I. Introduction

Today, Salesforce is helping Government strengthen the trust between their mission and every citizen, employee, and partner through the power of innovation with the Salesforce Customer Success Platform.

With Salesforce’s Customer Success Platform - based on Gartner’s top rated Enterprise Cloud for PaaS, SaaS, and Customer Engagement - there is no hardware or software to manage or maintain. The Salesforce FedRAMP certified Government Cloud runs a multi-tenant, single code base, allowing agencies to take advantage of the continuous innovation introduced through our three times a year upgrades. These innovative upgrades allow customers to take immediate advantage of the latest product features, security enhancements, and service capabilities, without the costly integration and regression tests required with single-tenant services.

Agencies are empowered to easily build on their inherent strengths to improve organizational visibility within and across the enterprise - through solutions that help accelerate communications, drive closer collaboration, and enhance mission service delivery.

Listed below are several core areas around application development, speed/agility, transformation and innovation, and security, in which Agencies can immediately take advantage of with the Customer Success Platform.

II. Build Apps that Build Business Faster

Enterprise Cloud Platform

The Salesforce Platform offers a core set of technologies that not only power the Salesforce SaaS and PaaS products, but also allow agencies to build and rapidly deploy custom apps with just a few clicks all from a single canvas, connect data from any system, and manage it from anywhere on any desktop or mobile device.

To help deliver apps faster, the Salesforce Platform 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 Salesforce Platform with complex business logic and user interfaces designed specific to every screen. The Salesforce Lightning Builder tools allow agencies to work in alignment with agile development methodologies to meet business demands faster. The Platform uses open APIs based on industry standards, such as REST and SOAP, to make it easy for agencies to build apps that integrate with legacy systems.

Considerations: Competing solutions often have unproven scalability without a long-term track record of upgrades, uptime, and overall stability. The Total Cost of Ownership (TCO) is higher due to code testing, higher maintenance and implementation costs, and rework needed for each upgrade. In many cases, this complexity forces some large customers to delay necessary upgrades, which can negatively impact users at various levels of the organization. Further integration often occurs at the database table level, leading to complexity, brittleness, and possible security holes.
Pure Multi-tenant Cloud Platform vs. Single-tenant
Salesforce’s multi-tenant cloud solutions provide a single, shared infrastructure - common code base that is consistent across all customers. The Salesforce platform is centrally managed, with platform-based APIs to support all integration traffic. In addition, Salesforce delivers three major release upgrades included as part of the subscription service at no additional cost. Multi-tenancy and the Cloud Computing model remove unneeded tasks from the process of delivering, managing, and integrating software.

Salesforce solutions are delivered via the web, and can be securely accessed with a browser with an internet connection or a mobile device. With Salesforce, agencies will not need to maintain any hardware or software, and, without multiple versions to support, integrations don’t break during updates; they are simply updated automatically. As a result, both the initial integration and its continued maintenance are simplified. Your IT resources can be focused on creating a better product, with a faster cycle of innovation, instead of having to manage the complexity of many different versions to support a vast installed base.

Considerations: In contrast, many cloud services use a multi-instance, isolated tenancy approach, which introduces the complexity of multiple versions per customer and per application. This ultimately defeats the intent, scale, and economics of a cloud service. The isolated-tenant architecture requires a higher degree of customer management and performance monitoring. For example, performance can be an issue with customers who develop and run poorly-written queries/reports. This can lead to “out of memory” errors or other database failures, which can negatively impact an entire production instance. Additionally, the change management process for organizations requiring service on any isolated instance requires customers to maintain a very strict and formulated change management process in order to provide detailed information on each instance, such as: individual patch levels required to begin servicing the instance. Lastly, isolated-tenant solutions are challenged by having to keep many versions of their services in sync while providing backwards compatibility for customers’ customizations. This adds a layer of complexity that is not needed.

AppExchange and App Reuse
Developed over 13 years ago, the Salesforce AppExchange is a community of over 4,000 pre-built enterprise cloud computing solutions that are integrated with Salesforce’s SaaS/PaaS solutions and developed on the Salesforce Platform - to date these solutions have been utilized more than 4 million times by our customer community.

With just a mouse click and a Salesforce account, agencies can extend their initial investment and easily find, test, and install hundreds of pre-integrated apps from the Salesforce partner community. With the Salesforce Private AppExchange offering, agencies can create a secure, customized, branded application store location to host customized apps and distribute apps across users. Role-based access allows agency users instant access to any mobile or cloud application they need to be productive, on any device. And what is truly unique to Salesforce is that any application built on the Salesforce Platform can be reused and can also be utilized in a Private AppExchange. This allows agency CIOs to foster reuse of applications and drive down development costs. For example, GSA created GSA Labs (http://open.gsa.gov/gsa-labs), a community where government agencies can share applications (through a private Salesforce App Exchange), code, and best practices. It is designed to maximize the collective thought leadership across the entire Government.

