

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

How to find the right platform for building apps

And get *everyone* building together



You need to build them. So build them right.

You can feel how the pace of business is quickening. You understand how the power to make timely, data-driven decisions – in every role, at every level – is fast becoming essential.

Cloud-based, app-building platforms promise to give your organisation exactly that power. To let you use your data, and turn everyone's brightest ideas into practical, scalable tools – the kind that save a sales rep hours of admin, or make a customer's day.

But too often, these Platforms-as-a-Service (PaaS) fail to deliver. Dev teams end up stretched to snapping point, work gets duplicated, and any apps that are built become data silos in their own right.

The good news? It doesn't have to be this way.

Over the next few pages we'll explore:

- Why we all need a better way to build apps
- Why your choice of PaaS is absolutely crucial
- What the perfect PaaS looks like

Why we all need a better way to build apps

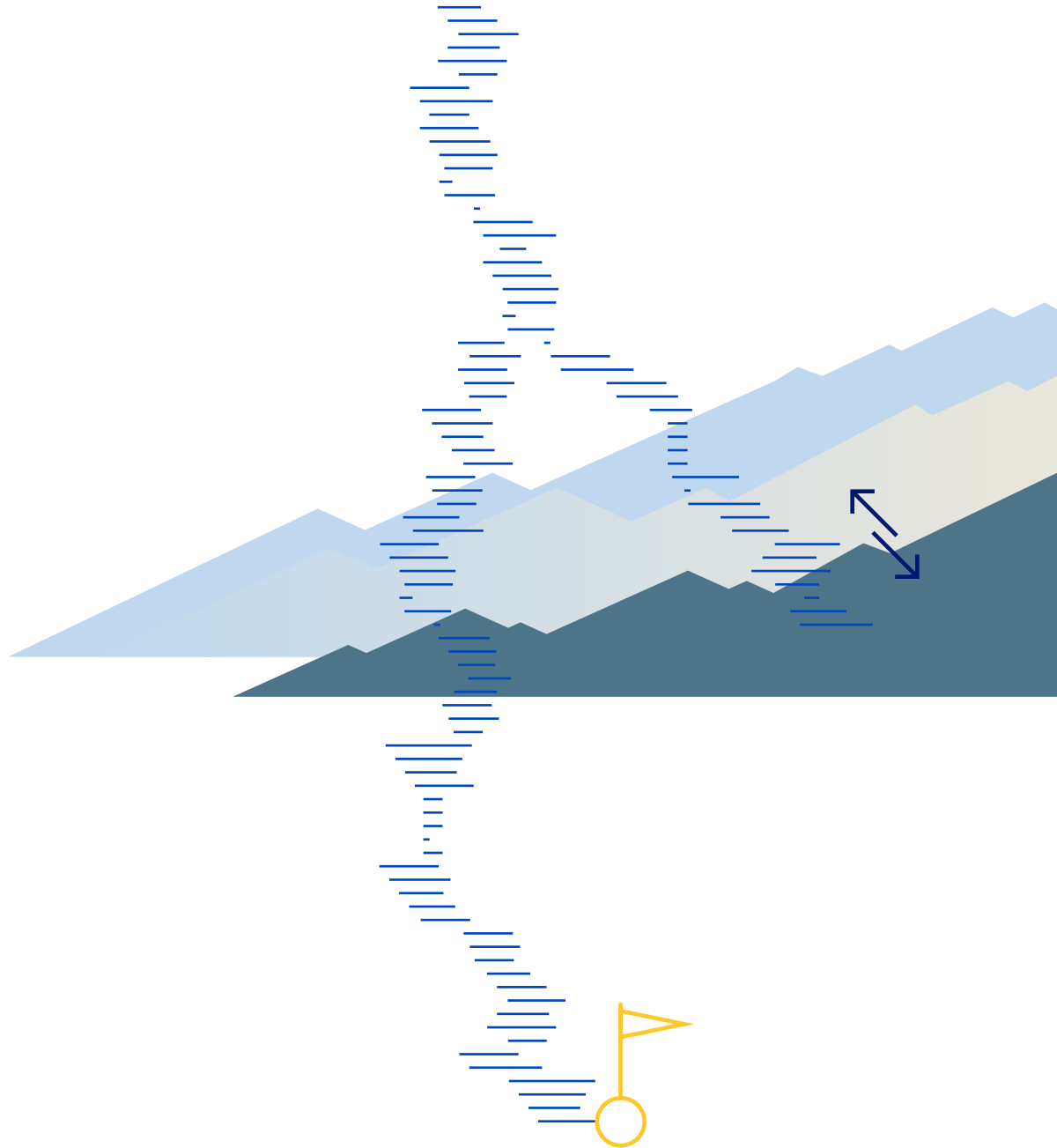
The business impact of inspired, in-house apps is being proven time and time again, in organisations across the world. ([Just check out the stories here.](#))

