

# Force.com: The World's First Platform as a Service for Enterprise Applications

force.com™  
platform as a service

Salesforce.com placed in the Visionaries quadrant of the Gartner Enterprise Application Server Magic Quadrant 2008.

## Run Your Applications in the Cloud

“Cloud computing” is a new technology model that dramatically changed how business applications are built and run. At its core, cloud computing eliminates the costs and complexity of buying, configuring, and managing the hardware and software needed to build and deploy applications. Instead, these applications are delivered as a service over the Internet. Applications such as salesforce.com’s CRM applications leverage this model and have been deployed to more than 41,000 companies since 1999.

Cloud computing has evolved to include platforms for building and running custom applications—a concept known as “platform as a service” (or PaaS). Independent software vendors (ISVs) and corporate IT departments use PaaS to create applications that run in the cloud.

## Introducing Force.com

Force.com, the world’s first platform as a service for business applications, is an integrated set of tools and application services that ISVs and corporate IT departments can use to build any business application and run it on the same infrastructure that delivers the Salesforce applications. More than 60,000 business applications have already been written on the Force.com platform.

## A New Model for Application Development and Delivery

The Internet continues to redefine businesses across markets. Just as Google, YouTube, iTunes, eBay, and Amazon.com made it possible to access new capabilities and new markets, Force.com offers a faster, more cost-effective model for application development and delivery. With just a browser and an Internet connection, Force.com provides access to a powerful enterprise application platform, eliminating the need to buy, install, configure, and manage hardware and software. With Force.com, the platform and the applications that run on it are delivered over the Internet as a service and made available through a subscription-based pricing model.

With this model, ISVs and corporate IT departments can focus on innovation instead of complex infrastructure. By leveraging the Force.com platform, organizations can redirect a significant portion of their budgets from “keeping the lights on” to creating new applications that provide real business value.

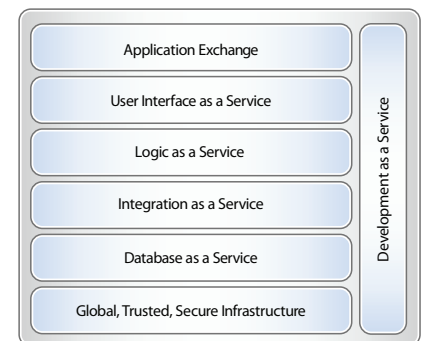
This model is driving a new era of mass innovation. For the first time, developers around the world can access unlimited computing power. Now, anyone with an Internet connection can build powerful applications quickly and easily and then roll them out to users around the world.

## A Complete Platform for Any Business Application

Organizations are using Force.com to build everything from departmental applications—such as project tracking and event management—to large-scale, highly transactional business applications such as back-office financials.

Force.com delivers a complete technology stack that includes a scalable database, a workflow engine, and user interface design tools. All applications running on Force.com get built-in reporting and analytics, support for multiple languages and currencies, and can be integrated with on-premises applications such as SAP, Oracle Financials, or Web 2.0 services such as Google Maps and Google Apps.

Declarative tools provide a point-and-click approach so less-technical users can perform tasks traditionally reserved for sophisticated programmers and database administrators. These tasks include defining custom objects, adding custom fields, and creating business rules with a point-and-click workflow engine.



“Force.com allowed us to create and deliver a total of 14 applications—all without the traditional expense and hassles of custom app development.”

— Gabrielle Toledano  
Executive Vice President  
of Human Resources  
Electronic Arts

For complex programming tasks, Force.com provides an Eclipse-based IDE, the Apex programming language, Visualforce for creating any user interface on any device, source control integration, and multiple environments for development, testing, and training.

#### The Power of a Multitenant Architecture

Force.com is built on a multitenant architecture. Multitenancy provides a centralized, shared data center infrastructure and makes it available as a utility. This architecture drives economies of scale not possible with traditional software platforms.

All applications run on a single version of Force.com—a key technology enabler for dynamically sharing resources across applications, upgrading the underlying infrastructure, performance tuning, security monitoring, and general systems maintenance—that benefits all applications and users simultaneously.



Elasticity is built into the platform's core. Force.com applications can automatically scale from one user to tens of thousands. Processing more than 150 million transactions each day, Force.com is used for large-scale deployments by customers such as Japan Post, which has rolled out custom applications to more than 65,000 users.

All applications and data running on Force.com are deployed to and replicated across multiple data centers in different geographies. Every application, no matter how large or small, gets the full benefits of the backup, disaster recovery, and other infrastructure services required for an organization's mission-critical applications. For real-time information on performance and availability, please visit [trust.salesforce.com](http://trust.salesforce.com).

Force.com security policies, procedures, and technologies have been validated by the world's most security-conscious organizations, including some of the world's largest financial services firms and leading security technology organizations.

#### Force.com for Faster Results

Instant provisioning of new resources, simplified development, no infrastructure to administer, and the subscription-based pricing of Force.com solve many of the problems associated with traditional software platforms. Product cycles can be reduced from months to days. Risk is reduced by not having to make up-front investments in hardware and software. And each application's total cost of ownership can be slashed by leveraging a shared utility that requires fewer people, products, and other expensive resources.

#### Getting Started

For a free Developer Edition subscription, product tutorials, code samples, discussion boards, training and events dates, and other information about Force.com, please visit [developer.force.com](http://developer.force.com) or call 1-800-NO-SOFTWARE.

#### For More Information

Contact your account executive to learn how developing on Force.com can accelerate your organization's success.

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