Visit the public Salesforce application store, at: https://appexchange.salesforce.com/ and also view a private AppExchange Demo: Salesforce AppExchange demo.

Considerations: Other competitors lack a mature and robust “App Store” marketplace where customers can find pre-built speciality and line-of-business applications. Other cloud app marketplaces are typically more akin to “code share” repositories. Customers are still required to go through many of the installation, patch maintenance, and version control complexities as the core application itself.

Enterprise Reporting and Advanced Analytics
Salesforce Analytics is designed for the business user to get answers to questions instantly through powerful, interactive visualizations of any data, on any device. Salesforce Analytics is mobile-ready, and allows immediate collaboration and the ability to share insights with team members right inside Salesforce. With Salesforce Analytics, users can quickly query and explore data across all solutions, back-end and legacy systems, Excel, as well as social and mobile applications to get exactly the information needed without being stuck in a pre-built report. Unlike legacy Business Intelligence or desktop discovery tools, Salesforce Analytics is built native in the
cloud giving agencies the advantage of massive scale and taking only weeks to get up and running. Powerful field-level security and role-based hierarchy controls ensure the right people have the right answers.

**Considerations:** Most software vendors offer reporting and dashboards which visualize data that resides in their specific software repository. In many cases, advanced reporting is available for an additional fee and requires additional setup and configuration. These software providers do not offer analytics that provide the ability to visualize data from CRM data as well as third-party data from external data sources, nor are they available on mobile devices. Frustrated by this lack of integrated analytics, customers in search of business value-based reporting often must purchase third-party reporting solutions to achieve their required business results.

**Real-time and in Context Collaboration**

Collaboration is critical to organizational effectiveness and productivity. Collaboration is embedded into all aspects of Salesforce solutions, allowing agencies to provide information in context, connecting the right information to the right people, at the right time. Salesforce’s standard collaboration capabilities are embedded into the fabric of how users work within the system, and are delivered with a complete audit trail. This includes unstructured communications, reports, dashboards, triggered alerts, document management, universal search, knowledge management, mobility, and much more.

**Considerations:** Some vendors provide a very limited set of collaborative functionality and APIs, which do not allow users to follow standard or custom objects, and there is no ability to easily tag or mention users for quick and seamless access to objects, files, groups, or other users. When other solution providers charge extra to bolt on a social component, it is not readily integrated to the organization's enterprise platform. Integrating this collaborative tool ensures that the implementation is longer, more complex, and costly.

**Mobile First, Mobile Everything**

Salesforce applications are mobile-enabled out of the box (no coding required) and can be accessed from any mobile device, anywhere, at any time. Agencies are able to provide mobile access to any/all applications and data that reside on the Salesforce platform. Internal users will experience a consistent UI across a variety of mobile devices, including iOS and Android smartphones and tablets. The Salesforce Mobile SDK will also allow agencies to build fully customized mobile apps to meet existing and future needs. It supports native, HTML5, and hybrid application development. With the power of the platform, administrators can build applications on the desktop and then mobile-enable them with just a few clicks. From custom tabs and configurations to Salesforce pages and more, Salesforce customers can tailor mobile deployments for individual users or groups so that everyone is ultra-productive, no matter where they are located.

**Considerations:** Competing solutions often only support HTML5 mobile applications with limited functionality and lack key features such as E-signature approvals, related lists, and social collaboration tools. Without access to these social collaboration tools, the user is completely disconnected from the mobile experience. Limited mobile functionality also forces IT or Systems Administrators to manage from the desktop only. Mobile Apps are often limited in value as there is not a true mobile platform typically offering zero support for custom-developed apps. Lastly, with zero to minimal extensibility, any mobile application integration must be custom developed which is timely and costly.

**III. Protect Data in the Cloud with Security and Trust**

**FedRAMP Certified and Multiple ATOs**

Salesforce’s number one guiding principle is Trust. A key way we demonstrate this with our customers is our highly dependable and scalable Government Cloud.

Salesforce was the first Cloud Service Provider to attain FedRAMP Authority to Operate in May 2014 for both SaaS and PaaS, consistent with the FedRAMP moderate baseline controls. As of May 2017, Salesforce holds 38 Federal ATOs based on the original FedRAMP ATO. All 38 Federal ATOs were granted after rigorous review and serve as an example of the robust Salesforce FedRAMP implementation, process, and operations.