But as business leaders move to support app creation, many are meeting the same set of challenges...

The developer gap

Setting up hardware, installing operating systems, worrying about patching and access profiles, making apps mobile – building apps traditionally involves doing a lot of stuff that, well... isn't building apps.

Which would be fine, if developers weren't such a scarce resource. As it is, many organisations are discovering a big gap between their app ambitions, and their developers' capacity to support them.





The app gap

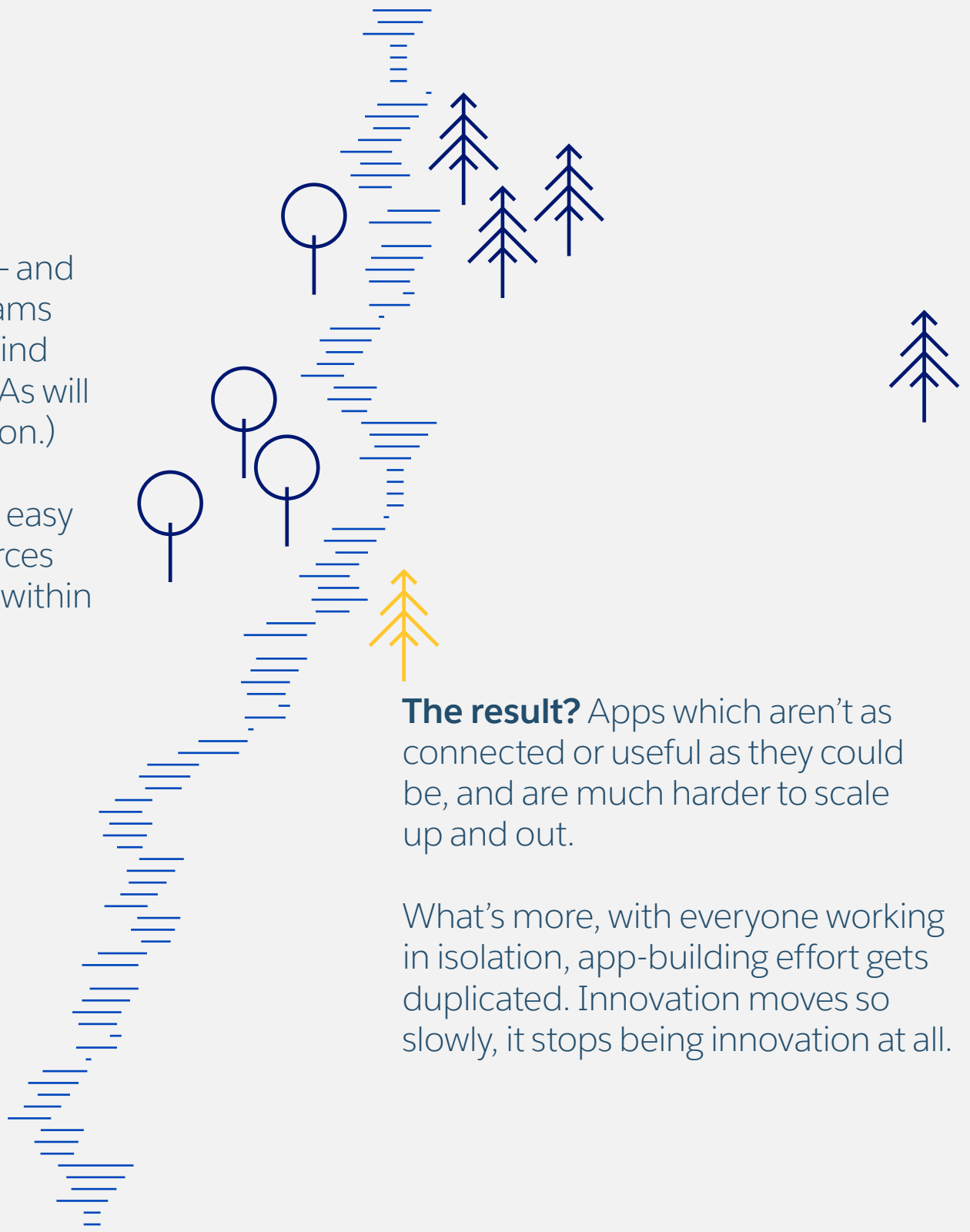
Setting up hardware, installing operating The app gap is the natural result of the developer gap. Too many great ideas continue to go begging, because the business can't manage their production and deployment.

