

2008

Force.com & eBay— Building Apps in the Cloud

eBay Developers Conference 2008

Dave Carroll

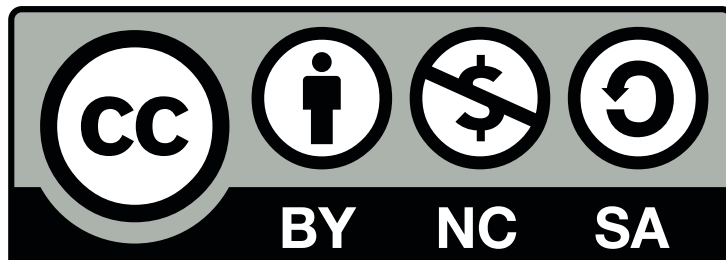
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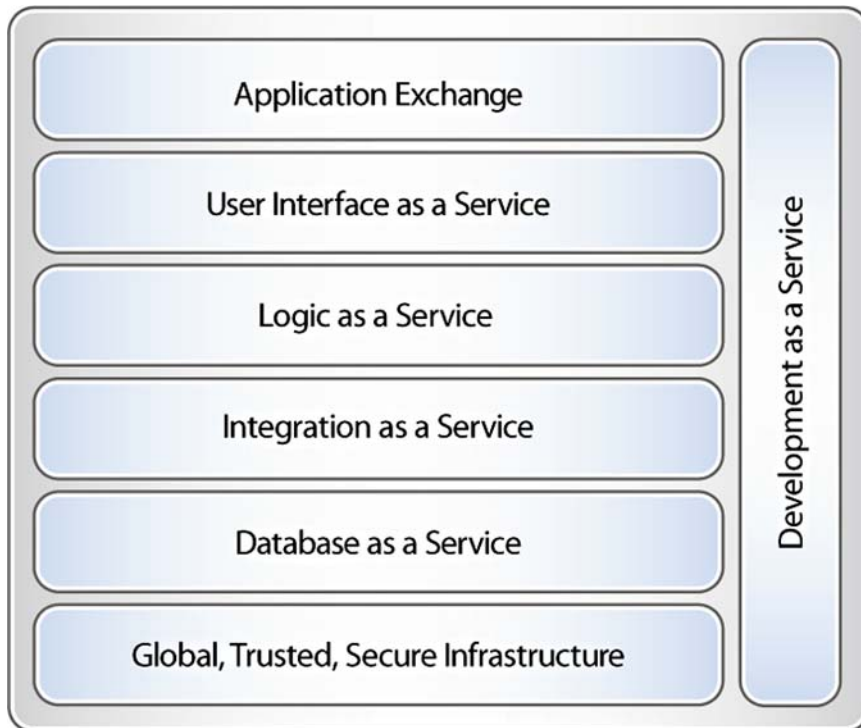
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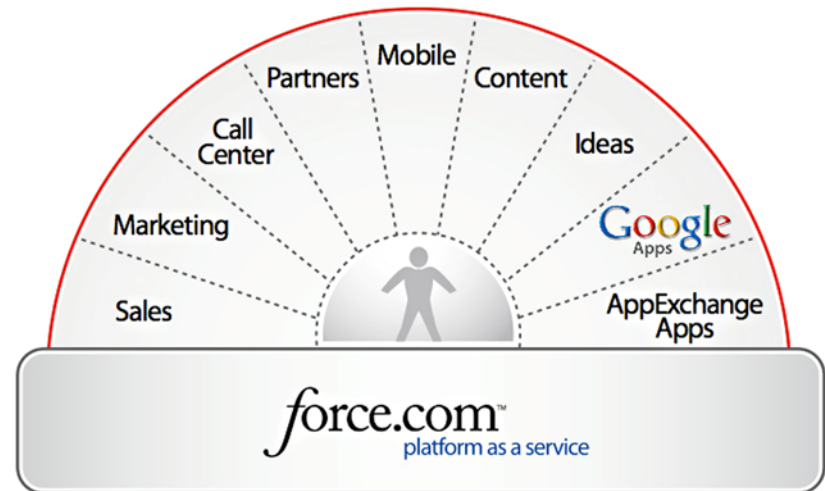
Force.com & Salesforce.com