Salesforce has also received Provisional Authorizations (PA) from Defense Information Systems Agency (DISA) at Impact Level 2 (IL2) and Impact Level 4 (IL4), which is based on DISA’s Cloud Computing Security Requirements Guide (SRG).
Salesforce is the only on-demand vendor to provide daily service-quality data on a public Web site (http://trust.salesforce.com). To ensure maximum uptime and continuous availability, Salesforce provides the best redundant data protection and most advanced facilities protection available, along with a complete data recovery plan—all without affecting performance.

Salesforce routinely processes over 5 billion transactions daily during normal business days. Of the over 4 billion transactions performed daily on the Salesforce multitenant infrastructure, over 50% of these transactions are through APIs. In general, we average response times around 250 milliseconds.

Salesforce and the Salesforce Force.com platform is ISO 27001 certified and PCI-DSS compliant. SOC1, SOC2 and SOC3 audits are performed by third-party auditors annually at a minimum. Additional audits and certifications include:

- FedRAMP Authority to Operate from Department of Health and Human Services
- CSA ‘Consensus Assessments Initiative’
- JIPDC (Japan Privacy Seal)
- Tuv (Germany Privacy Mark)
- TRUSTe

Considerations: While a number of software providers have security certifications for: ISO 27001, FISMA, SSAE16, and FedRAMP, other organizations may not have: SOC2 (Trust Principles Report), SOC3 (SysTrust Audit Report), GSA Moderate Level (Authority to Operate), JIPDC (Japan Privacy Seal), TUV Certificate (German Data Protection), and TRUSTe.

Further, competing solutions may not offer the additional compliance and guidelines required to protect the data and privacy for Government agencies at Federal, State, and Local levels.

Some solution providers who have just achieved their FedRAMP certification may not have a number of ATOs across the U.S. Government. Lastly, other solution providers may have routine and easy access to their customers’ production data, which means there are endless ways that data can be seen, breached, and harmed.

Encryption Capabilities
Salesforce has many customers that are subject to laws pertaining to the processing of personally identifiable information (PII) or personal data. Salesforce offers its customers a broad spectrum of functionalities and customer-controlled security features that its customers may implement in their respective uses of the Salesforce services. Encryption capabilities include encryption of data in motion, feature to encrypt custom text fields (ECF), and Salesforce Platform Encryption, which provides an extra layer to Salesforce’s security while enabling customers to enjoy business critical Platform features, such as search, workflow, and validation rules. Platform Encryption offers native platform encryption and key management features. Agencies can encrypt files and attachments (including email attachments); encrypt certain standard and custom fields; and use an advanced key management system. With our advanced key management system, we let customers fully manage their keys. This includes creating, rotating, exporting, and destroying keys. Additional details on Salesforce Platform Encryption are provided in this white paper.

Considerations: With single-tenant solutions, not all customer nodes support encryption, which can result in encryption of only text fields. Key management is also less sophisticated, as some providers do not let their customers fully manage their keys. This can also be problematic when solution providers only use a single key, because if the one key is compromised, the data cannot be accessed at all.

Seamless and Easy Upgrades
All upgrades, patches, and other system maintenance are provided as part of the subscription service at no additional cost. In addition, Salesforce releases three complimentary upgrades each year, in Winter, Spring, and Summer versions. All Salesforce users are always on the latest version of our platform because everyone gets instant upgrades (typically on an opt-in basis). Each time Salesforce releases a new version of the application and the platform, the entire community can take advantage of the latest innovations from our product development team. Because of our multi-tenant architecture, Salesforce is able to provide all of our customers with a service based on a single version of our application. We are able to upgrade all of our...
customers at the same time with each release. As a result, we do not have to maintain multiple versions of our application. Each release will be delivered automatically in a transparent manner, and will not break your Agency’s configurations.

Considerations: Inherent to any software company is the ability to provide a clear roadmap of future functional and technical upgrades. When the upgrades are not automatic and lack a consistent schedule, software implementations suffer at the expense of the customer. New functionality is not taken advantage of in real time and business benefits are often not realized. Many software providers fail to understand that this inconsistent upgrade process can turn into a significant IT project, which goes against the very grain of the concept of a cloud solution. Documentation on how to upgrade can be full of exceptions with lengthy tasks that the Systems Administrator would need to do in order to complete an upgrade. This does nothing but add risk and complexity to upgrades.