Meanwhile, productivity languishes, and customer experience stagnates.

Dis-integration

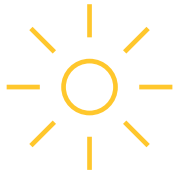
When dev resources are lacking – and even when they’re not – Sales teams will often take the initiative, and find ways to develop their own apps. As will Marketing. And Service. (And so on.)

Which is great – except it’s all too easy for these apps, and the data sources that feed them, to remain siloed within individual lines of business.



The result? Apps which aren't as connected or useful as they could be, and are much harder to scale up and out.

What's more, with everyone working in isolation, app-building effort gets duplicated. Innovation moves so slowly, it stops being innovation at all.



Shadow IT

IT, meanwhile, can't support what it doesn't know exists.

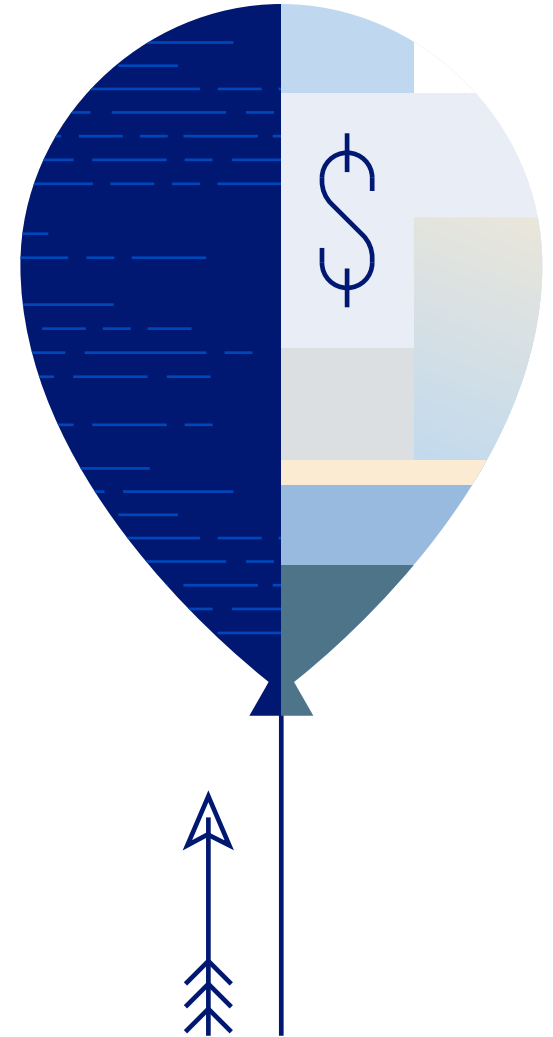
Apps born within the walls of other business units need to be dragged out into the light, where IT can spot, manage and secure them.

But as we've seen, IT can't afford to own those new apps completely. They simply haven't got the time. It's a delicate balancing act, with pitfalls on both sides.

Inflated costs

Buying multiple solutions, to enable point applications all over your business? It's simply bad business sense.

