Information Security and Privacy Advisory Board

Why Governments Invest in Salesforce.com

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Regional Manager, Public Sector
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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
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

- Password security policies
- Rich Sharing Rules
- User Profiles
- SSO/2-factor solutions
## Business Information in the Cloud

### Manage
- Cases
- Projects
- Service
- Knowledge
- Analytics
- AppExchange

### Share
- Partners
- Content
- Ideas
- Salesforce to Salesforce
- Google Apps

### Build
- Infrastructure
- Database
- Application
- Operations
- Business

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**Multi-Tenant Kernel**
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

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

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.

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 Fortune CEO Vision Awards
- PC Magazine Editor’s Choice: UE
- InfoWorld Technology of The Year
- BusinessWeek Top 100 Innovative Companies
- Application Leader & Visionary
- Platform Visionary
- Top Ten Disruptors of 2006
- CRM Market Leader Enterprise CRM
- 2008 SIIA CODiE WINNER
- FORTUNE Top 10 Entrepreneurs & Cool Company
- April, 2008

Salesforce® for Public Sector

Best CRM & On-Demand Platform