salesforce | platform

INSIDE THE #1 CLOUD PLATFORM FOR BUILDING NEXT-GEN APPS

Welcome to the platform for building next-gen apps:

The Salesforce1 Platform.

In today's world, opportunities that are born one day are gone the next. The companies that succeed are innovating and moving faster than their competitors—constantly adapting to changing markets and taking advantage of new opportunities as technology shifts underneath them.

For CIOs and IT, that truly opens a new universe of possibilities to lead. Creating beautiful and engaging customer apps offers the promise to deepen customer relationships and transform entire industries. At the same time, building employee productivity apps offers a way to connect people and automate business processes that can be tied in to new customer insights like never before.

But how do you build these apps quickly? And even if you could build them fast enough, how do you change them to keep pace with accelerating business demands and integrate them with the systems you're already using?

This book will explore how the Salesforce1 Platform meets those needs immediately, redefining what a "platform" can do for IT (and business). It takes a deeper look at the services that make the Salesforce1 Platform the fastest way to continuously innovate, build apps for customers and employees, and connect everything together.

The innovation race will never end. See how the Salesforce1 Platform can help you not only keep up, but get out in front.
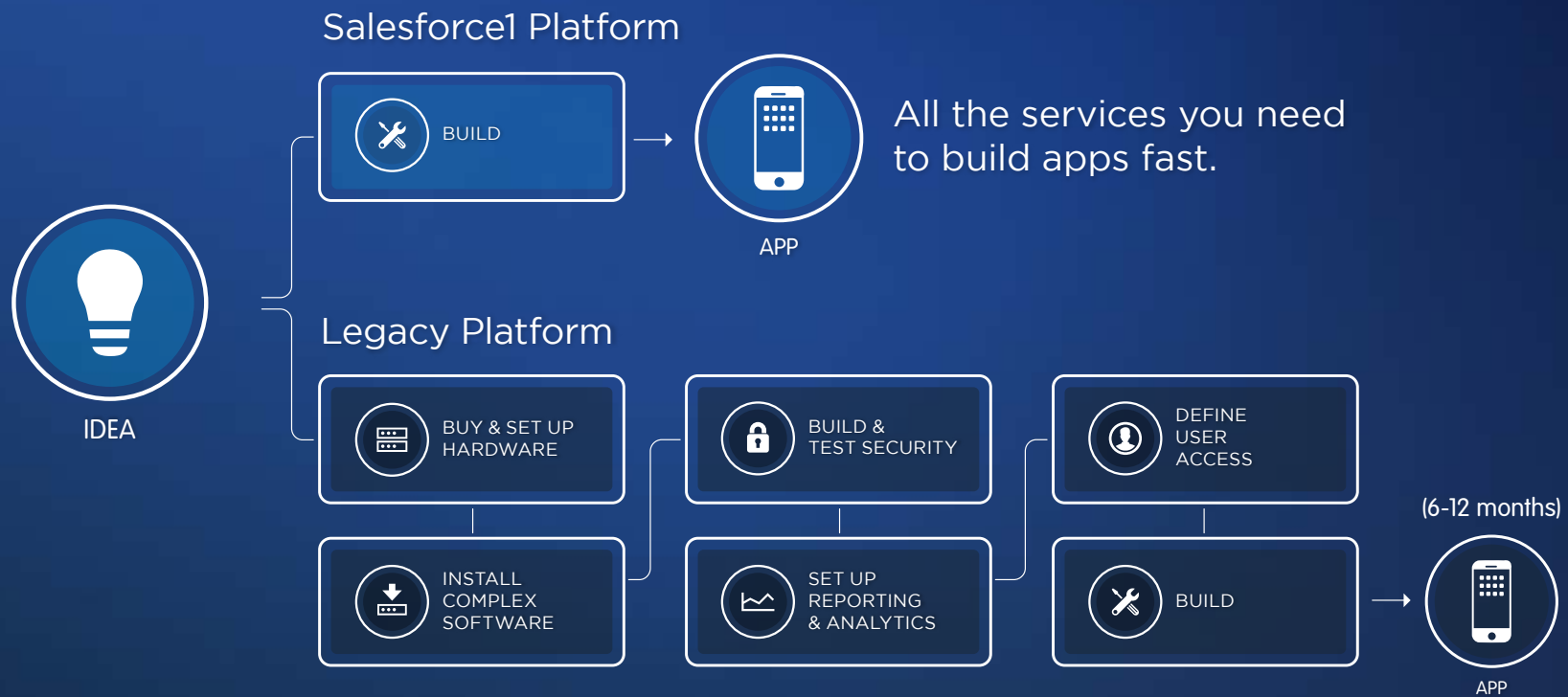
An IDC report sponsored by Salesforce shows that customers are finding solid business benefits with the platform:

70% Faster app development

80% More apps developed

520% ROI

The fastest path from idea to app.

Salesforce1 Platform

IDEA → BUILD → APP

All the services you need to build apps fast.

Legacy Platform

IDEA → BUY & SET UP HARDWARE → INSTALL COMPLEX SOFTWARE → BUILD & TEST SECURITY → SET UP REPORTING & ANALYTICS → DEFINE USER ACCESS → BUILD → APP

(6-12 months)

> 86% of CIOs say their role is becoming more important to the business, but only 48% say they have a well-defined process for innovation.
>
> Source: CIO Magazine

Table of Contents

Salesforce kicked off the cloud revolution with the first enterprise Software as a Service (SaaS) solution, and introduced the first Platform as a Service (PaaS). Salesforce has continued innovating ever since, from publishing the first commercial API to launching the first cloud app marketplace.

What's in "as a Service"

Defining IaaS, PaaS, SaaS, and the Salesforce1 Platform

Now, the social, mobile app explosion has bred a market awash with a "as a Service" offerings. In this market, the Salesforce1 Platform stands alone, and changes the game yet again.

Defining IaaS, PaaS, SaaS, and the Salesforce1 Platform

	On-premise solutions	IaaS Infrastructure as a Service	PaaS Platform as a Service	salesforce platform PaaS +	SaaS Software as a Service
Features	- Do-it-yourself	- Virtual machines - Managed storage - Managed network - Resource provisioning	- O/S stack control - Middleware - Basic runtime stack - Increase elasticity/scalability control - Developer controlled coding environments - Database resources - Tools for testing and deployment	- Multitenant, metadata-based architecture - Fully managed cloud database - Extended runtime stack - Lightning Components and Builders - Integrated mobile and social - Code in any language with Heroku - AppExchange ecosystem and Heroku Add-ons - Public APIs - trust.salesforce.com	- Packaged apps - Cloud-based; virtual machine or multitenant - Leverages cloud database from underlying platform - May be customizable
Benefits	- Ownership of hardware and software - Granular control over infrastructure and networking	- CapEx (capital expenditure) avoidance - Utility pricing model; cost proportional to scale - Shared physical and network layer security	- Rapid app development - Developer productivity - Painless operations - Add-on ecosystem - Enterprise trust	- Anyone can build apps - Fast visual development - Happier, more productive developers - Future-ready, automatic upgrades - Unified, simplified management and integration - Connected to customer data - Business-first operations and collaboration - One single, coherent view of all your business data	Benefits are dependent on underlying cloud platform. The Salesforce Sales Cloud, Service Cloud, and the Salesforce1 Mobile App are fully customizable via the Salesforce1 Platform.
Summary	With on-premise solutions, the IT department must build the entire solution—from the server to the application codebase—on their own. It is usually expensive, time consuming, and resource intensive, often with results that don't meet expectations.	IaaS provides raw data center capacity, delivering benefits by outsourcing the care and feeding of servers. IaaS covers only a tiny fraction of the heavy lifting that burdens IT every day.	PaaS starts where IaaS leaves off, typically adding operating systems, middleware, and runtime tools.	Bringing together all the power of Force.com and Heroku to create the world's leading PaaS solution, the Salesforce1 Platform gives IT a proven cloud infrastructure to build on, along with the most complete set of rapid app building capabilities in the marketplace.	SaaS is typically defined as a software licensing and delivery model in which software is licensed on a subscription basis leveraging a multitenant infrastructure. Salesforce has been the leader in Software as a Service since 1999.

Everything you need to
help IT drive business at lightning speed.

(And then some.)

What you build on

"

The Salesforce1 Platform takes care of the infrastructure, the database, security—all of those things that allow us to very quickly start solving customers' problems.

"

Sandy Kurtzig
Chairman and CEO
Kenandy (AppExchange Partner, ERP)

Salesforce Cloud Infrastructure by the numbers

ALWAYS ON:

99.9%+

uptime
(no sleeping here)

SPEED:

1.9 Billion +

transactions a day with an average response time of less than 250ms

INNOVATION:

4 Million +

applications

TRUST BUILT ON:

Transparency

trust.salesforce.com

Fully Managed
Cloud Infrastructure

The IT world has changed.

Once, in the "on-premise" world, IT departments were tasked with buying, provisioning, and maintaining servers to run applications within the physical walls of a business. This "rack and stack" approach has often proved to be expensive and time consuming, with the same tasks being repeated in every IT department in every company. Sometimes this redundancy even happens in the same company where departments are siloed by physical buildings, organizational divisions, or simple global geography.

Cloud computing has turned those ideas on their head, making enterprise-grade computing resources affordable and instantly available. So resources are there as you need them, without the complexities of managing the underlying mechanisms that provide them.

And Salesforce has led the way—since 1999 we've been singularly focused on building solutions in the cloud, helping companies eliminate much of the risk that accompanies solutions built on traditional platforms.

In other words, IT doesn't have to worry about real estate (where the servers go) and other things like cooling (the servers get hot), bandwidth, load balancing, networks, and storage. Instead, Salesforce gives you a secure, scalable infrastructure, and a dedicated team to maintain it 24/7/365.

Secure and Trusted Platform

The Salesforce1 Platform is built around a robust and flexible security architecture trusted by companies around the world, including those in the most heavily regulated industries—from financial services to healthcare to government. Its unique multitenant architecture provides you with a fine degree of security control over everything from user and client authentication, through administrative permissions to the data access and sharing model.

Organization Security:
Salesforce protects your organization's data from all other customer organizations by using a unique identifier that restricts access at every level to your data from anyone (including us) outside of your company.

Programmatic Security:
Configurable, authenticated sessions secure access to logic, data, and metadata. Salesforce even offers a source code scanner that produces a report analyzing the security of your code.

User Security:
User authentication (both delegated and SAML), combined with network-level security by IP address, session restrictions, and audit trails, provide control and visibility into what users are doing in the system and their field history.

Trust and Visibility:
Trust starts with transparency. That's why Salesforce displays real time information on system performance and security, and offers tips on best security practices for your organization.

See live data on system performance and alerts.

trust.salesforce.com

Metadata-Driven Architecture

The Salesforce1 Platform's unique architecture provides you with all of the benefits of a multitenancy model with a unique metadata-based approach to defining applications.

The Salesforce multitenant model provides clear boundaries between the platform and the applications that run on it, eliminating the complexity and risk of an entire hardware and software stack that is maintained and managed for each application deployment.
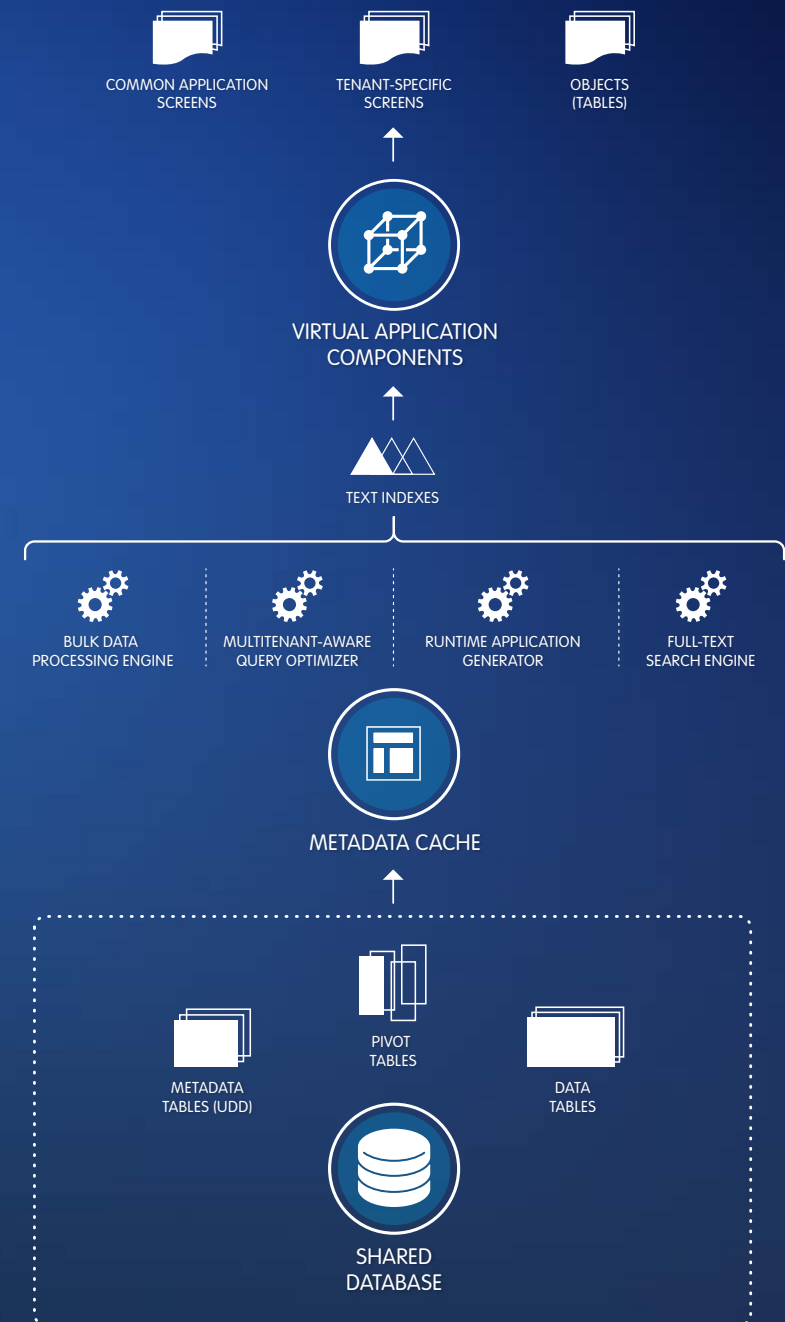
And applications are defined not just by code, but with collections of metadata. Although applications have their own data objects, forms, layouts, and integrations, all customizations—schema, code, apps—are specified as metadata that decouples them from the runtime environment and services of the Platform. Upgrades on everything from app servers to UI frameworks can be deployed seamlessly.

