



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



Number of Subscribers

Over 4,000 Government, Education and Nonprofit Customers

Economic Development




Logos for Department of Defense, Arlington Virginia, New York State, Massachusetts, and Nova Scotia.

Environment & Natural Resources




Logos for Environmental Protection Agency, Department of Energy, Illinois Department of Natural Resources, and USDA.

Transportation



Logos for NTRANSIT, METROLINK, and Port of Oakland.

Science & Tech



Logos for NASA and Department of Energy.

General Government



Logos for Department of the Treasury, U.S. Department of State, DIR, JP Network, and a globe icon.

Public Safety & Justice



Logos for U.S. Department of Homeland Security, UNICOR, and Department of the Navy.

Health & Human Services



Logos for FSA San Francisco, CHANGE. Chicago Housing Authority, and NYC Health.

Education



Logos for Bronx Charter School for the Arts, USC University of Southern California, and Beland Stanford Junior University.

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

AAA Resize Text + Save/Share +
Print This E-mail This

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.

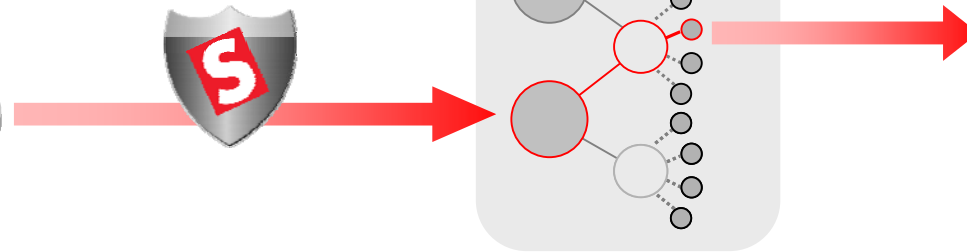
Multi-Tenant Application Security

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



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



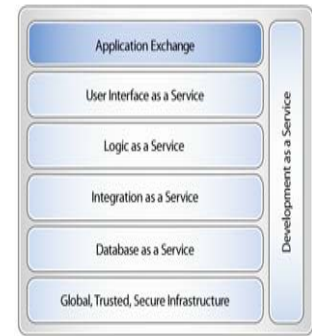
Build Any App: HR, Billing, Patient Tracking



- ➔ 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.”



Government-to-Government AppExchange

Government-to-Government AppExchange

What if government agencies saved millions of dollars and avoided years of redundant effort by sharing applications?



Business One-Stop



Bronx Lab School

School Management



Economic Development



BUSINESS COUNCIL

Business Development &
Grants Management

Join the visionaries. Test drive their apps. Run them as-is, or customize them to meet your own needs. Then give back by posting your own apps on the Government-to-Government AppExchange.

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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



2007 Forrester Groundswell Award

THE WALL STREET JOURNAL

Innovations Awards
Computing Systems
Winner 2008



PC Magazine
Editor's Choice: UE



Technology of
The Year



Application Leader &
Visionary



Platform
Visionary



Top Ten
Disruptors of 2006



2007
Product of
the Year



Top 100 Innovative
Companies

Gartner
April, 2008



Market Leader
Enterprise CRM



Best CRM &
On-Demand Platform

FORTUNE

Top 10 Entrepreneurs
& Cool Company