Government Takes to the Cloud

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The future of government is here.

salesforce.com
Cloud Computing is Not the Bleeding Edge

- 40% of IT executives have been using cloud computing for more than three years.

- Multinational companies, international financial institutions, and governments around the world have been using salesforce.com cloud solutions for years.

- Salesforce.com implemented its first cloud application for the U.S. Federal government in 2004. Since then, numerous Federal, state and local government agencies have deployed salesforce.com.

- During the 2008 elections, 3 presidential candidates and both national conventions used salesforce.com cloud applications.

- 37% of firms are replacing on-premise software systems with software as a service cloud solutions.
Cloud Computing Offers Proven Benefits for Government

- Faster Time to Value
- Lower Costs
- Reduced Risk
- Fast and Easy to Customize
- Continuous Innovation
Numerous Federal Agencies Are Successfully Using Salesforce.com Cloud Solutions Today
Salesforce.com Cloud Solutions Span all Levels and Segments of Government

- General Government
  - United States Census 2010
  - GSA
  - U.S. Army
  - U.S. Department of State
  - Japan Post

- Economic Development
  - positively Minnesota
  - Ministry of Economy, Trade and Industry
  - iDA

- Transportation
  - SHA
  - Metrolink

- Political Campaigns
  - Mark R. Warner
  - Mitt Romney
  - Ron Paul 2008
  - Twenty-First Century Democrats

- Defense & Public Safety
  - U.S. Army
  - U.S. Air Force Exchange Service

- Health & Human Services
  - FSA
  - San Francisco
  - NYC Health
  - CHICAGO HOUSING AUTHORITY

- Culture & Education
  - University of Southern California
  - University of California, Santa Barbara
  - NYU
  - NLB
Government Agencies are Deploying a Wide Range of Applications

Grants & Financial Management
- U.S. Army
- Utah Arts Council
- NYC Health

Program & Project Management
- ACHP
- Homeland Security

Human Resources: Campaign & Constituent Mgmt
- Center for American Progress
- Mitt Romney
- Mark R. Warner

Case & Records Management
- FSA
- Chicago Housing Authority

Call Centers & E-gov Portals
- SHA
- NJ Transit

Asset Management
- NASA
- GSA

Vendor & Partner Management
- United States Census 2010
- U.S. Department of Education
- DIR

Shared Service Providers
- NBC
- National Geographic

Marketing & Outreach
- Change.gov
- The Office of the President-Elect

Compliance
- Post Network
- 郵便局

CRM & Contact Management
- Wyoming Business Council
- NLB
State Department Builds Custom App to Track Nuclear Disarmament

Nonproliferation and Disarmament Fund (NDF)

Tracks progress of weapons disarmament projects anytime, anywhere, via any web browser.

Program management and financial tracking across all time zones.

360° visibility into budgets and program progress with integration to legacy financial app.

“Building on Force.com saved the State Department many months of development time.”

Director
NDF
State Department Saves $1.6 Million Annually

THE BOTTOM LINE
The State Department’s Nonproliferation and Disarmament used Salesforce.com’s Force.com platform to create a custom NDF to better manage contractor costs.

ROI: 216%
Payback: 8 months
Average annual benefit: $1,625,066

<table>
<thead>
<tr>
<th>ANNUAL BENEFITS</th>
<th>Pre-start</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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<tr>
<td>Direct</td>
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<td>$445,066</td>
<td>$445,066</td>
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<tr>
<td>Indirect</td>
<td>0</td>
<td>$1,180,000</td>
<td>$1,180,000</td>
<td>$1,180,000</td>
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<tr>
<td>Total</td>
<td>0</td>
<td>$1,625,066</td>
<td>$1,625,066</td>
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<table>
<thead>
<tr>
<th>EXPENSED COSTS</th>
<th>Pre-start</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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<tbody>
<tr>
<td>Software</td>
<td>44,250</td>
<td>44,250</td>
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<tr>
<td>Hardware</td>
<td>0</td>
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<tr>
<td>Consulting</td>
<td>550,000</td>
<td>550,000</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Personnel</td>
<td>35,000</td>
<td>55,606</td>
<td>51,668</td>
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<tr>
<td>Training</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>$629,250</td>
<td>$649,856</td>
<td>$95,918</td>
<td>$51,668</td>
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<table>
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<tr>
<th>FINANCIAL ANALYSIS</th>
<th>Pre-start</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Cash flow before taxes</td>
<td>(629,250)</td>
<td>975,210</td>
<td>1,529,149</td>
<td>1,573,399</td>
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<tr>
<td>Annual ROI – direct and indirect benefits</td>
<td>216%</td>
<td></td>
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<tr>
<td>Annual ROI – direct benefits only</td>
<td>28%</td>
<td></td>
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<tr>
<td>Net present value (NPV)</td>
<td>1,204,775</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Payback (years)</td>
<td>.65</td>
<td></td>
<td></td>
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<tr>
<td>Average annual cost of ownership</td>
<td>475,564</td>
<td></td>
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<tr>
<td>3-year IRR</td>
<td>176%</td>
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</table>
Family Service Agency Builds HIPAA-compliant EHR

50% reduction in time spent on paperwork, reporting and reimbursement

Eliminated 2-month wait for County reports

Real-time tracking of individual client outcomes (treatments adjusted accordingly)

Self-audits and tracking of clinician, program, and division productivity

Automated reimbursement process through auto-population of funder forms

“For the first time we have visibility into the effectiveness of our client programs.”