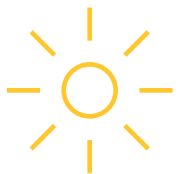
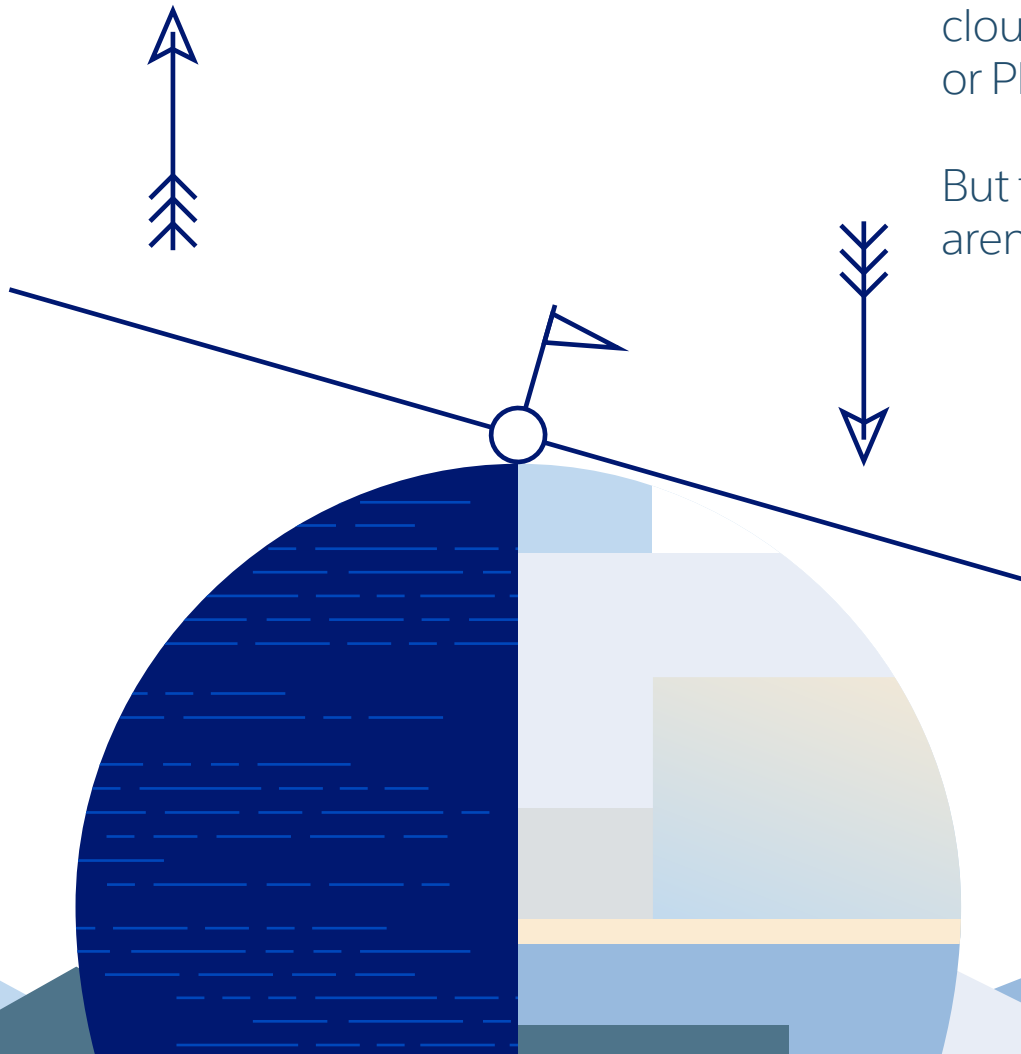
On top of everything else, it's easy to find yourself missing out on the chance to consolidate suppliers, and consequently paying well over the odds for your limited, disconnected, hard-to-manage apps.



Enter Platform-as-a-Service

In an effort to eliminate these pains, many organisations are turning to cloud-based, app-building platforms, or Platforms-as-a-Service (PaaS).

But there's a problem. Most PaaS simply aren't up to the task.



Not all platforms are created equal

Most PaaS only focus on one end of
the enterprise app spectrum...

PaaS for Clickers

Some PaaS are designed to empower 'citizen app-builders'. They offer anyone in the business the power to create apps with a few clicks – with little or no need for coding experience.

PaaS for Coders

Other PaaS are designed to empower skilled developers. They offer coders the power to build big, hairy, enterprise apps more quickly and easily.

Introducing PaaS for Everyone

We believe an app-building platform should empower everyone. And what's more, that it should help everyone work on apps together, with no friction when you move between code and click styles of app development.

Working together is the only way to ease the burden on devs and keep IT firmly in the picture - all while preventing dis-integration, app silos, and duplicated effort.

This is what the perfect PaaS should look like...