In fact, you get three automatic upgrades every year without the hassle of data migration—and your apps never break, whether they are custom apps or apps you've installed from our AppExchange marketplace. This effectively future-proofs the enterprise infrastructure that IT builds on and with, and saves large amounts of money and resources. Everything—from the app server to the database, messaging, testing, version dependency, security patches, code frameworks, and more—is taken care of automatically.

3x
upgrades per year

120M
tests per upgrade

1
common view of data

COMMON APPLICATION SCREENS

TENANT-SPECIFIC SCREENS

OBJECTS (TABLES)

VIRTUAL APPLICATION COMPONENTS

TEXT INDEXES

BULK DATA PROCESSING ENGINE

MULTITENANT-AWARE QUERY OPTIMIZER

RUNTIME APPLICATION GENERATOR

FULL-TEXT SEARCH ENGINE

METADATA CACHE

METADATA TABLES (UDD)

PIVOT TABLES

DATA TABLES

SHARED DATABASE

Open Cloud Database

What would you rather have your IT department doing?

Building, securing, managing, and virtualizing a new database for each new application project you are executing?

Or innovating immediately on the apps that the business needs today?

The Salesforce1 Platform puts the world's #1 cloud database technology at IT's fingertips to build rich forms and customer data models without complex code. So resources can be devoted to creating apps that create business value, faster.

It's traditionally been a tremendous challenge for IT to create an architectural environment that effectively brings together data from your apps. Infrastructure as a Service (IaaS) and other Platform as a Service (PaaS) offerings simply haven't done much to make this easier.

But with the Salesforce1 Platform, all the apps supporting your business processes interact with exactly one (and only one) version of the data that is consistent and transactional. That means everyone is seeing the same view of the data—and IT doesn't have to spend money on expensive integration between apps.
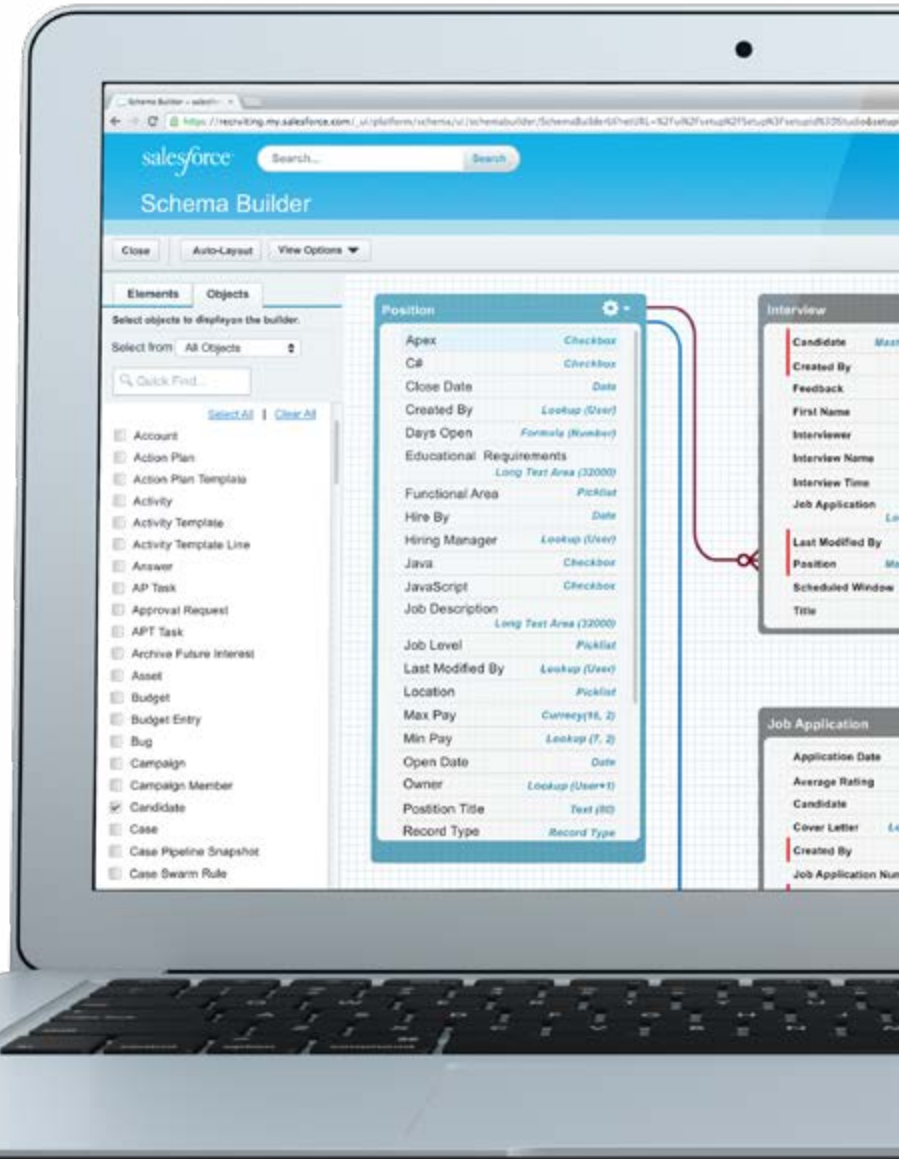
Database services include:

- Schema Builder for visualizing and extending your data model

- Auto-generated user interfaces with pre-built components, and pre-designed templates

- Auto-generated SOAP, REST, streaming and Bulk APIs with security controls

- Both structured, relational data storage and unstructured file-oriented content

- Integrated full-text search and SOQL for querying relational data

- Database-level caching for improved performance

- Triggers and validation rules

- Drag-and-drop tools that let you create objects simply, then drag them onto pages to interact with your data

- Automatic indexing, backup, replication, and disaster recovery

- Auto-scaling to support any size application

Everything IT needs to focus on building apps, not maintaining infrastructure.
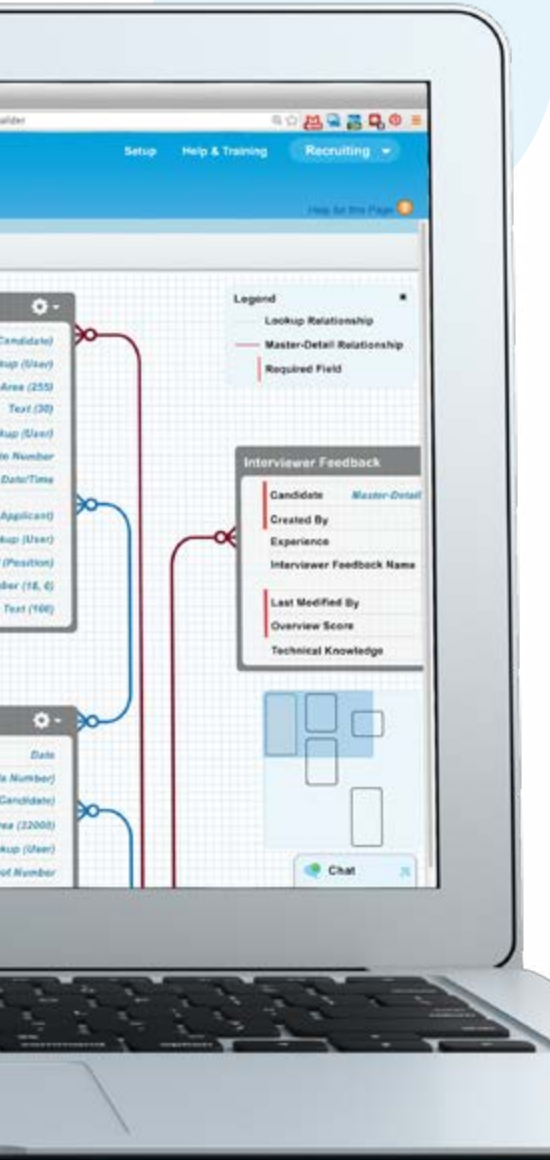
What you build with

" One of the great things we've found about the Salesforce1 Platform is how easy it is to build apps. I think the term 'citizen developer' has been used. You do not need to have an in-depth coding background. "

David Edge
VP of App Development
Financial Times

Integrated Runtime Services

Traditionally, setting up the underlying runtime services for your applications can be a time-consuming endeavor, not to mention maintaining those services through upgrades and expanding application requirements.

But with the Salesforce1 Platform, all of the application services come right out of the box, from a powerful workflow engine to API services, integration services, authentication, event log framework, analytics, collaboration services, and all of the other powerful services behind Salesforce's award-winning applications trusted by hundreds of thousands of companies.

Now you can use all of those services in any application you create, and use Salesforce's robust and easy-to-use rapid development tools to create applications to fuel every part of your business faster than ever before.

Workflow Engine · API Services · Integration Services · Mobile SDK · Authentication · Sharing & Permissions

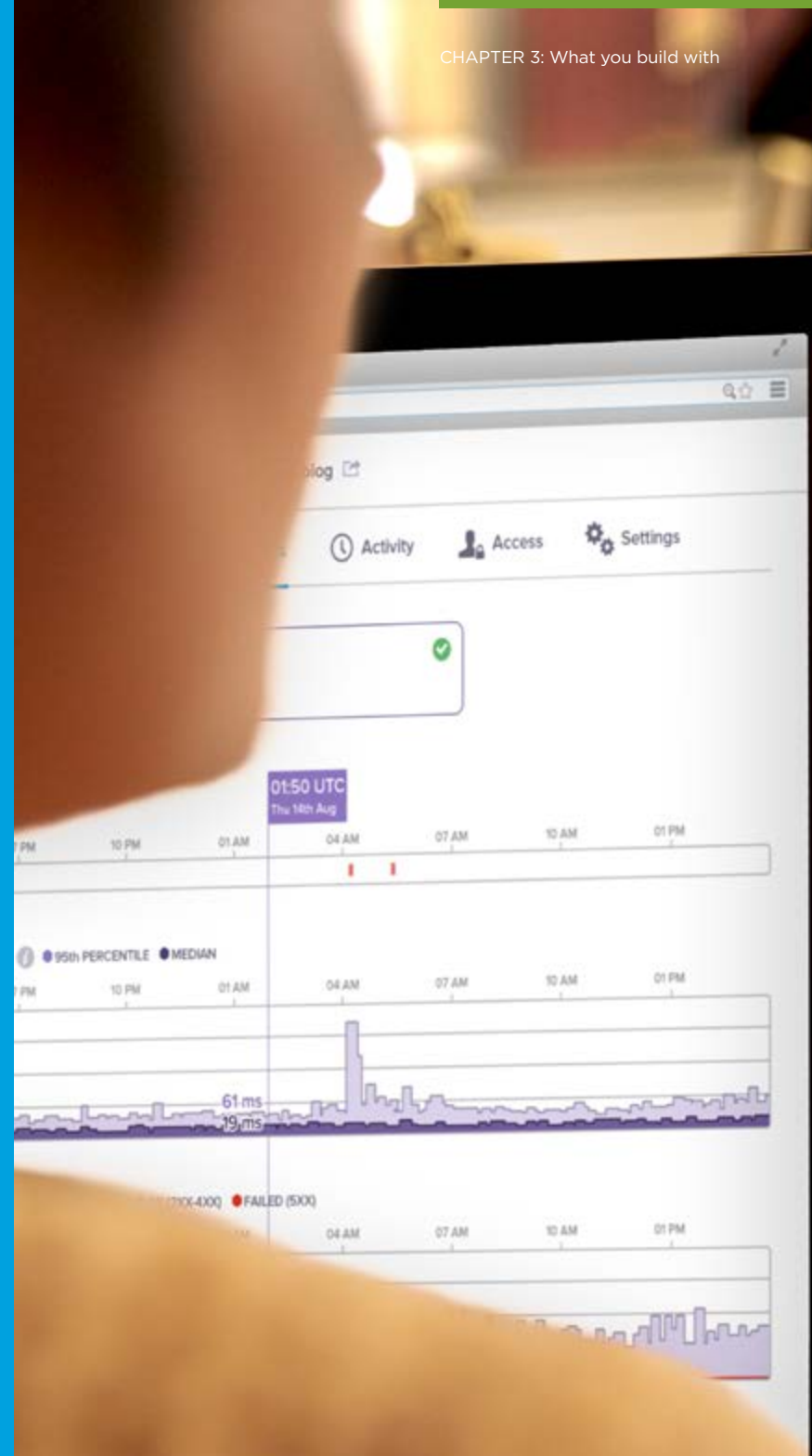Event Log Framework · Analytics Engine · Collaboration Services · Search · Files and Content Management · UI Framework
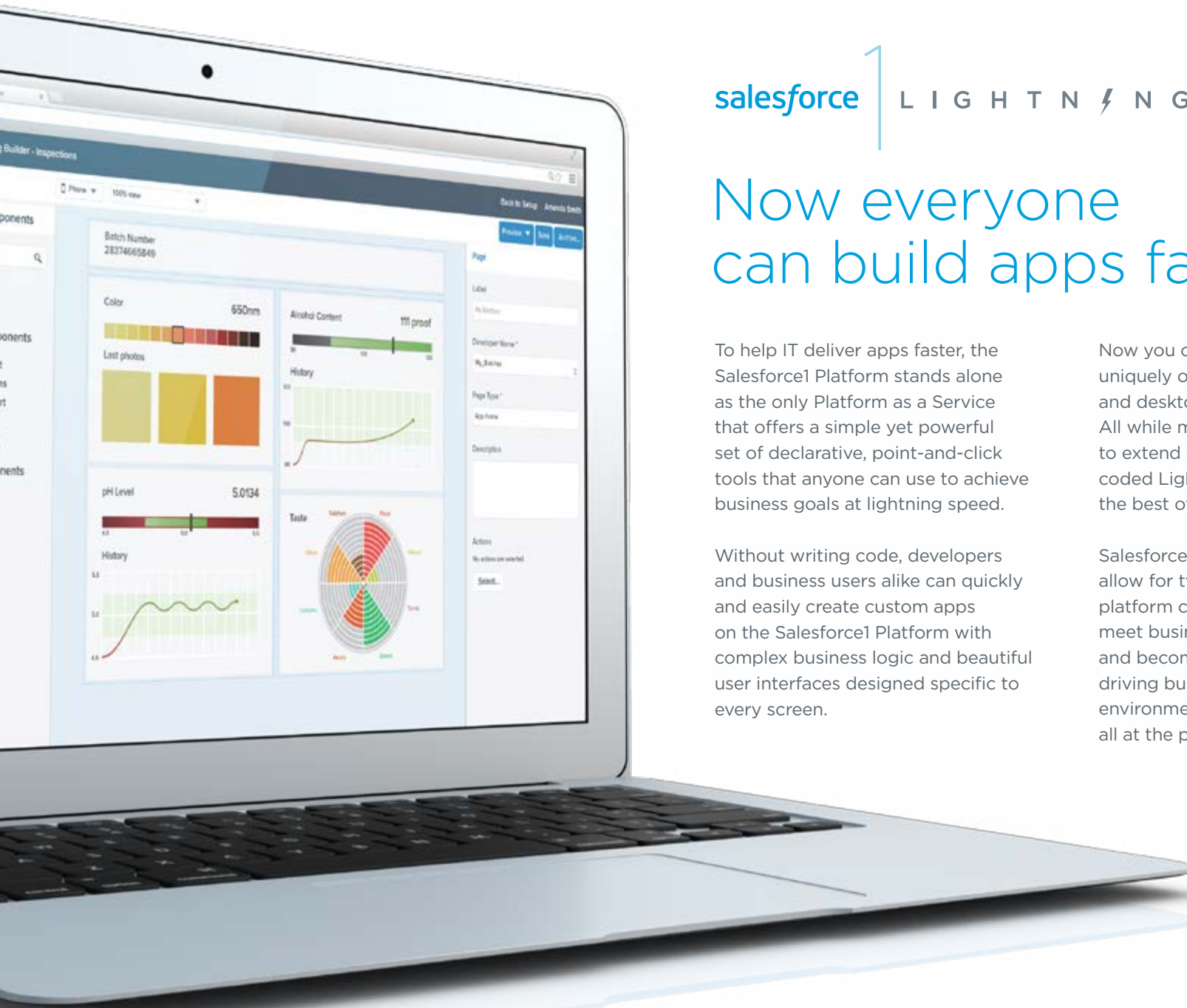
salesforce | L I G H T N ⚡ N G