Bob Bennett
CEO
NYC Health Manages Grants and Encourages Electronic Health Records in the Cloud

Primary Care Information Project (PCIP)
Promoting and supporting the use of Electronic Health Records (EHRs) through physician recruiting, referrals and information tracking

Healthcare Emergency Preparedness Program (HEPP) & Bureau of Emergency Management (BEM)
Managing grants and contracts to hospitals and local government agencies to prepare for mass casualty events

“They’re not in the technology business. They didn’t go to med school to implement an electronic health record.”

Dr. Farzad Mostashari
Office of the National Coordinator for Health IT
Former Assistant Commissioner, NYC DHMH
HHS Runs Health IT and Shared Services in the Cloud

Office of the National Coordinator (ONC)

ONC encouraging the adoption of Health IT and the promotion of a nationwide HIE (Health Information Exchange) in the cloud

Program Support Center (PSC)

Program Support Center (PSC) provides fee-for-service shared services across the federal government

Consolidated systems for managing customer interactions, federal opportunities and contracts
Census Increasing Response Rates for 2010

Record, track and manage contacts and activities between census staff and external partners

Deployed a custom app in three months

App scaled up as decennial census approached

Managing 2,700 temporary workers geographically dispersed across 13 offices

Census Partners mobilize constituents to help achieve a complete count
Army Transforms Recruiting at new AEC

Army Experience Centers (AEC)

Deployed a custom application in four months.

App includes Facebook integration and Google Maps mash-ups.

Salesforce CRM is used to track all core recruiting functions at each AEC station.

Recruiters track visitor participation in AEC activities in real time.

“In about four months we were able to take an off-the-shelf solution, configure it, and deploy it…for almost inconsequential cost and in almost no time.”

U.S. Army
NASA Manages Public/Private Technology Partnerships

**Innovative Partnerships Program (IPP)**

IPP provides essential technology for NASA programs through investments and partnerships with Industry, Academia, Government Agencies and National Labs.

**Eliminated months** of development time

Centralized repository for IPP’s data, providing a 360-degree-view for IPP’s managers and execs.
Salesforce Helps NJ Transit Keep Rolling

150 Customer Service Agents
600% More Inquiries Handled
0 New Agents Required
36% Improved Response Time

“With the Service Cloud, we’re handling 600% more throughput with the same headcount.”

Tim Wierzbicki, Manager
New Jersey Transit Wins InfoWorld 100 Award

Incident Mgmt
Correspondence Tracking
Complaint Tracking
Undercover Field Investigations
Call Center
Customer Service Portal

Marketing & Outreach
Performance Reviews
Training Classes
Lost and Found
Group Sales – Force.com Sites
Ideas Portal

2008 InfoWorld 100 Awards

New Jersey Transit www.njtransit.com
On-Demand Customer Service Platform

Project lead: Dennis Martin, Senior Director of Customer Service
Project description: New Jersey Transit tapped Force.com to customize its Salesforce-based customer service platform, building several custom applications, including field-investigation tools for undercover agents and a correspondence management system for customer complaints.
Citizen’s Briefing Book Scaled Instantly

Concept to Live in Three Weeks – Zero to Peak in an Hour

- 134,077 Registered Users
- 1.4 M Votes
- 52,015 Ideas
- 10M Page views
- 1.8TB Volume
- 39.3M Hits
Japan Post Delivers with Massive Scale on Force.com

Force.com Compliance Application:

40,000 Post Office Employees

24,000 Locations

Feedback from 127 Million Customers

“Force.com has proven to work well for the Japan Post.”

Akira Iwasaki
CIO

Gartner
Japan Post Sees 511% ROI over Three Years

IDC ExpertROI SPOTLIGHT

The Japan Post Network Saves over $10 Million in Infrastructure Costs and Gains a Competitive Advantage with Cloud Computing

December 2009

Business Value Snapshot

Organization: A Tokyo-based postal services provider

Operational challenge: Company needed to integrate and streamline new processes for selling financial services products in a newly privatized market.

Solution: Built multiple applications on Force.com

Benefits:
- Avoided $10M in infrastructure hardware/software costs
- 4x faster than Java or .NET
- 2–3x less expensive than on-premise development
- Increased uptime and reliability
- Experienced 91% fewer bugs

ROI: 511% over 3 years
Minnesota DEED Promotes Collaboration and Improves Service

Deployed with the Minnesota Chamber of Commerce to **160 users in four weeks**

Enables **collaboration across multiple business units and external partners**.

With no DBA or programming required, Salesforce **costs a fraction** of the alternatives.

**Improved reporting and visibility** allows service to be tailored to where it’s needed most.

“We can now effectively direct our visits with improved customer service.”
Utah Arts Saves over 800 Hours per Year in Reporting with Salesforce

Deployed in **two weeks** without help from outside consultants

Users can generate their own reports **saving the division between $16,000 and $20,000** per year

Provides an interface that **eliminates the double data entry procedure** for Federal and State reports

“**Salesforce will be crucial to the success of state and local government organizations.**”
The key is to get on the experience curve
Thank You

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