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*force.com*TM
platform as a service



*Salesforce*TM
software as a service



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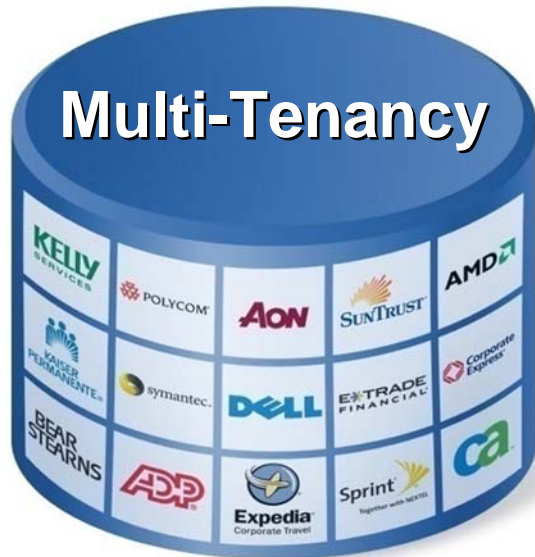
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The SaaS Model: Multi-Tenancy, Subscriptions

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“ Without multi-tenancy, a SaaS offering can't cultivate a Web 2.0 like community of developers who add functionality that all can share. ”

- Eric Knorr, InfoWorld



- Faster Vendor Innovation
- Economies of Scale
- Scalability
- Automatic Upgrades

Subscription



What if all your resources could be focused on **only** what's unique about your apps?

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IT

Infrastructure Services

Network
Storage
Operating System
Database
App Server
Web Server
Data Center
Disaster Recovery

Application Services

Security
Sharing
Integration
Customization
Web Services
API
Multi-Language
Multi-Currency
Workflow
Analytics
Multi-Device
Messaging
Search

Operations Services

Authentication
Availability
Monitoring
Patch Mgmt
Upgrades
Backup
NOC

**Your
Unique
Apps**

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Developers focus on what their apps do,
not the infrastructure to run them