Now everyone can build apps fast.

To help IT deliver apps faster, the Salesforce1 Platform stands alone as the only Platform as a Service that offers a simple yet powerful set of declarative, point-and-click tools that anyone can use to achieve business goals at lightning speed.

Without writing code, developers and business users alike can quickly and easily create custom apps on the Salesforce1 Platform with complex business logic and beautiful user interfaces designed specific to every screen.

Now you can design apps to work uniquely on phone, tablet, laptop, and desktop—all from one place. All while maintaining the flexibility to extend your apps with custom coded Lightning Components for the best of both worlds.

Salesforce1 Lightning Builder tools allow for two vital things no other platform can do: A way for IT to meet business demands faster and become a true partner in driving business forward, and an environment that helps IT manage it all at the pace of business.
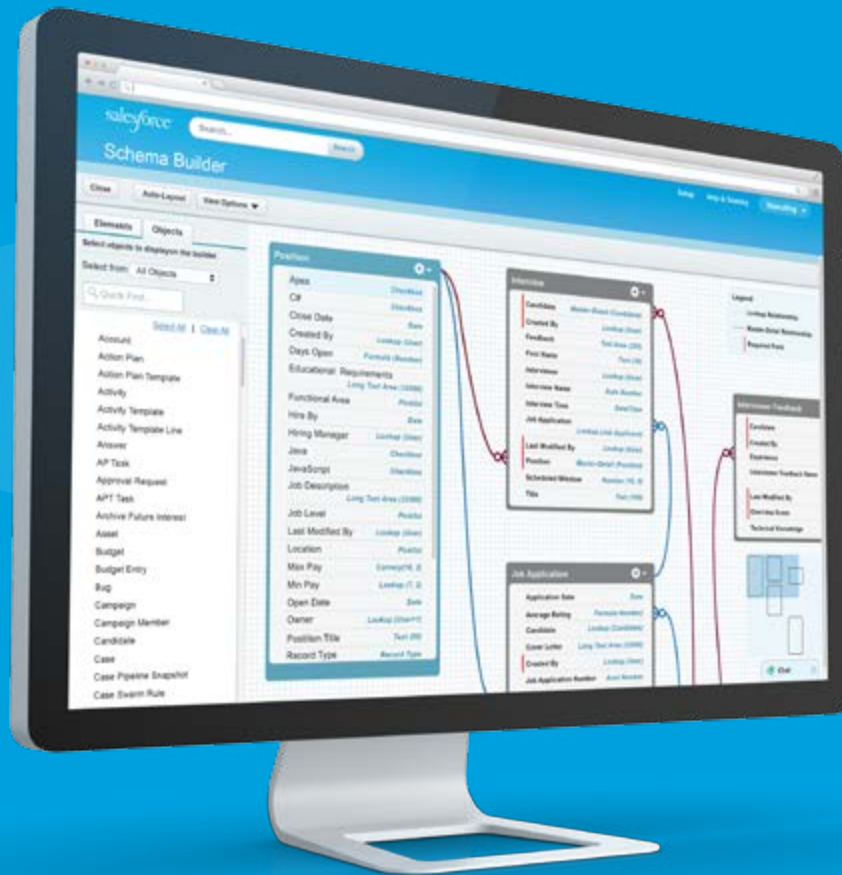
LIGHTNING
App Builder

- Create full applications with drag-and-drop components including objects, fields, reports, partner components, and page layouts

- Build custom Salesforce1 mobile apps with responsive design for any business process

- Leverage templates and forms for quick deployment

- Preview applications as you build and optimize iteratively
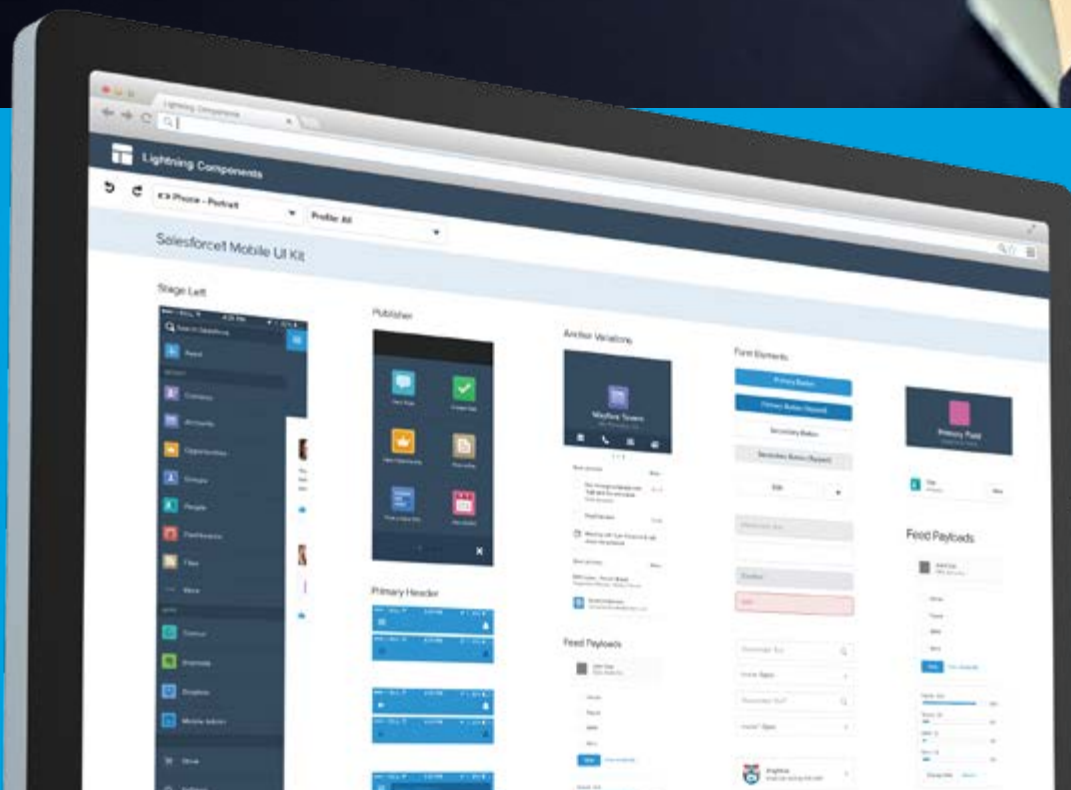
LIGHTNING
Components

- Build dynamic apps for mobile and desktop devices with drag-and-drop tools on an open, multi-tier framework

- The out-of-the-box UI component set kickstarts your app building process, plus developers can build custom components

- Event driven architecture, stateful client and stateless server, and Model-View-Controller architecture provide a modern framework for building apps fast
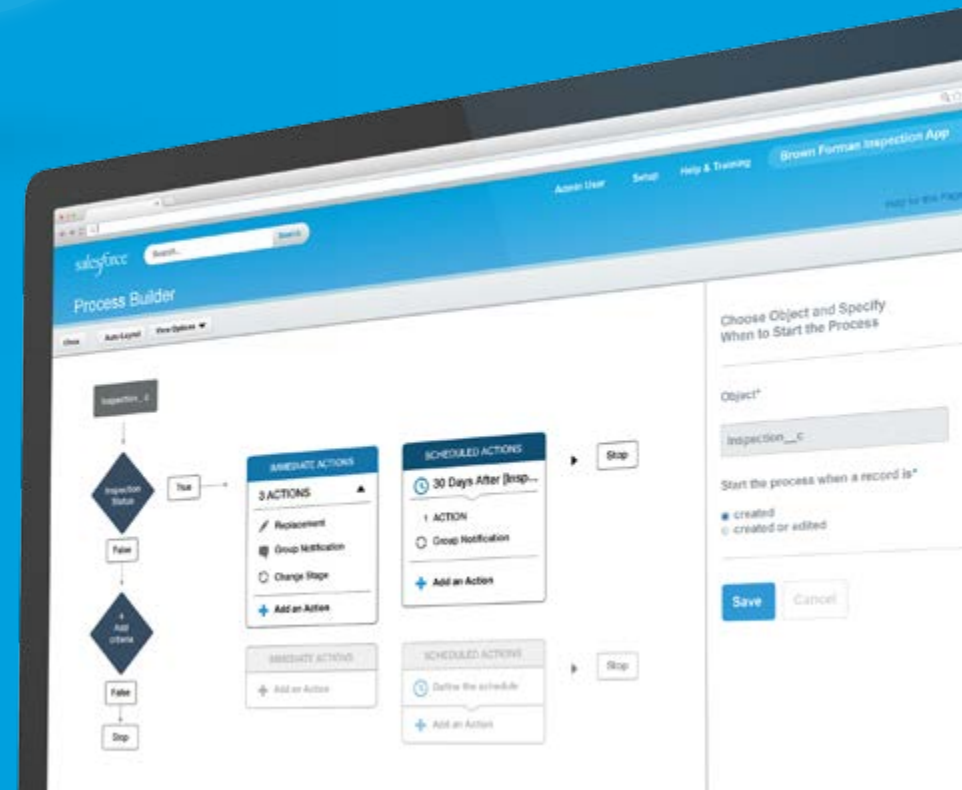
L I G H T N ⚡ N G
Schema Builder

- Visualize and extend your data model

- Quickly add new custom objects, fields, and relationships to your schema

- See details, including field values, required fields, and how objects are related via lookup and master-detail relationships

L I G H T N ⚡ N G
# Process Builder

- Easily automate complex business processes with point-and-click tools

- Automatically update or create new records, emails, and tasks or submit approval requests in a few simple steps

- Visualize the entire process in one place to design and collaborate directly with lines of business owners

- Easily extend processes with flows

- Deploy workflow once, across every device

L I G H T N ⚡ N G
Connect

- Easily connect and access data from external sources with point-and-click

- Incorporate data from legacy systems in real time in Salesforce application objects

- Dramatically reduce integration time to unlock and modernize back-office systems