The perfect PaaS

The perfect PaaS should be built for five things above all else.

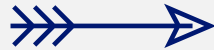


1. Built for integration

The perfect PaaS would provide one platform, for all your apps.

It would pull together your sales, service and marketing data, making it easy for anyone to create instantly mobile apps, based on a single customer view.

At the same time, it would make sure your IT team has all the visibility and control they need.



2. Built for speed

The perfect PaaS would support rapid innovation and experimentation, while accelerating deployment. It would help you ship fast, with minimum hand-holding from IT.

It would also make scaling simple – so you could rapidly roll out successful apps from a single team to an entire region, while keeping updates simple.



3. Built for your existing investments

The age of the connected customer is in full force, and as a result, we're already starting to see Sales, Marketing and Service converge.

The perfect PaaS would build on whatever data infrastructure you've already put in place to deliver the seamless, personalised experiences customers demand.



4. Built for innovation

AI, IoT, Chatbots, Virtual Reality... embracing – and riding – the next wave of technology can seem daunting.

The perfect PaaS would act as a gateway to innovation, delivering the latest tech as part of the platform. So you wouldn't have to worry about building it, or integrating it, only how to put it to astonishing use.



5. Built for everyone

This is the big one.

The perfect PaaS would bridge the developer-user divide, covering both ends of the enterprise app spectrum, and everything in-between.

It would empower your developers to do the heavy lifting – building complex apps, and any individual app components that demand deep coding expertise.

But it would also empower your business users – letting them pick up those components with a click, and drop them into the inspired apps they're smashing together on their lunch break.

In short, it would help IT teams do more, and know more, while helping business app developers thrive.

We couldn't find this perfect PaaS anywhere. **So, we built it ourselves.**

Meet Salesforce Platform



A truly complete PaaS

Salesforce Platform covers the full enterprise app-build spectrum, from deep coding to drag and drop simplicity.

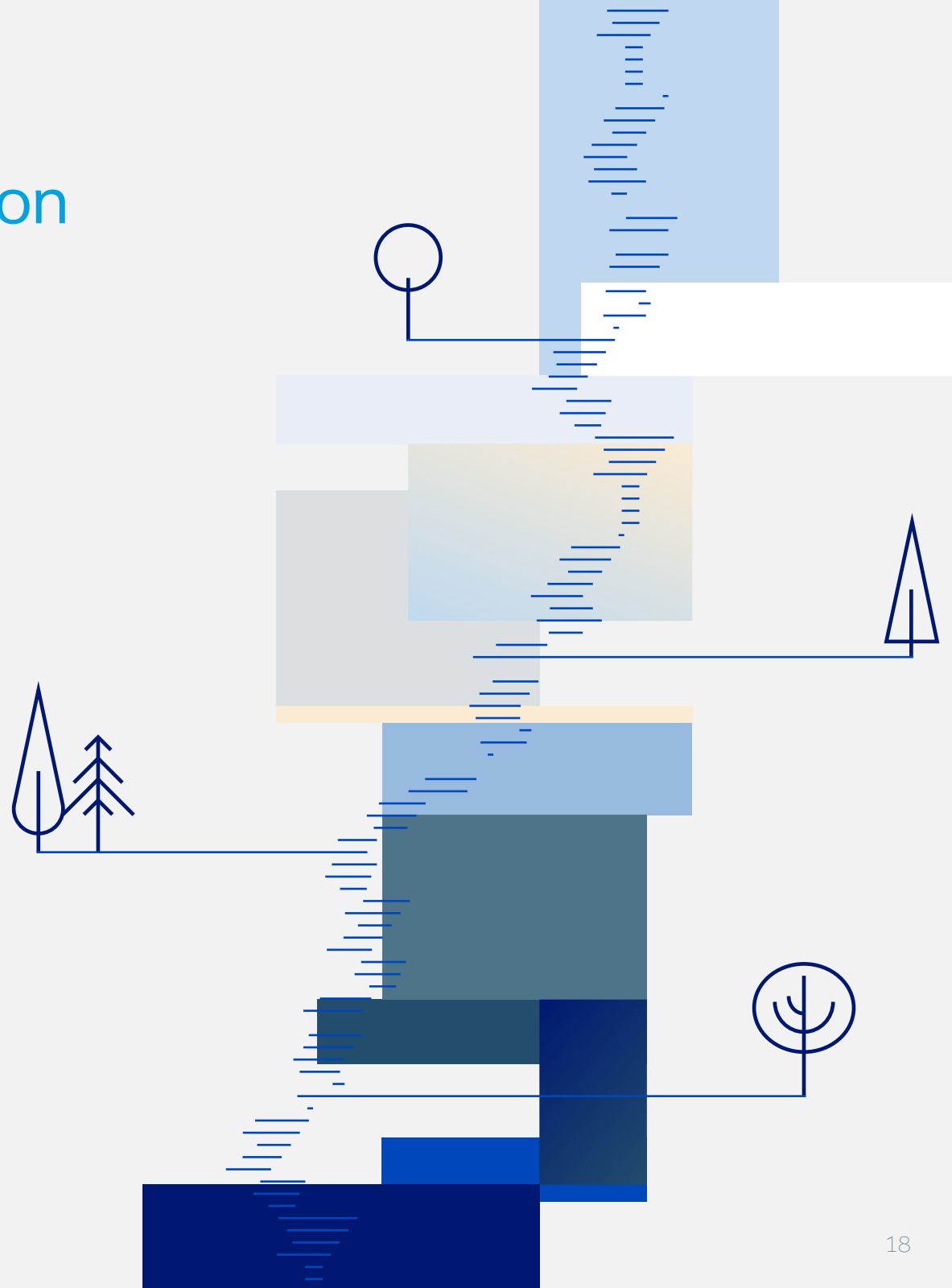
Bringing together Heroku, Force.com and Lightning, it empowers developers and business users alike – letting everyone work together to build and deploy game-changing apps, in the right way, in the fastest possible time.