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Force.com

Infrastructure
Services



Application
Services



Operations
Services



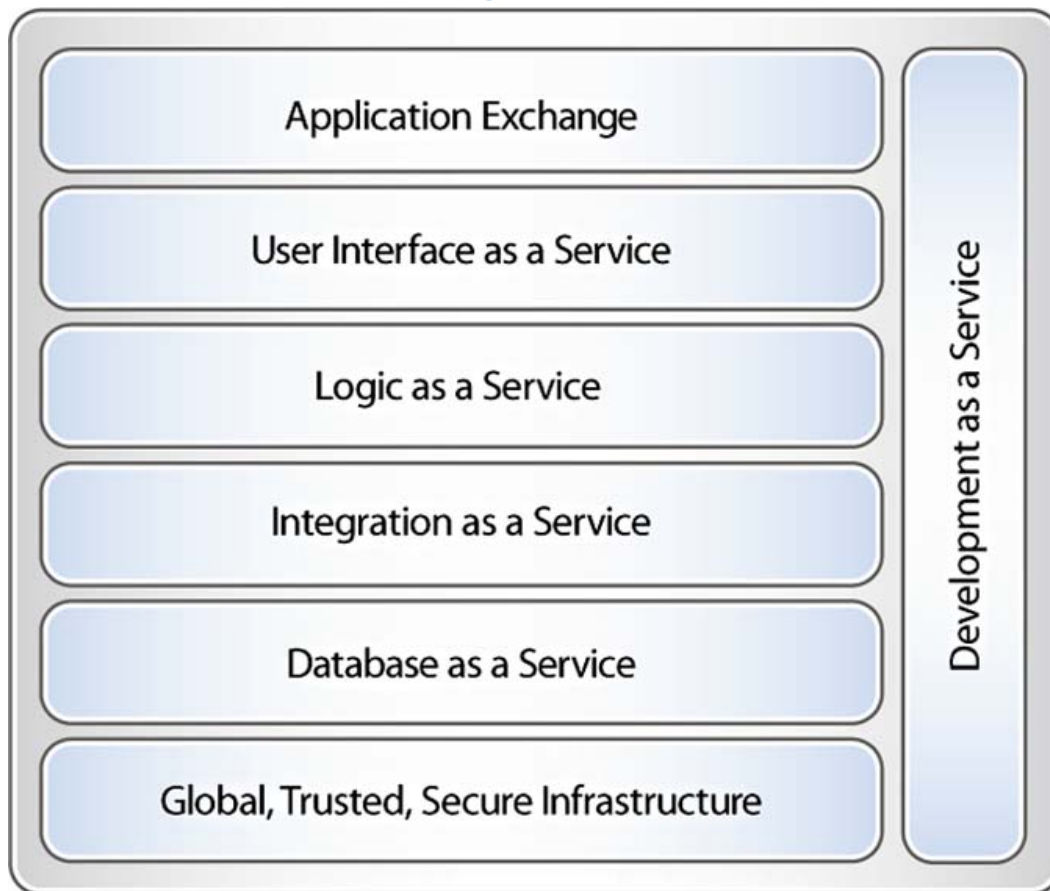
You

Building
Your Apps!

Force.com Services

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force.com[™]
platform as a service



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Multi-Tenant Global Scalable Architecture

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Scalable “Pod” Architecture

NA1

NA2

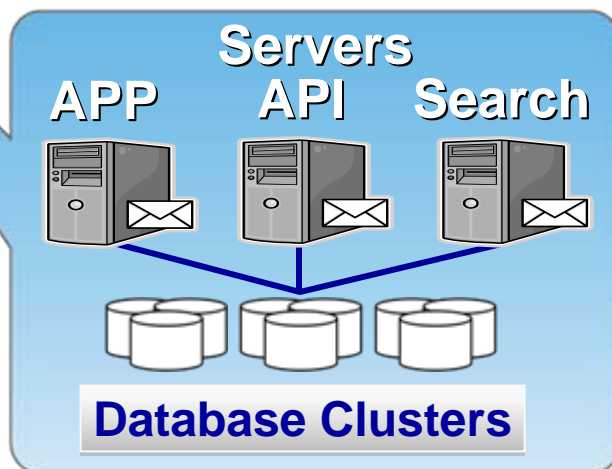
NA3

EMEA

AP

“n”
Pod

Multi-tenant
clusters



Pod Architecture

Database cluster

App servers

Fully mirrored in DR facility

Add new pods for scalability

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Your Database on Our Service

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Enterprise Class Database Capabilities

- **8,700,000+** Customizations
- **160,000 SQL** Statements per Sec
- Scales from **1 to XXX,000+** users



- Create any table
- Add any field
- Build any relationship
- Security and sharing built-in
- Automatic audit history tracking
- Automatic tuning
- Automatic backups
- Automatic upgrades

What Do You Get With Database-as-a-Service?

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What You Can Do

- Create any data model
 - Custom objects for your new database tables
 - Custom fields for columns you want on each table
 - Define relationships between objects
- Support for 19 data types
- Add custom indexes with one click
- Add full audit history tracking to any object with one click
- Programmatically access your database from any external system using our Web services API

What We Do For You

- Database performance tuning
- Storage management
- Backups
- Disaster recovery
- Our service automatically builds data entry forms
- Your data model is instantly available in our reports and dashboards
- Automatic upgrades

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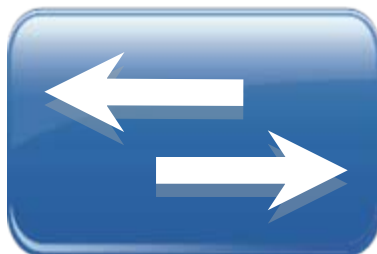
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Your Integrations on Our Service

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Web Services SOAP API

- **1.75 Billion**
API calls per month
- **28+ Billion**
Total API calls



- Web Services API
- Packaged SAP and Oracle Integrations
- Breakthrough SOA on Demand
- Back-end and Desktop Integration
- Over 40 Integration Partners on AppExchange

Your Logic on Our Service

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Declarative Logic (point and click)


- Audit History Tracking
- Assignment Rules
- Escalation Rules
- Workflows Rules
- Approval Processes