- Easily create apps that add an agility layer to unlock data in legacy systems
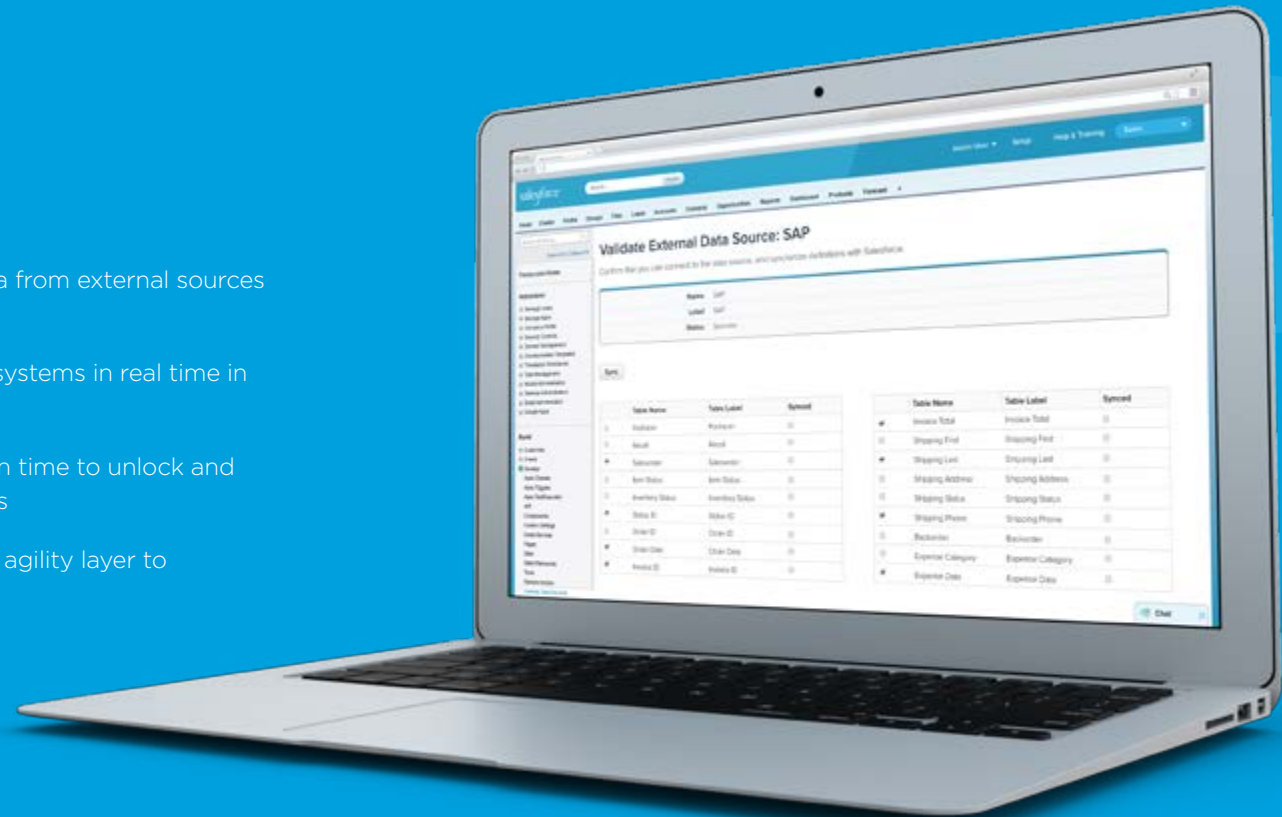
L I G H T N ⚡ N G
Community Designer

- Create branded public or private communities to connect customers and employees that are integrated with your content, data, and business processes

- Build, publish, and maintain communities that work on any device with the visual designer

- Easy-to-use tools, templates, analytics, and management allow you to create, preview, publish, and measure changes quickly
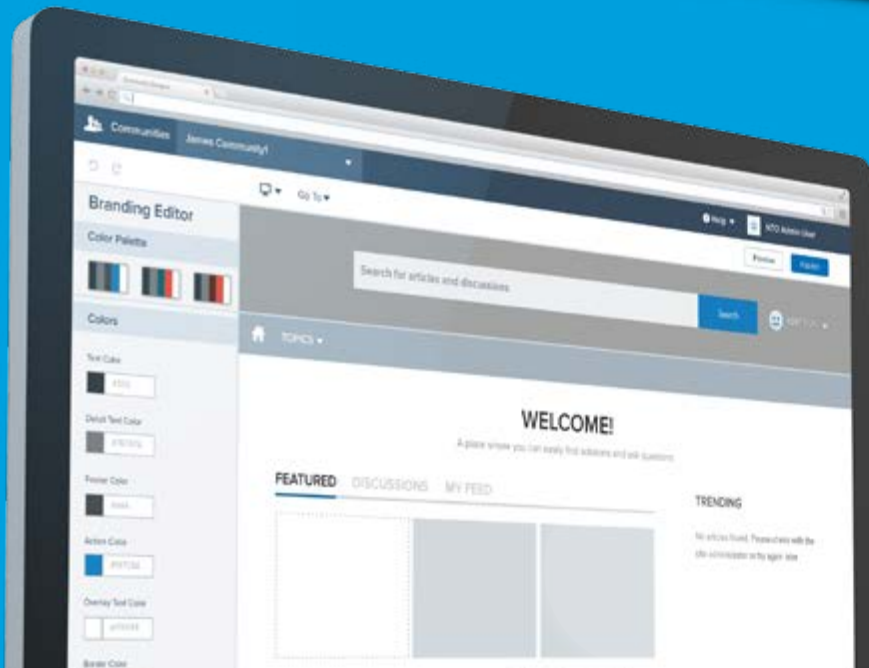
Multi-Language Programmatic Development

Developers love choice and flexibility, and the Salesforce1 Platform offers a wide array of development languages. It's easy to build employee apps that are tightly integrated on Force.com and take advantage of the rapid scale of Heroku to build beautiful customer apps. Together, they extend the power of Salesforce across your entire business.

salesforce force.com

The Apex programming language is the heart of the Force.com programmatic development environment. Apex is an object-oriented, on-demand language. It is like Java, with similar syntax and notation, and is strongly-typed, compiled on demand, and transactional.

Pixel-perfect user interfaces are easily created on Force.com with Visualforce, as well as the new Lightning Component framework. The Visualforce framework acts as an HTML5 Web server so the developers can use the JavaScript libraries of their choice and popular CSS frameworks to make fully custom, responsive, HTML apps.

Lightning Components provide an open source component-based framework for developing dynamic apps for mobile and desktop devices, making it easy to build any UI. You can even include components from external sources. It supports partitioned multi-tier component development that bridges the client and server for a faster app experience.

salesforce heroku

For developers that want to build in a flexible, coder-friendly environment in the language of their choice, Heroku provides everything they need to iterate quickly and create amazing customer apps. They can make changes and deploy them instantly, grow with ease, and get full control, infinite capacity, and independent scaling for each component of the app.

Heroku is designed from the ground up for developer productivity, making it truly possible to create amazing apps that delight your customers, employees, and partners.

Heroku Language Support Includes:

- Java
- Node.js
- Clojure
- All JVM languages
- Ruby on Rails
- Python
- Scala

Behind the app spotlight:
How New England Biolabs connected freezers with Heroku and Force.com

New England Biolabs (NEB) provides enzyme samples to genetic researchers. To provide better service, NEB put freezers full of product in labs around the world, building a connected app that sits on each freezer that interacts with scientists, collects product use and freezer data, and manages inventory. Scientists log in and out, and the data is synced with NEB's Corporate Salesforce implementation to create a richer relationship with customers.

1. On-site, scientists use the tablet UI and scanner on the NEB freezer to authenticate themselves, trigger the freezer to unlock, and record product consumption.

2. The scientist's purchase and interaction history is transferred via Ruby on Rails into Heroku. It is then recorded and synced into Salesforce via Heroku Connect.

3. Heroku connects with New Relic to alert NEB of any app performance errors. Scientists receive their receipt via Twillio SMS.

4. Once the transaction is synced to Salesforce, the Force.com management app lets NEB employees view and track customer interactions. Force.com is bi-directionally integrated with NEB's ERP system, SAP, to manage inventory in real time and monitor revenue trends.

5. NEB executives see the data via the Salesforce1 Mobile App from anywhere, gathering insights from dashboards.
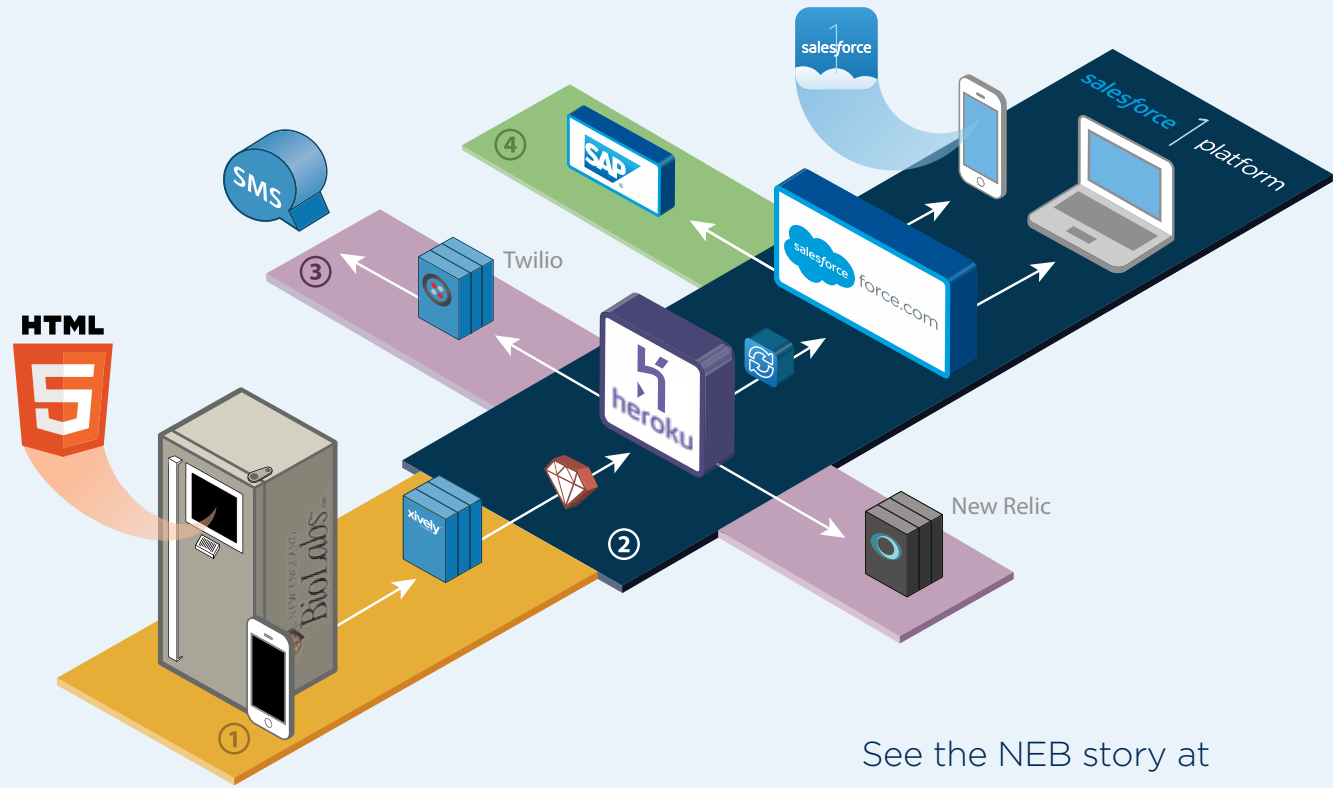
See the NEB story at
salesforce.com/neb

salesforce heroku

Build Beautiful, Engaging Customer Apps

Heroku is powering the consumer Internet revolution by giving developers the ability to create stunning and engaging customer apps using the language that is best for the job. Companies like Trunk Club, Toyota, Westfield, and others are building with Heroku and transforming the way they connect with customers. And it is all connected to Salesforce.
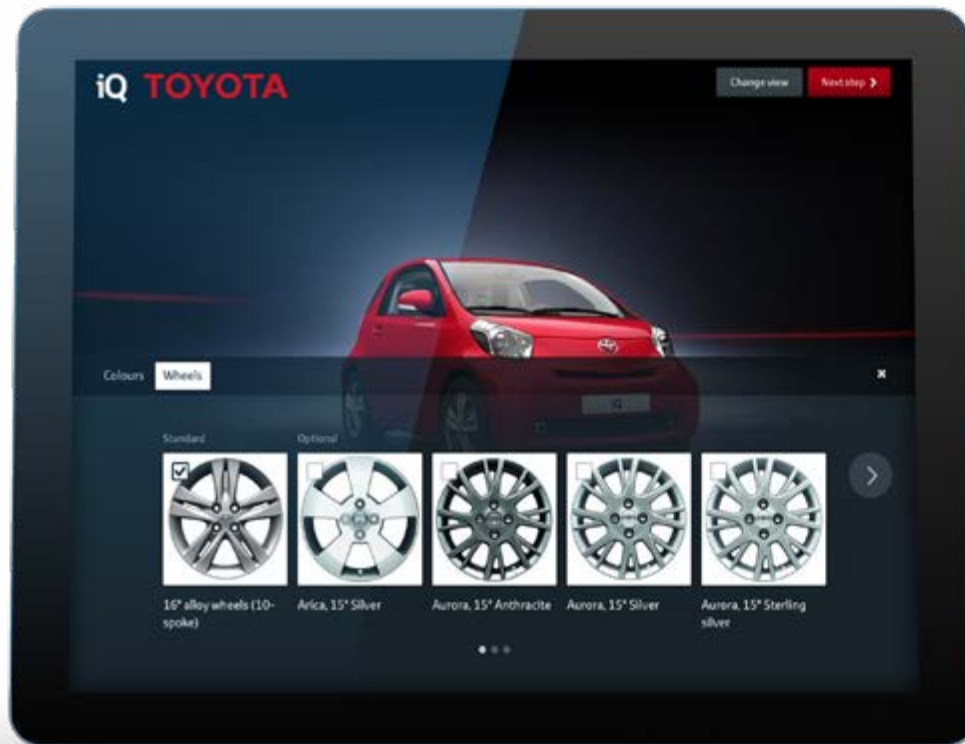
Toyota Motors Europe

CAR CONFIGURATION APP

Build the perfect Toyota before you even visit the dealership. With the car configurator app, customers can select the perfect model and customize it to their heart's content. Because Toyota Motors Europe built their app with Heroku on the Salesforce1 Platform, they're ready for visitors on any device: mobile phones, tablets, or desktops.