A revolution in integration

Salesforce Platform lets you integrate data from all your existing systems – Oracle, Microsoft, whatever – into one common app building platform.

Bye-bye data silos.

And if you're already using Salesforce solutions, you can instantly take advantage of your existing data and workflows. That's an incredible head start.



A best-in-class app dev environment

Salesforce Platform is a best-in-class app dev environment, with the secure meta-data driven architecture, app services and run times to prove it.

It's the world's #1 enterprise cloud platform – and where we build our own apps too.



App building and buying

Sometimes it makes sense to build. Other times, it's smarter to buy. With Salesforce Platform, you can take full advantage of the Salesforce AppExchange, and the best apps and components being created by third parties.



Platform in action – at Ocado

Ocado is the largest online-only grocery retailer in the world, shipping over 230,000 orders on average every week. It's also a proven industry disrupter and innovator, powered by a wealth of leading-edge technology – almost entirely engineered in-house, by Ocado Technology.

But even for the most trailblazing brands, meeting both internal and customer demands for innovation can be a challenge. As Paul Clarke, Chief Technology Officer at Ocado Technology, explains: “Like many technology companies, however fast we recruit engineers, there is an endless backlog of customer- and production-facing projects that take priority over developing new internal business applications.”

Ocado's solution was simple: share out the burden of app building. Here's Paul again: “We decided we needed a development platform that would allow analysts to build more of our internal business applications without software engineers having to get involved.”

In evaluating Salesforce, Ocado gave one of its analysts the challenge of learning the platform. Within six weeks he'd built three apps, simplifying key internal processes – from expenses to facilities management. As Paul puts it:

“With Salesforce, we get the best of both worlds; we can use simple or sophisticated development techniques. The reporting, permissioning, security, and APIs that

come out of the box mean we don't have to start from scratch every time. As a result, we can turn our ideas for internal apps into reality for our people a lot faster.”

There's much more to Ocado's app story. To learn how the company is using Salesforce Platform, Community Cloud and Service Cloud – and helping large bricks and mortar grocery retailers around the world move online, fast.

[Read on here.](#)

CONCLUSION

Discover the best of both worlds

Salesforce Platform is the platform-as-a-service (PaaS) designed for business and IT teams that like to move fast.

Smart ideas come from all over the enterprise, so we believe in giving everybody the tools they need to build, run and scale back-office and customer-facing apps.

Developers get ahead with the hard-working stuff on Heroku, while Force.com empowers your business units to think fast, experiment and find new, better ways of working.

Salesforce Platform. Connect your people. Connect your data. See what's possible.



[Try it free](#)



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IN A WHOLE NEW WAY



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