazine Editor's Choice: UE

InfoWorld
Technology of The Year

Forbes
Top Ten Disruptors of 2006

2007 Product of the Year

BusinessWeek
Top 100 Innovative Companies

Application Leader & Visionary

Platform Visionary

Gartner
April, 2008

CRM
Market Leader Enterprise CRM

2008 SIIA //CODiE// WINNER
Best CRM & On-Demand Platform

FORTUNE
Top 10 Entrepreneurs & Cool Company