Heroku: Build beautiful,
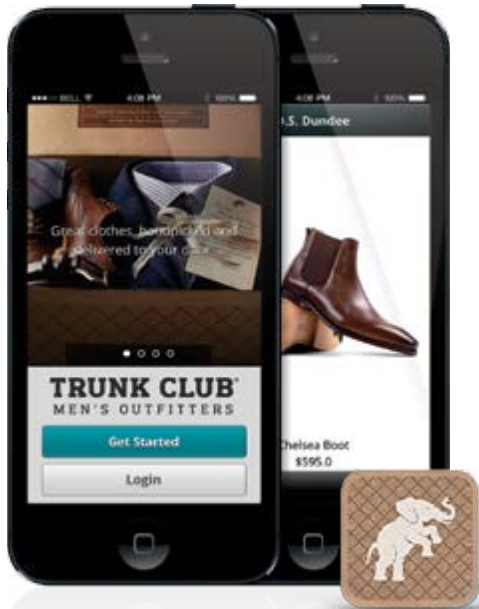Engaging, Customer Apps

See more apps at
salesforce.com/app-gallery

Trunk Club
FASHION CONSUMER APP

The Trunk Club created a customer-facing app for deeply engaging, personalized shopping experiences.

Built on the Salesforce1 Platform and using Heroku, it gives Trunk Club customers the power to connect with stylists from anywhere, request new garments, or get outfitting advice on past purchases from the palm of the hand.

Westfield Labs
SHOPPER ENGAGEMENT APP

Westfield Labs helps visitors get the most out of their shopping trip with a portfolio of customer-facing apps.

Today visitors to Westfield shopping centers can browse the center map to find their favorite stores, review the newest deals, see the latest styles—and even buy gift cards—right from apps built on Heroku.

Lutron
LIGHTING CONTROL APP

Lutron brings the power of connected devices to homes everywhere so users can control their lights from anywhere.

With the lighting control app built with Heroku, Lutron customers can adjust lights and shades, set lighting profiles, and monitor their home directly from a mobile phone.

Salesforce1 Mobile Services

Companies have struggled to deliver mobile apps because they're often forced to make trade-offs between a great experience, access to business data, and development speed. And turning to a siloed mobile development environment creates integration challenges and makes upgrades a daunting task.

With the Salesforce1 Platform, there are no trade-offs. Your company can leverage the trusted, enterprise cloud platform that holds all your business and customer data to deliver the engaging mobile apps users want, with all the data that makes them valuable.

This makes it possible to develop mobile-first, without leaving the core business behind. So you're not only able to seamlessly integrate valuable data that can be updated in real time (with a single view of customer, employee, and partner information in one place), but you can take advantage of mobile's unique advantages, like geolocation services, to help employees get more done, anytime, anywhere.

|				
Mobile SDK	Mobile Dev Packs	Offline Support	Geo location	Custom Actions
Identity	Private AppExchange	Mobile Notifications	Visualforce	Lightning Components

Mobile services highlights:

Salesforce Mobile SDK

This open-source SDK makes it easier than ever for developers to securely connect enterprise data to any mobile app—native, hybrid, or HTML5—on any iOS or Android device. The SDK also enables HTML5-based apps to easily leverage device features like camera and geolocation, and provides additional libraries for key enterprise requirements, such as authentication and secure offline storage.

Developer Mobile Packs

These open-source "quick start" packs enable any Web developer to build highly responsive HTML5 or hybrid mobile apps on any platform and access real time Salesforce data. Mobile Packs leverage the massively scalable and trusted Salesforce1 Platform REST APIs through a choice of popular, lightweight JavaScript frameworks—Ember, AngularJS, Backbone.js and jQuery Mobile—to offer greater development flexibility and deliver amazing data-centric mobile experiences.
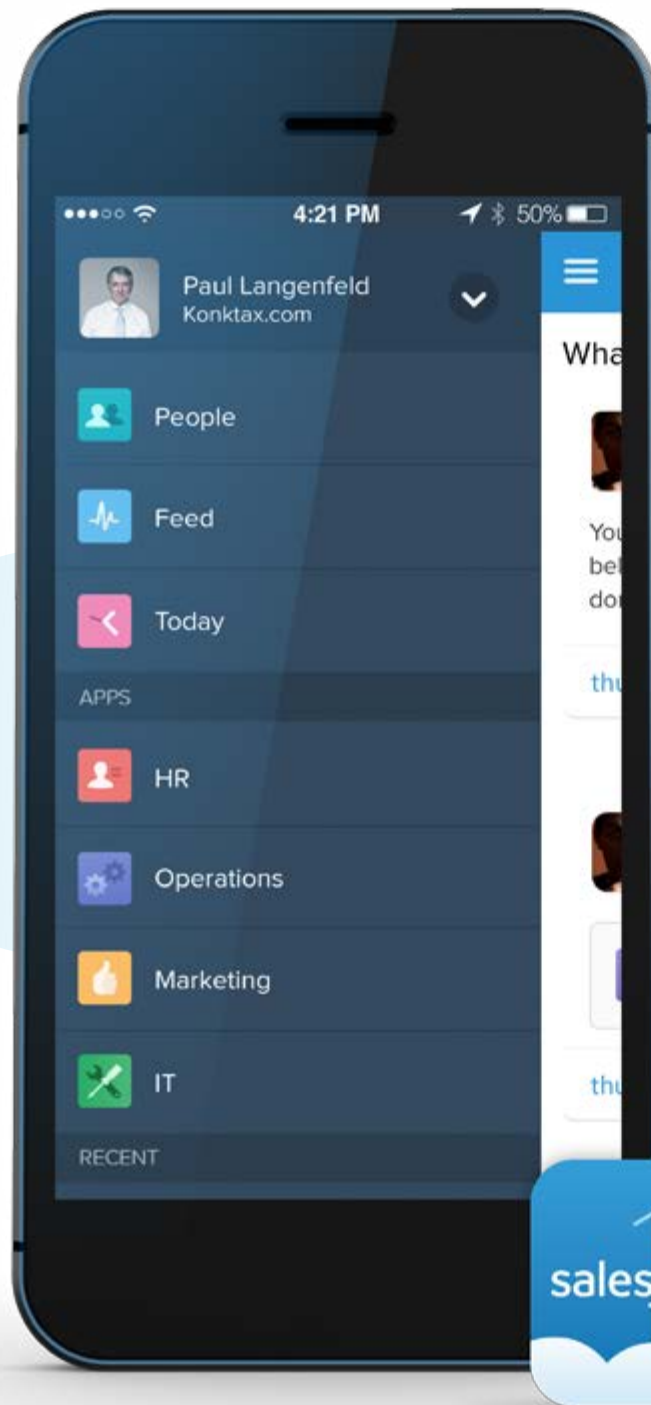
A closer look at the Salesforce1 Mobile App.

The Salesforce1 Mobile App is the ultimate business app, designed to help you run your business from your phone. It is built to let you take Salesforce anywhere, letting your teams collaborate and take action in the moment, everywhere. Any app you build in Force.com can be instantly mobile with a tap.

And you can extend and customize the power of Salesforce with the easy deployment of Salesforce1-ready mobile apps from the AppExchange, and the Salesforce1 Platform's easy-to-use customization tools. It's a perfect example of how point-and-click development and Mobile Services work together.
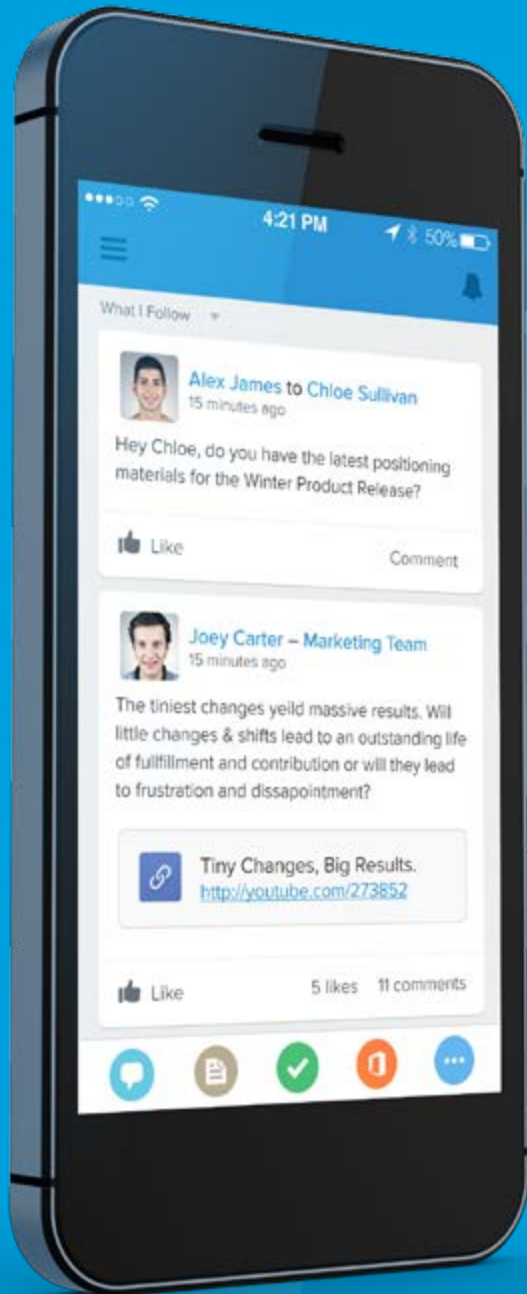
Social Collaboration

With social collaboration at the heart of the Salesforce1 Platform, not only are your users social, but so is every record, every case, every opportunity, every page, and every app. In fact, with just a few clicks, the Salesforce1 Platform lets you build all of this spectacular social collaboration power into any app that you create. Instantly.

FEEDS

Keep up with your critical projects, topics, and teams. Work together on sales opportunities, service cases, and marketing campaigns. Capture organizational knowledge in a single location.

FILES

Secure, social, and mobile file sharing puts files in the context of business processes. You can always find what you need, fast, and discover valuable resources you didn't even know about.

ACTION BAR

Create instant actions for any business process: expense reports, support cases, orders, and more. Customize actions, enable approvals, add polls, and share dashboards and reports. Even integrate third party apps.

SOCIAL INTELLIGENCE

Get recommendations for relevant people, files, and information to follow based on your activity and interests. Plus, search and track any topic to quickly find information and identify experts.

A Platform for Building Communitites

Reimagine every customer touch point—from sales and service to your distribution channels and supplier network—as an opportunity to provide an engaging experience. Connect to partners to sell more effectively, agencies to work more efficiently, and employees to drive productivity and innovation.

The Salesforce1 Platform lets you easily create branded communities to connect your employees, customers, and partners to your key business processes and data. Communities are a powerful way to share information and collaborate with people outside your company who are key to your business processes, such as customers or partners.

FOR CUSTOMERS

Deliver world-class service by giving your customers one place to get answers.

FOR PARTNERS

Drive more sales by connecting your distributors, resellers, and suppliers directly to business processes and data.