Focus on Customer Success
Customer success has been a key principle of Salesforce since the company was founded in 1999. We feel passionately about user adoption and customer success. Because of Salesforce’s subscription model, we have a unique need to ensure customers receive significant ongoing business benefit from their Salesforce subscription, throughout the lifecycle. Salesforce’s Customer Success Group (CSG) is a global team dedicated to customer success. The mission of the CSG organization is for our customers to “get the expertise they need when they need it.” The Customer Success team includes several functions: Training & Certification, Customer Support, Strategic Services, Customer Success Management, and our network of system integration partners. Customer Success offers programs to help customers roll out new features or products, with training and adoption toolkits, to ensure our customers’ business benefit is always growing, and that they remain customers for life.

The success of our customers has propelled Salesforce to be named one of the World’s Most Innovative Companies by Forbes for the last six years in a row; #1 in Enterprise Cloud Computing; and #1 in CRM according to IDC. Salesforce also ranks as the Leader in the Gartner Magic Quadrant for “CRM Customer Engagement Centers” (SaaS), “Sales Force Automation” (SaaS), and “Enterprise High-Productivity Application Platform as a Service” (PaaS).

Considerations: Critical to the success of any software implementation is consistent end-to-end lifecycle support from the software provider. Other software providers often engage their customers with creative presentations or custom demonstrations leading up to the procurement of software. Once procurement is achieved, the relationship is often over or suspended until the next procurement cycle. As seen often in the software industry, implementations begin and address the initial scope of requirements but then stall or lose priority. As such, the breadth and depth of functionality is greatly under-leveraged in most of the implementations, leading to variable rates of adoption and realization of lost business value.

Cloud Leader per Industry Analysts
Salesforce was named one of the World’s Most Innovative Companies by Forbes for the last seven years in a row. Salesforce is #1 in Enterprise Cloud Computing and #1 in CRM according to IDC. Salesforce ranks as the Leader in the Gartner Magic Quadrants for CRM Customer Engagement Centers” (SaaS), “Sales Force Automation” (SaaS), and “Enterprise High-Productivity Application Platform as a Service” (PaaS).
With Salesforce, over 1,000 government customers have successfully transformed their operations, including all fifteen federal cabinet level agencies, DoD, and independent federal agencies. Customer examples include: DHS, GSA, USDA, CMS, DOI, and others.

Considerations: Only Salesforce is a recognized leader by any leading industry analyst in Cloud Application Development Platform as a Service (PaaS), Relationship Management Software as a Service (SaaS), and Customer Service & Support Software as a Service (SaaS). While other companies are growing, most of their integration partner ecosystem may still be in their very early stages.

IV. Buy with Speed and Ease

Salesforce can be acquired quickly and easily through government-wide Blanket Purchase Agreements (BPAs) in place at agencies such as HHS, USDA, and GSA as well as a range of contract vehicles. Agencies can benefit from quicker, faster, and safer access to high-quality, cost-effective services.

Salesforce PaaS and SaaS products are currently available for purchase using the following contract vehicles:

- GSA IT 70 - Carahsoft (GS-35F-0119Y) and IMMIX (GS-35F-0511T)
- NASA SEWP V - Carahsoft (NNG15SC27B) and IMMIX (NNG15SC16B)
- NETCENTS - IMMIX (FA8732-13-D-0018)

8(a) companies and other small businesses also have access to purchase Salesforce for resale through our reseller channel partners.

Salesforce can also be acquired utilizing these BPAs:

- U.S. Department of Health & Human Services (HHS) Salesforce Cloud Services BPA. U.S. HHS selected Salesforce for a $100 million Blanket Purchase Agreement (BPA). With this BPA, Salesforce is more accessible and cost-efficient for HHS divisions. Over 20 production organizations have implemented Salesforce solutions across HHS. View Press Release for more information

- U.S. Department of Agriculture (USDA) Salesforce Cloud Services BPA. USDA selected Salesforce for CRM Software, hosting, and support services. This BPA provides standardization, capacity sharing, and modular replication across the USDA enterprise.

- GSA Salesforce Implementation, Integration, and Support Services (SIISS) GWAC BPA. Salesforce has an
ecosystem of Salesforce-certified system integration partners that can support agencies with their Salesforce implementation. GSA recently awarded a [GWAC BPA](#) for Salesforce Implementation, Integration, and Support Services (SIISS).

- Agencies can decide to leverage this BPA to acquire implementation services from some of our Salesforce awarded partners that were awarded this SIISS contract (Accenture, Acumen Solutions, Capgemini, Deloitte, and PwC). This BPA actively supports FITARA by establishing standards that make it possible for agencies to reuse and share hundreds of applications and public-facing community portals in support of tens of thousands of users. It also provides a single government-wide vehicle that can replace numerous agency-specific contracts, reducing both contract duplication and contract administration costs for the government.

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CRM Customer Engagement Centers” (SaaS), “Sales Force Automation” (SaaS), and ”Enterprise High-Productivity Application Platform as a Service” (PaaS)