Formula-Based Logic (similar to excel)

- Formula Fields
- Data Validation Rules

Procedural Logic (code)

- Apex Triggers (logic before or after a save, update, or delete)
- Apex Classes
- Apex Web Services (logic that can be called by an external system)



Custom Field Definition Edit

Field Information

Field Label

Data Type

General Options

Required ☒ Always require a value in this field

Unique ☒ Do not allow duplicate values

☐ Treat "ABC" and "abc" as duplicates

Simple Formula

Select Field Type Insert Field

Discounted Amount (Currency) =

* (1 - Discount_Pct__c)

```
trigger leadDuplicatePreventer on Lead
// This Map stores a mapping to the lead
// lead's email address as the key. This
// lead in the database back to the cor
Map<String, Lead> leadMap = new Map
for (Lead lead : System.Trigger.ne
// Make sure there are no du
if ((lead.Email != null) &&
    (lead.Email
// Catch the case wher
if (leadMap.containsKe
} else
```

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Programming the Cloud

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Apex Code

```
Integer NUM = 10;
Account[] accs;
// Clean up old
data
accs = [select id
from account
where name like
'test%'];
delete accs;
commit;
accs = new
```

Characteristics

- Java-like syntax
- Strongly typed
- Transactional
- Schema-Aware
- Governed
- Secured

Metadata

Multi-Tenant Virtual Machine

apexTM
force.com code

Your Code



1.6M
Lines of Code

**Powerful
Capabilities**

- Database Triggers
- Web Services
- Transactional logic

Our
Infrastructure

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Create Any Application & Any Interface

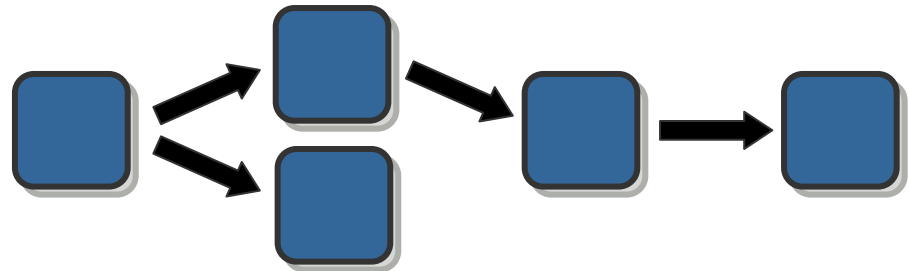
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Any Design



visualforce™

Any Interaction



Any Device



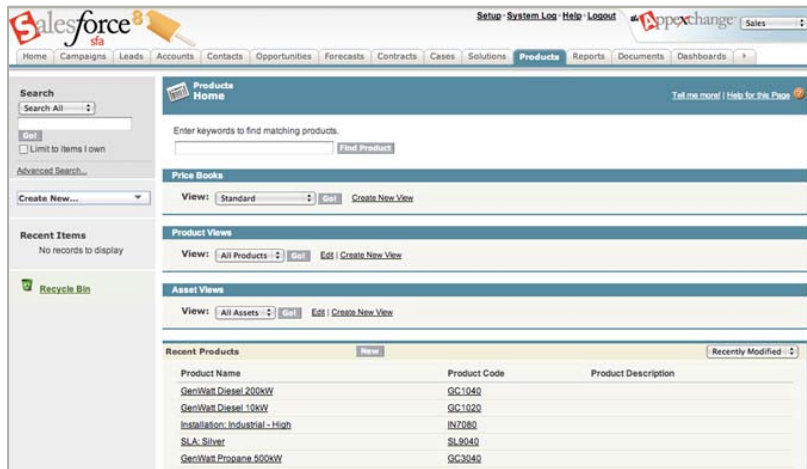
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Force.com & eBay—Joining Forces

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Sample App: Product Listing Management



Products and Price List

- Select products to add
- Obtain pricing from Pricebook
- Publish item to auction

eBay Auction

- Sell item
- Capture bidder as contact
- Record sale as closed opportunity

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Q&A

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Thank you!

Questions?

To learn more, visit

www.salesforce.com/developer