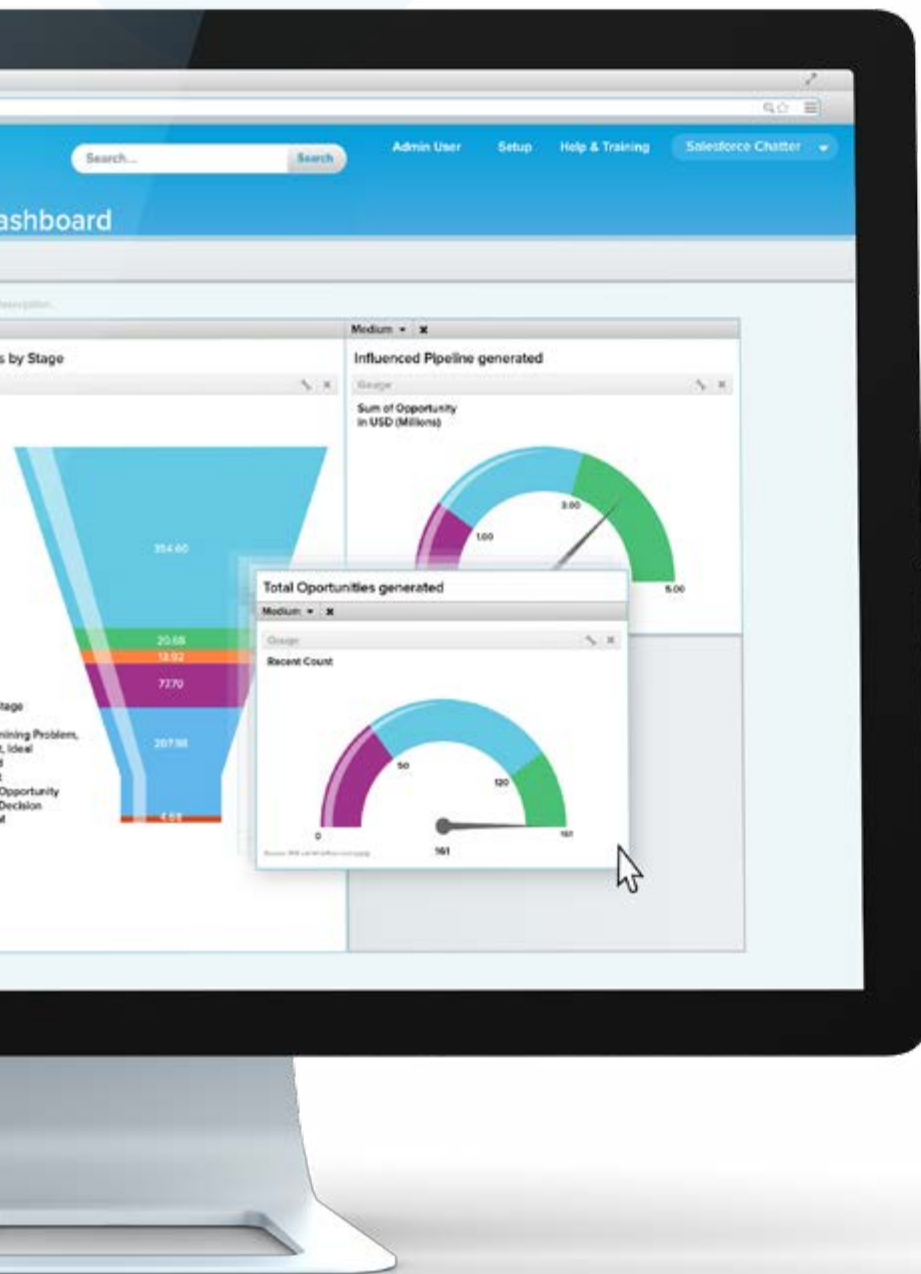### FOR EMPLOYEES

Transform the workplace by connecting employees to help them find the experts, information, and apps they need.
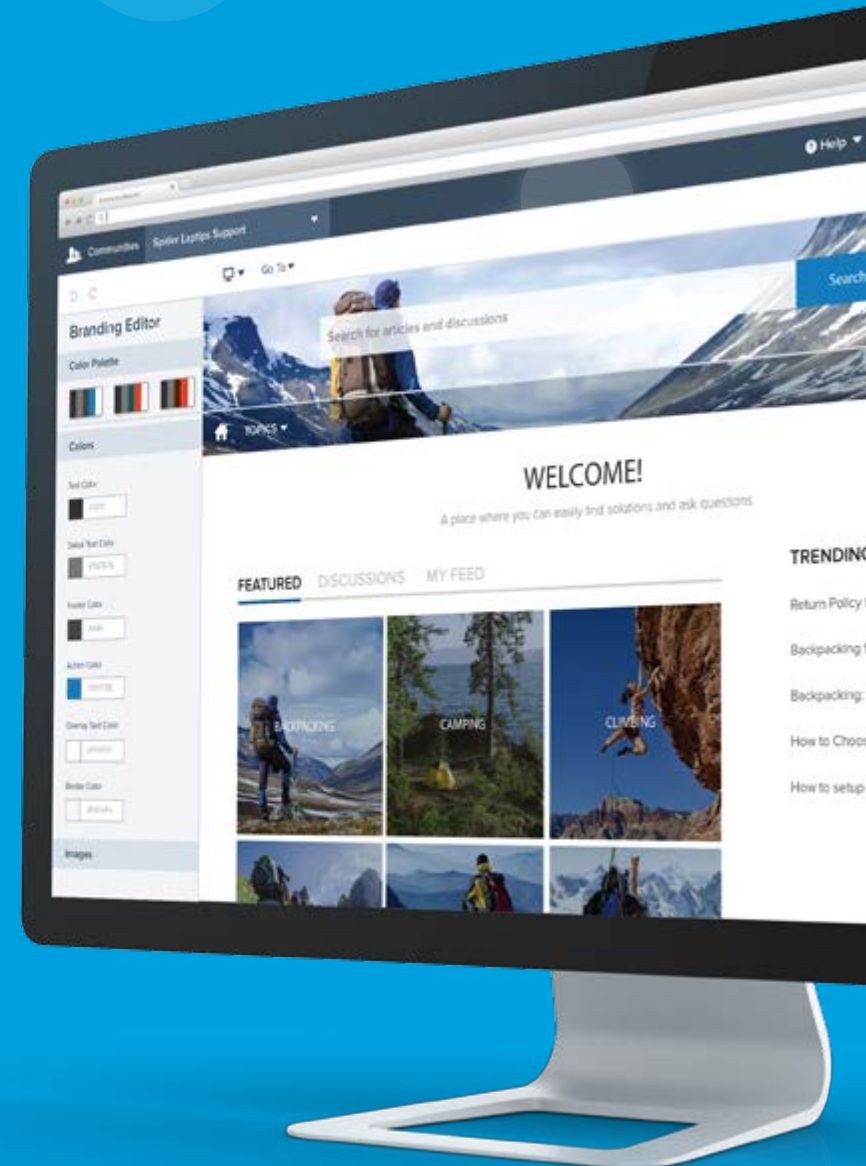
Embedded Analytics

One of the biggest problems IT has faced over the last few years has been satisfying the demand for business analytics. With more and more customer information being shared and used by different teams for sales, service, marketing, product, R&D, supply chain, and more, business stakeholders are naturally asking for more ways to look at, and work with, that data.

And since the pace of business today is moving faster than ever, that means seeing it not next month, or next week. Not even tomorrow. But in real time.

Until now, that's been nearly impossible to deliver without purchasing expensive business intelligence software that is hard to implement (and often hard to use), or dedicating a specific group of IT staff to developing a customer solution to help business stakeholders crunch numbers.

The Salesforce1 Platform takes the need for all of that out of the picture, delivering a flexible UI that allows business stakeholders to create personalized reports and dashboards by department, role, and individual with the simplicity of drag-and-drop tools.

You can literally just drag-and-drop the fields, filters, groupings, and charts that you want, and get an immediate real time view, with instant drill-down to operational data. Then you can share insights via social feeds and across mobile devices.

And since the data is all stored on the Salesforce1 Platform's cloud database using a multitenant infrastructure, it's accessible with the security you can trust, on any device, anywhere in the world, on demand.

Translation Workbench

For IT, a global enterprise can present global challenges. And one very simple reason is that many platform providers offer UI templates that require IT to find development time and resources to customize for every single spoken language where the enterprise does business.

It's slow, painstaking, prone to error, and can lead to a serious lag in setting up and accelerating business in a new territory.

With Translation Workbench, the Salesforce1 Platform changes the game, delivering a service unlike any platform out there. Instantly deploy across the globe without worrying about hardware, installation, or maintenance, all with built-in support for 14 languages and most worldwide currencies. Your data is always accessible and relevant, wherever you need it.

Create translations for customizations you've made to your Salesforce organization, and override labels and translations from managed packages.

Translated objects include:

- Apex Sharing Reason
- Button and Link Label
- Custom App
- Custom Field
- Custom Report Type
- Data Category
- Data Category Group
- Layout Section
- Lookup Filter
- Picklist Value
- Record Type
- S-Control
- Solution Category
- Standard Field Help
- Validation Error Messages
- Web Tab
- Workflow Task
- And more

CHAPTER 4

How you integrate

> By integrating our SAP data with the Salesforce1 Platform, we are able to easily create Salesforce applications that implement workflow processes which were previously very labor-intensive to build and maintain.

Jennifer McClinton
Director of Technology Development
Brown-Forman

Public APIs

To truly keep up with the potential that a hyper-connected world creates, you need APIs.

And not just any kind of APIs. You need well-documented and published APIs.

Our engineers understand this. That's why the Salesforce1 Platform delivers a broad range of well-documented, well-designed, easy-to-use, open APIs.

So the apps you build can exchange data and deliver experiences that make each app a truly powerful business tool.

Whether you're connecting to refrigerators, wearable devices, or jet engines, you can get data and have insights like never before, all while working with your existing IT investments.

Our APIs let you connect to multiple platforms so you can:

- Unlock your back-office—SAP, Oracle, and others

- Integrate your data

- Connect to data from anything— other applications, products, devices, and even wearable technology

API Facts

Salesforce was the first company in history to offer a public, commercial API.

More than 1.9 billion transactions occur on the Salesforce1 Platform in an average business day, with more than 50% of those transactions coming from the API technology we've created for our customers.

WEARABLES:
Connect and Move with Customers

The Salesforce1 Platform offers a set of open-source starter apps that let you quickly design and build wearable apps that connect to the Salesforce1 Platform. The pack includes support for:

- Google Glass
- Android Wear
- Samsung Gear 2
- Pebble
- Myo
- Nymi
- And many more

See more wearables resources at
developer.salesforce.com/wear

Data Integration

Salesforce1 Platform gives you the ability to easily build apps in Salesforce that add an agility layer to inflexible legacy systems.

The Salesforce1 Platform uses open APIs based on industry standards such as REST and SOAP to make it easy to integrate Salesforce with external endpoints, such as apps or enterprise integration hubs.

General purpose data integration APIs support applications that need to work with the core data managed by the Salesforce1 Platform.
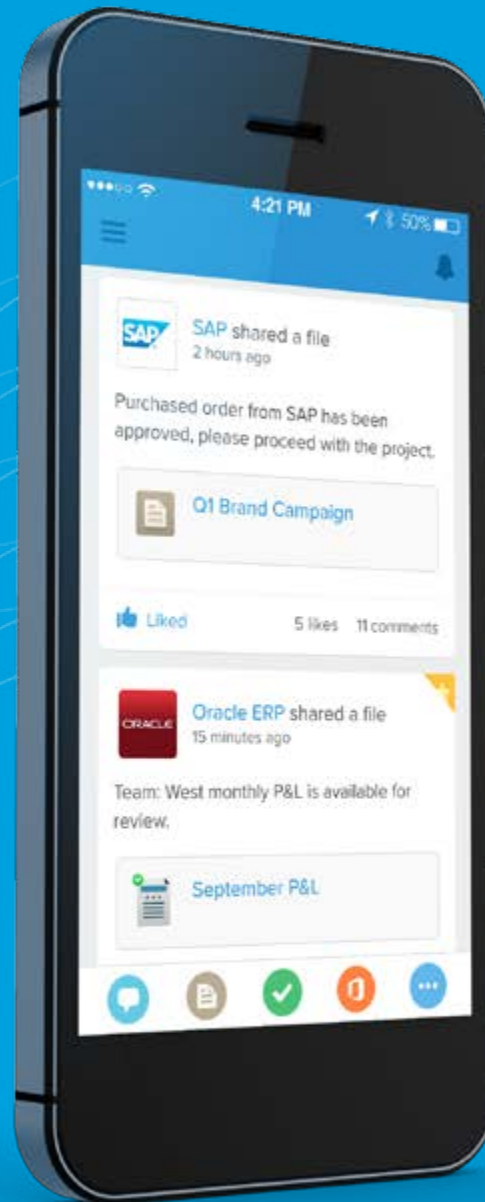
SOAP APIs   REST APIs   Data Streaming

When working with specific programming languages, several toolkits are also available that abstract the core SOAP and REST APIs to support native development approaches and simplify integrations.

Special purpose data integration APIs support applications that need to work with peripheral data models in Force.com, or data managed by other Salesforce platforms:

- Social integration with the Chatter REST API

- Listen and engage on social media with the Radian6 API

- Support customers with the Desk.com API

The Bulk API also provides programmatic access that lets you quickly load data into your Salesforce organization. It is a RESTful API that is optimal for loading or deleting large sets of data.

Lightning Connect

Salesforce1 Lightning Connect allows you to use data from any external data source in real time with any application you create on the Salesforce1 Platform. Rather than spending months integrating legacy systems, you can easily connect and access data in real time with point-and-click to incorporate it into any application. And unlike ETL or point-to-point-integration, the data is not copied or stored in Salesforce. Instead the remote data is accessed in real time via standards-based Web services.

So now you can easily add an agility layer to back-office systems and incorporate data directly into objects in Salesforce apps, including tabs, Apex code, Visualforce pages, run queries, and even search against it. And it can seamlessly be used with the Salesforce1 Mobile App to unlock your back-office applications from anywhere.

Heroku Connect

Do you want to build responsive and rich user experience apps on the same open source technologies used in apps from companies like Lyft, Red Robin, and Lutron? Heroku is the answer. And now, with Heroku Connect, you can more easily connect those high-fidelity customer-facing apps to your Salesforce data and employee-facing business processes.

In fact, with Heroku Connect, you can easily do bidirectional data synchronization between your Heroku app and your Force.com applications and data. Loyalty apps, e-commerce apps, buying experience apps, marketing campaign apps, and Internet of Things apps are among the many use cases where Heroku Connect allows you to deliver the customer experience you want, with all of the data going back to Force.com. And available to all of your employee-facing applications.

Business Logic Integration

Today's connected world requires companies to build end-to-end solutions that integrate multiple backend systems and applications. Salesforce offers a rich library of programmatic and declarative integration tools that let you implement business logic that spans multiple application systems.

Apex offers several programmatic options for integrating business logic with external systems and applications. Apex Web Services allows any third party application to consume custom business logic written in Apex via standard REST and SOAP interfaces. Apex callouts enable outbound integration scenarios where Salesforce has to consume or orchestrate business logic written in an external application. Apex Email Services allows customers to integrate Salesforce with other applications using the universal communication protocol (email).

Our powerful Workflow engine also offers an Outbound Messaging feature that allows customers to develop end-to-end business processes that span multiple applications, all using a point-and-click declarative interface.

It's the business integration you need, like never before.

User Interface Integration

A unified and integrated user experience is critical to meet the expectations of customers, partners, and employees, even if the user is interacting with multiple Web applications as part of that experience. With Salesforce Canvas technology, any external Web application can be surfaced inside any Salesforce desktop Web app or Salesforce1 Mobile App to provide a seamless user experience to end users. No more rip-and-replace. It's all about reuse and integrate with Canvas.

Canvas offers several features that allow a deep UI integration between Salesforce and external Web applications, including:

Language Independence

The external Web app can be developed in any language or platform (e.g. Java, .NET, Ruby etc.).

JavaScript SDK

The Canvas SDK provides lightweight and easy-to-use JavaScript libraries to authenticate and communicate with Salesforce.

App Registration and Management

Customers can install Canvas apps with a single click, while administrators can manage access and security controls for the app at a granular user or role level.

Force.com Canvas

Enhance your user experience and unlock the power of your developers with the Force.com Canvas feature.

Tools include:

- Language Independence
- JavaScript SDK
- Simplified Authentication via OAuth 2.0 or signed request
- Point-and-Click App Registration and Management

The Force.com Canvas SDK is an open-source suite of JavaScript libraries and provides simple methods that use existing Salesforce APIs so you can build a seamless end-user experience inside of Salesforce.

salesforce appexchange

Welcome to the World's Largest Business App Marketplace

Building apps is only one part of the Salesforce1 Platform. You can also get ready-made apps on the Salesforce AppExchange. With free apps to get you started, or full-blown, enterprise-grade apps, as well as customer reviews, you can easily find solutions for any department or industry.

And apps built 100% natively on the Salesforce1 Platform share an integrated, secure data and identity management model so you don't have to worry about integration or security hassles.

Plus, apps on the AppExchange are all connected to the Salesforce1 Platform, so users only need one login to manage. And each app goes through a rigorous security review, so you know your company's information is secure and trusted inside of Salesforce. And the best part is that apps are easy to customize, so you can get the app you want, and leverage Lightning developer tools to make it work even better for your business.

And if you build an app on the Salesforce1 Platform, you can list and sell it, too.
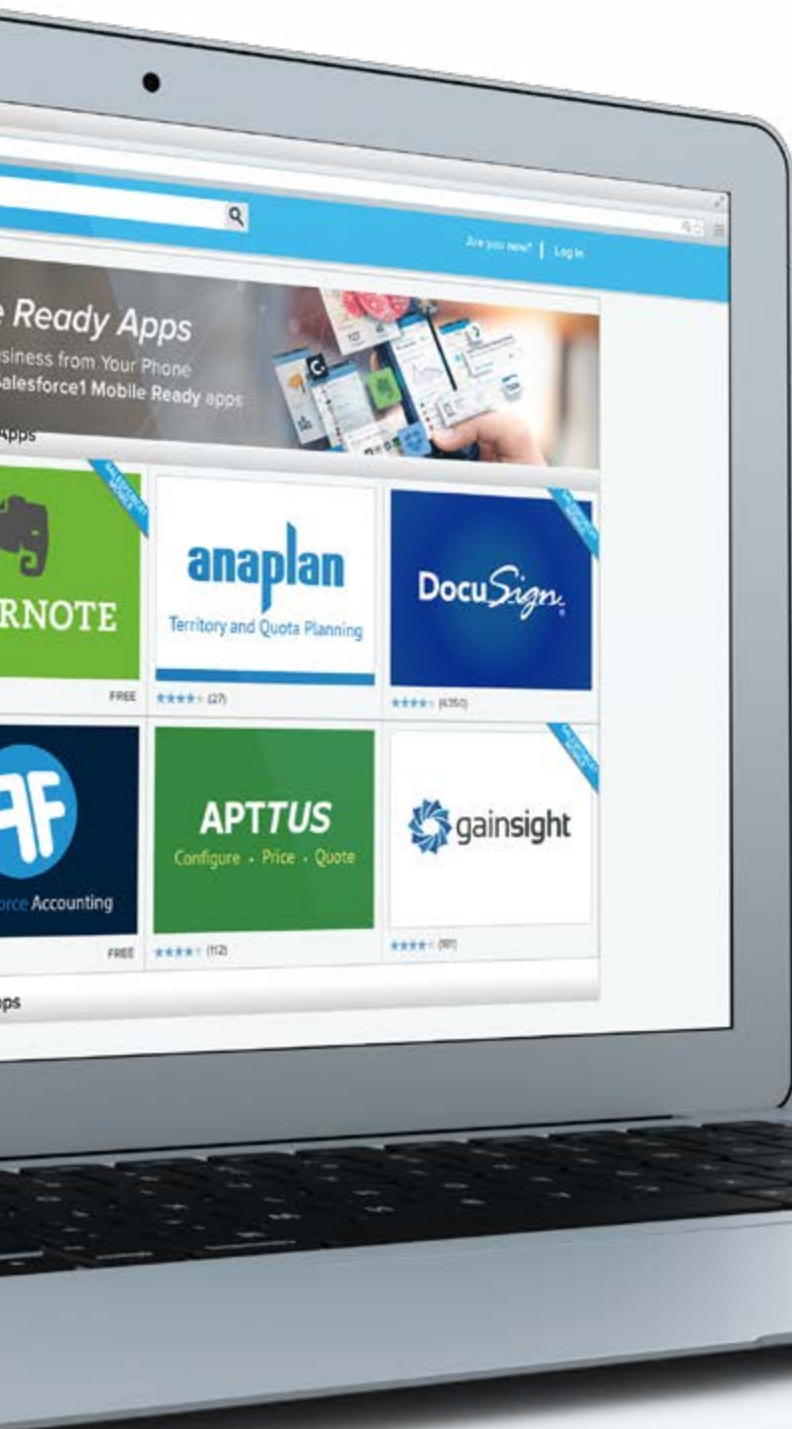
Learn more at
appexchange.com

salesforce heroku

Heroku Add-Ons

Plug-and-play developer components

Are your developers building beautiful apps on Heroku?

There's no need to reinvent the wheel and write code from scratch for every part of every app: That's where Heroku add-ons can help. Add-ons are third party, specialized, value-added cloud services that can be easily attached to an application to extend its functionality and speed the development cycle.

Applications typically make use of add-ons to provide backing services such as databases, queueing and caching systems, storage, email services, and more. Add-ons are provided as services by Heroku and third parties; there's a large marketplace of add-ons to choose from.

Heroku treats these add-ons as attached resources. Provisioning an add-on is a matter of choosing one from the add-on marketplace, and attaching it to your application.
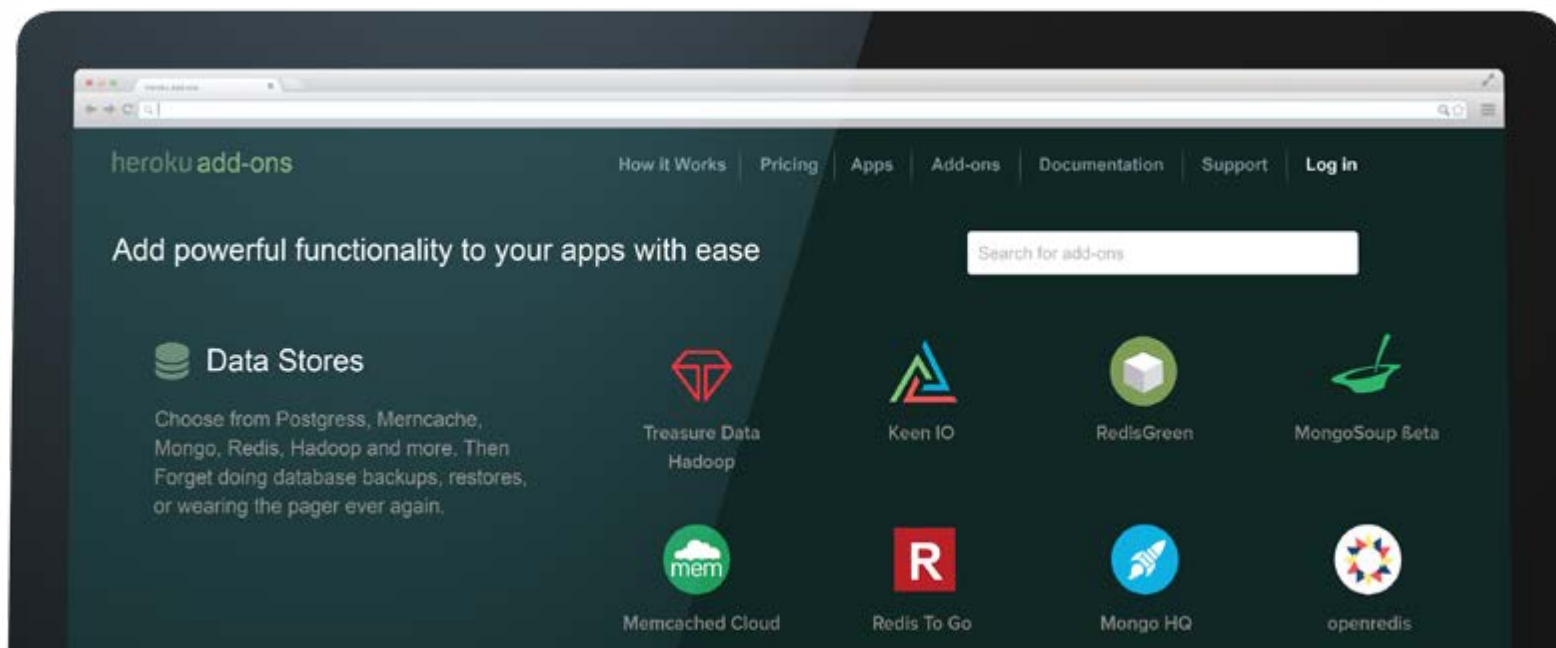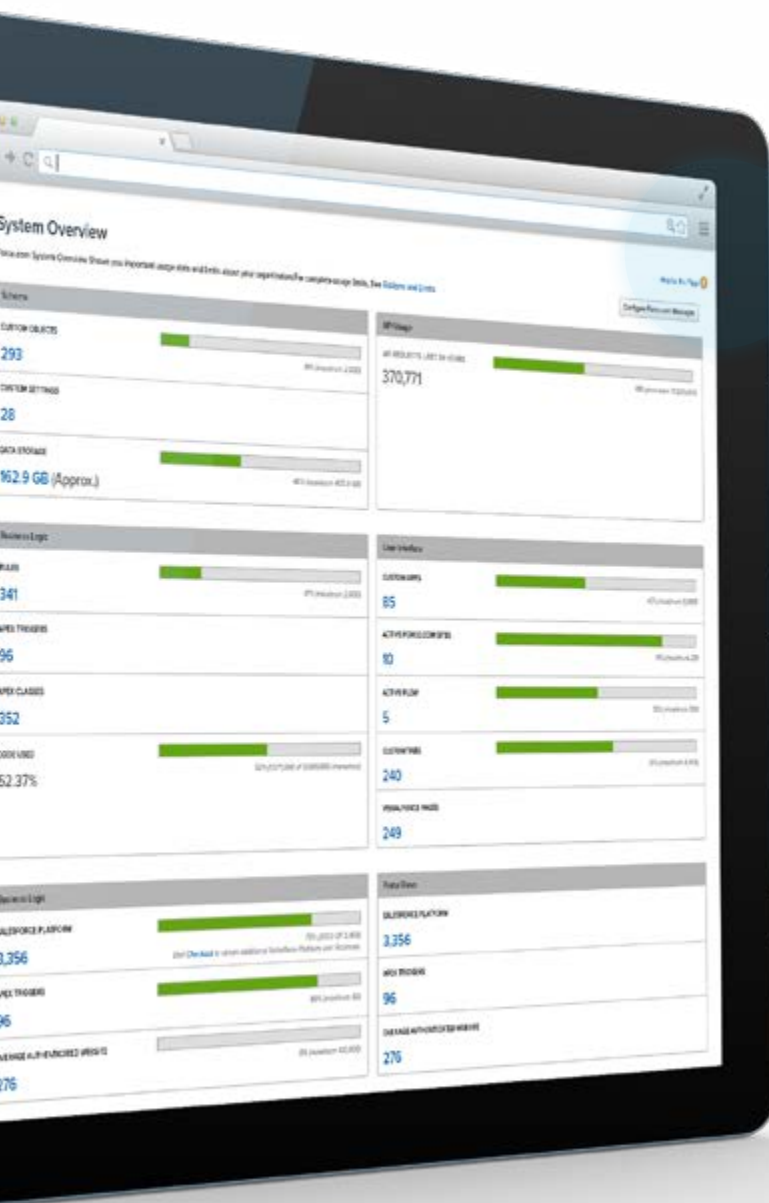
How you manage

"

If you build functionality on top of a common platform, suddenly you see a much better impact—much greater leverage. The platform approach is really the way to go.

"

Jeroen Tas
CEO, Healthcare Informatics.Solutions.Services
Philips

Centralized IT Governance

Creating a framework that manages change over time and that creates processes to resolve conflicting requirements is a challenge in any IT organization. All too often, this is made more difficult by the complexity introduced by multiple siloed apps and development islands.
The Salesforce1 Platform provides a convenient and complete set of functionality to create and manage a centralized, agile, cloud-based IT governance framework, including:

- Control over administration profiles to ensure the only people making changes are those authorized to do so

- Detailed visibility into user activity to understand who is changing what, and when

- A rich sandbox environment to deploy and test changes before rolling into production

- A collaborative environment to publish policies and promote their review and discussion

- Rich user permission sets, user profiles, and record types to provide specific views of data for each type of user

- Workflow to receive, review, and approve change requests from multiple parties

Access Management

One of the most difficult and time-consuming problems for the IT department is the complexity of managing permissions across various aspects of multiple apps.

The Salesforce1 Platform helps control and manage the enterprise app environment across the hall, the office, and the whole business, from anywhere in the world.

Built-in, role-based access allows for control over where apps are deployed, and which data each user can access at the object, field, or record level. You can also create custom rules across roles and profiles so you can share data when you want, with the user you want.

And even better, permission sets are reusable, so you can distribute access among more logical groupings of users, regardless of their primary job function.

What Salesforce Identity delivers:

- Increased workforce productivity and satisfaction by providing single sign-on for an increasingly mobile workforce

- Great user experience for customers by allowing them to use social media credentials for access, thus keeping them from having to remember yet another password

- Enablement of connectivity to social, mobile, and cloud platforms using open standards, including SAML, OpenID Connect, OAuth, and SCIM

- Enhanced assurance through out-of-the-box strong authentication services

- Retention of the value of on-premises enterprise directories through simple synchronization, desktop single sign-on, and delegated authentication

Salesforce Identity

Maintaining a single, trusted identity across a company isn't always easy. Identity and access management practices are often a patchwork of incomplete solutions. And let's not even get into the nightmares that can come when you need to scale to account for business growth.

The Salesforce1 Platform provides an out-of-the-box identity solution that helps IT manage apps, users, and data sharing with simplicity and transparency.

Both internal-facing identity management for employees and contractors, and external roles for partners, suppliers, and customers are easily managed in one place.

App Monitoring

Developing apps is a big investment for IT, and all too often once an app is launched, there's a "black hole" for IT in understanding adoption.

Is the app being used as designed? Is it providing the intended benefits to the users? From a manager's perspective, it's critical to understand how employees are using apps, and provide a window into performance and adoption.

With the Salesforce1 Platform, IT can see detailed usage information about every app: Who is using the apps, what they are doing in your apps, and where they are accessing the apps from. Every event is tracked and available via API.

The Salesforce1 Admin App

As the world becomes more mobile, so should IT administration. That's why we created the Salesforce1 Admin App.

This ready-to-go-right-out-of-the-box admin app, built on the Salesforce1 Platform, gives you all the tools you need to manage Salesforce from anywhere, performing tasks like remotely resetting passwords for users or freezing and deactivating accounts quickly.

You can even remotely examine release notes, and receive updates about maintenance and upgrade schedules sent from Salesforce.

Now you can provision any type of app, including:

- Mobile apps
- Cloud apps
- Web apps
- Packaged apps
- Native device apps
- Third-party apps
- Apps that run outside of Salesforce
- Custom apps built on Salesforce

Private AppExchange and Store Builder

The Salesforce1 Platform enables your company to quickly build amazing apps to meet business challenges whenever and wherever they arise.

By now you might be asking, "But how can I distribute all those apps to every employee, everywhere?"

With the Salesforce Private AppExchange, you can give employees instant access to the apps they need through a secure corporate app store, tailored to your company. Users can easily search, read app descriptions, watch demo videos, and view app feedback from fellow employees, via a simple, intuitive, and productive experience.

And with AppExchange Store Builder, you can create a customer—or partner-facing—app store and even integrate third party payment tools from AppExchange.

Customizing your store is equally simple. You can use your own logo and branding, create categories according to your business needs, serve any device, even adjust admin settings such as permissions and languages, with just a few clicks.

Even after you take your store online, the value keeps coming. You can track app usage to see who's installing what (and when) with a built-in analytics dashboard.

Application Lifecycle Management

With Salesforce's Application Lifecycle Management tools, you get a flexible and agile environment to adapt to ever-changing business needs.

Development, testing, and governance are made easy with sandboxes. Sandboxes give you multiple copies of your Salesforce instance in separate environments for development, testing, and training.

Leverage the Developer Console, Force.com IDE, an intuitive environment for the entire team, enabling you to code, compile, test, package, and deploy all from within the cloud.

Or take advantage of Salesforce open source IDE for Eclipse, allowing you to choose any development system to easily create, modify, and deploy Force.com applications.

Citizen developers and analysts can also be a part of release management and automation,

helping to accelerate deployment through easy-to-use Sandbox Templates, Version Control, and Change Sets. A Change Set lets developers send customizations to another environment, vastly increasing developer productivity.

Actionable diagnostics in your operational environments mean developers can reproduce and solve production issues in real time, without sacrificing quality or performance.

Key Capabilities of Salesforce ALM

- API-first
- Multiple sandboxes
- Sandbox templates
- Monitor deployments
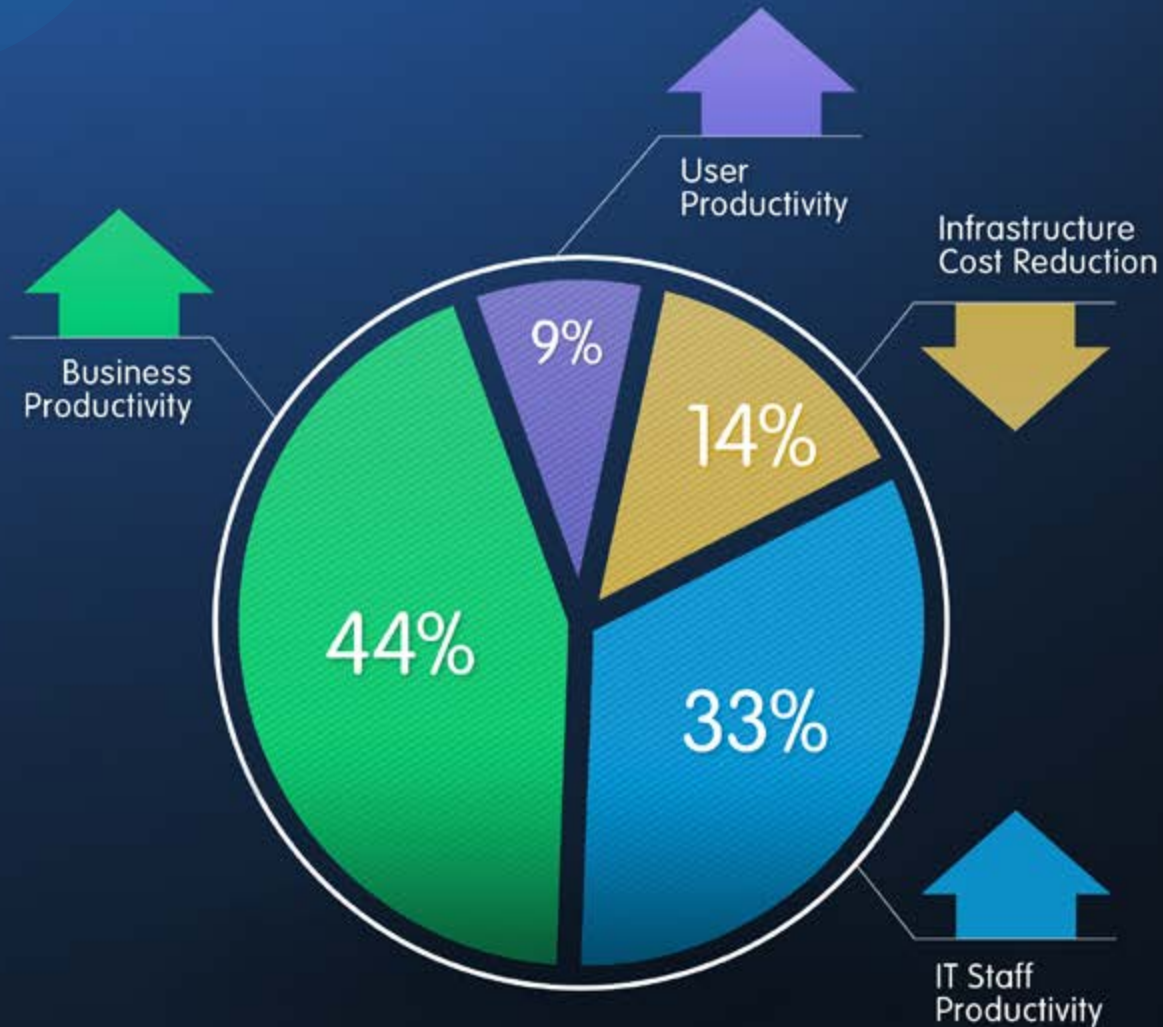- Cloud IDE
- No downloads required
- Open source
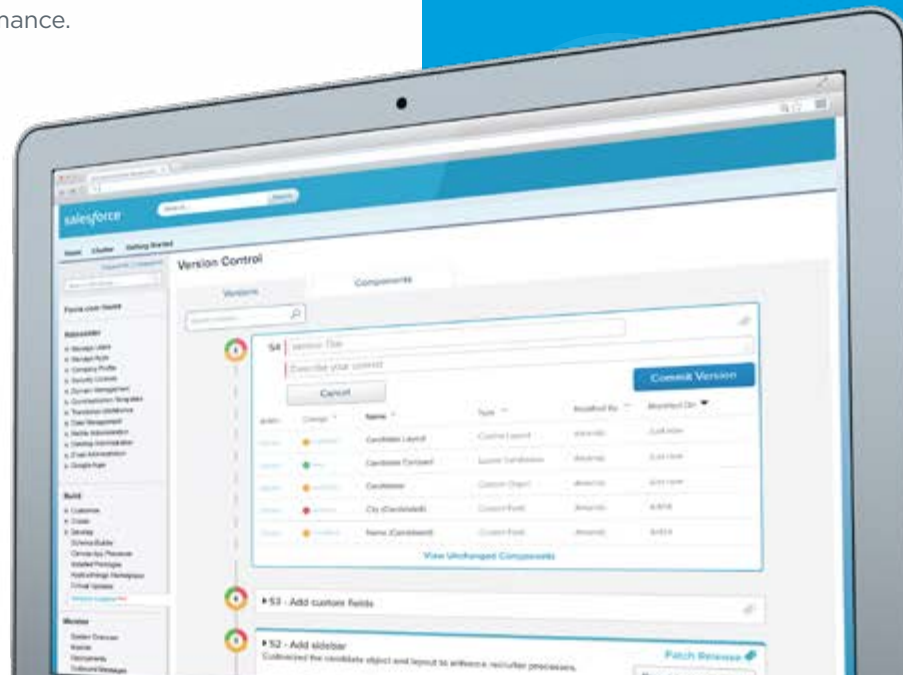
Now that
you've met the
Salesforce1 Platform,
meet the results
it delivers.

Top 5 benefits of using the Salesforce1 Platform:

- FAST
  Build apps for customers and employees faster than ever with intuitive visual and programmatic development in the cloud

- FLEXIBLE
  Add an agility layer to modernize complex legacy environments with an open, flexible architecture that's ready for whatever comes next

- FUTURE-READY
  Create an adaptable and sustainable innovation strategy that includes continuous deployments and seamless auto-upgrades

- UNIFIED
  Unify your stack on a common data model and management services to improve control and visibility

- BUSINESS-FIRST
  Align with business stakeholders through iterative app development and transparency

The bottom line?

Here's how the Salesforce1 Platform delivers $703,000 in savings per 100 users.

User Productivity

Infrastructure Cost Reduction

Business Productivity
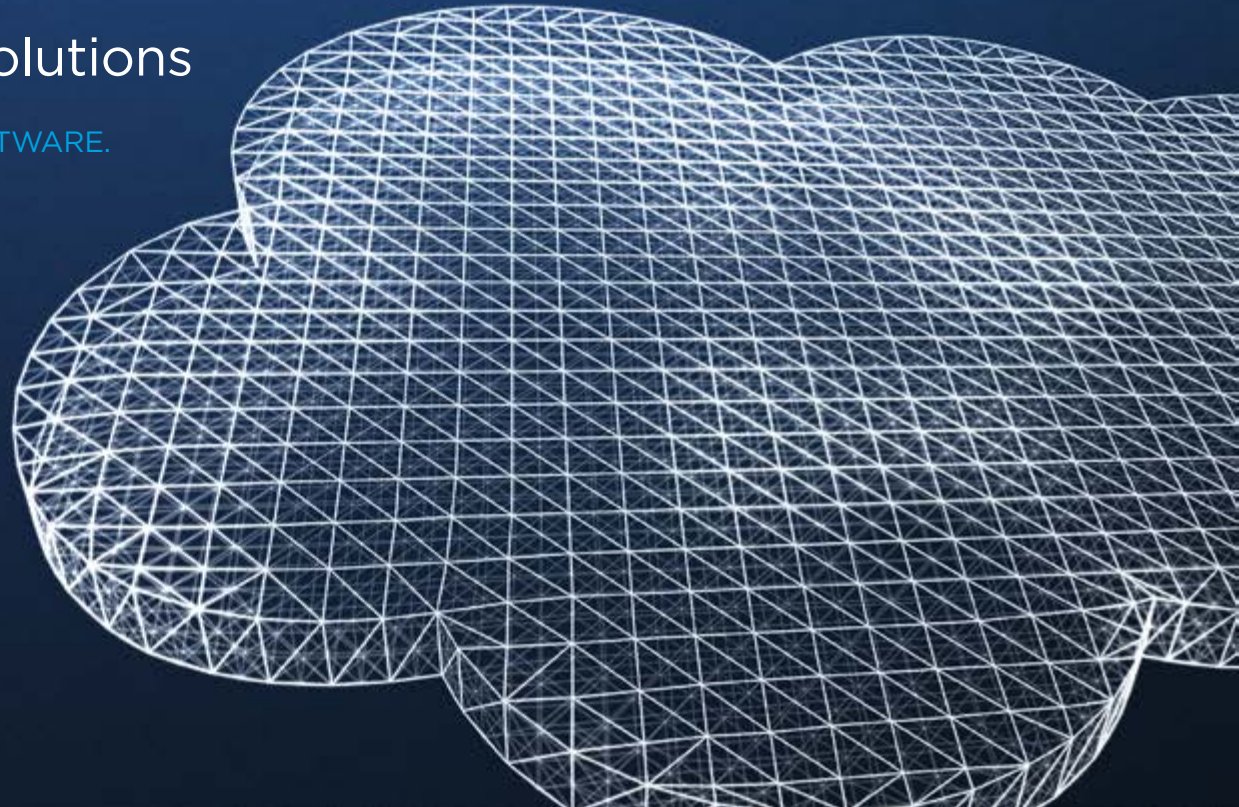
9%

14%

44%

33%

IT Staff Productivity

Build apps fast.
Build business faster.

As you've seen in the pages of this book, the Salesforce1 Platform delivers "PaaS" (Platform as a Service) like no other. It gives you all the tools you need to make your business mobile, social, and connected. And run your entire business from any device, anywhere.

Now take a closer look at the kinds of solutions you can build with the tools and services outlined in these pages.

Get inspired and learn more at
salesforce.com/platform/solutions

Or, to talk to an expert, call us at 1-800-NO-SOFTWARE.

salesforce

THE CUSTOMER SUCCESS PLATFORM