

Forward-Looking Statements

Safe harbor statement under the Private Securities Litigation Reform Act of 1995:

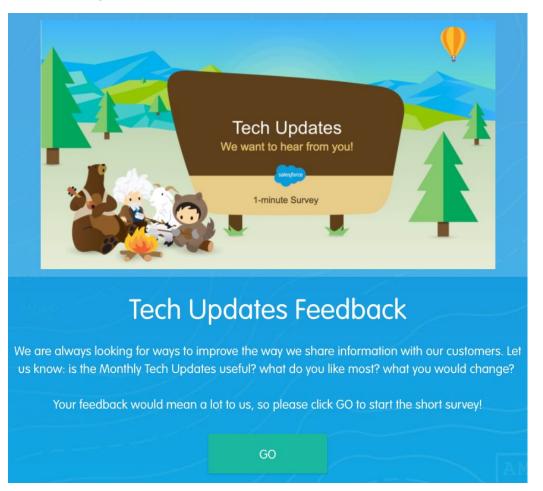
This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.

Thank You for Your Feedback!

Survey results are in



We will be leaving this survey open to allow you to provide feedback to us at any time. Here is a summary of your answers received between July-Sept:

How helpful are the Tech Updates? 4.38/5
How do you use the Monthly Tech Updates?

Mixed evenly among the following answers:

- It's just for me to look at since I want to stay informed with what's happening.
- I distribute the information to my colleagues/clients.
- I present the information at meetings.

What is your favorite topic?

Rankings were fairly close with the top 3 being:

- 1. Security Enhancements
- 2. Product Changes
- 3. Infrastructure Updates

October 2017 Topics

At-a-glance

Product Innovation

Get ready for Winter '18

Security Enhancements

- TLS 1.0 disablement started on July 22, 2017
- Default Certificate Retirement Impacts SAML SSO

Infrastructure Improvements

- Marketing Cloud infrastructure upgrade
- Instance Refreshes (on AP2 & NA28 & EU2, EU3, EU5)
- Trust Notifications

System Maintenances

Continuous Site Switching

Feature Retirements

- End of Support for Good Access browser running S1 mobile browser app
- Pardot Chat Support will retire on October 20, 2017
- Salesforce Classic Mobile App to Retire on December 1, 2017
- Legacy Charts in Salesforce1 to Retire with Spring '18
- SOAP API Legacy Versions will retire in Summer '18
- Access and Support for Lightning Experience with Internet Explorer version 11 extended to December 2020



Winter '18 is here

Key resources to get up to speed on all the new features

Release preview site

Learn about the top 5 features per cloud. Watch short videos to get a high level overview of the features in this release.

www.salesforce.com/winter18

Release Readiness Live recordings

Release highlights from our Admin, Developer and Product Management teams.

https://www.salesforce.com/video/release-readiness-winter18

Release Overview sessions around the world

Join our local Success teams around the around the world during October for release highlights, use cases and more! Sign up now at bit.ly/Winter18Webinars

Got ideas on how we can improve Release Readiness?

Fill out our short survey

Winter '18 is here keep up with everything release-related on sfdc.co/JoinReleaseGroup

Catch up on the Winter '18 release notes and review the latest changes.





Salesforce Release Maintenance Calendar

Let's integrate our release schedules!



Description	Upgrading Salesforce Services to the latest product version to deliver enhanced features & functionality		
Typical Activities	Schedule & Comments		
Major Product Releases	3x per year (per table below) on a Friday or Saturday. Posted approximately a year before the release date. To see the schedule for your instance click on https://status.salesforce.com/status and select the relevant instance. On the calendar click the release date to view further information.		
Patch Releases	Fixes are scheduled weekly, deployed Tues/Wed/Thurs. Off-peak, no downtime		
Daily Releases	As needed, any day of the week, seamless/off-peak hours, no downtime		

Major Release Schedule - (A Specific Five Minute Window Will be Posted on Trust for Each Instance)						
Instance	January May September	February June October	Pacific Time	UTC During Standard Time	UTC During Daylight Savings Time	
NA44, NA45	Friday		8:00pm – 2:00am	04:00 – 10:00 Saturday	03:00 – 09:00 Saturday	
Other NAx, CS33		Friday	day 8:00pm – 2:00am 04:00 – 10:00 Saturday		03:00 – 09:00 Saturday	
EUx		Friday		22:00 Friday – 04:00 Saturday	21:00 Friday – 03:00 Saturday	
APx, CS6, CS58, CS115		Saturday	8:00am – 1:00pm PST 9:00am – 2:00pm PDT	16:00 – 21:00 Saturday	16:00 – 21:00 Saturday	
CS5, CS31, CS57, CS72, CS116	Saturday		8:00am - 1:00pm PST 9:00am - 2:00pm PDT	16:00 – 21:00 Saturday	16:00 – 21:00 Saturday	
CS80, CS81, CS83, CS85, CS87, CS88	Friday		2:00pm – 8:00pm	22:00 Friday – 04:00 Saturday	21:00 Friday – 03:00 Saturday	
CS82, CS86, CS89		Friday	2:00pm – 8:00pm	22:00 Friday – 04:00 Saturday	21:00 Friday – 03:00 Saturday	
Other CSx	Friday		6:00pm – 12:00am	02:00 – 08:00 Saturday	01:00 – 07:00 Saturday	
		Saturday	10:00am – 4:00pm	18:00 – 24:00 Saturday	17:00 – 23:00 Saturday	

Upgrading Instances to TLS 1.1+

At-a-glance

What is the change?

TLS disablement began on July 22, 2017 and is continuing through to November 11, 2017. TLS 1.1+ will be required for all orgs. See the <u>Updated Disablement Schedule</u> for details.

How does it impact my org and my users?

If your production environment and your users' browsers are not prepared to support the latest TLS versions by the disablement date, your users will not be able to access your production org, and select Salesforce products and custom or partner integrations will experience disruption. Your access to the Salesforce Help & Training portal to open and manage Support cases will also be impacted.

Scheduled for disablement on October 9, 2017: EU2, EU3, NA3, NA32, NA35, NA37, NA42, NA43, NA48, CS13, CS30, CS50, CS51, CS62, CS63, CS80, CS81, CS86 and CS87

and November 11, 2017: AP1, AP4, AP5, NA24, NA30, NA49, NA50, NA56, NA59, NA61, NA62, NA99, CS2, CS4, CS5, CS6, CS8, CS14, CS31, CS41, CS43, CS44, CS57, CS58, CS64, CS65, CS98 and CS99

Read on to learn about what actions you need take to prepare for this change.

Default Certificate Retirement Impacts SAML SSO

How do I know if I am impacted?

You are impacted by this change if your organization uses Service Provider (SP)-Initiated SAML login to Salesforce and your Identity Provider validates signatures in SAML requests.

What action do I need to take?

The action differs depending on your SAML configuration.

Generally, you must switch to a self-managed client certificate prior to the Winter '18 release. Please read the Retirement of Default Certificate affects SAML Single Sign On into Salesforce article for the specific steps by configuration.

Click here to learn more about what actions you need take to prepare for this change. Also view the webinar here for additional guidance.





Marketing Cloud Infrastructure Upgrade

At-a-glance

In order to prepare for your continued growth and success, Salesforce Marketing Cloud has kicked off a phased infrastructure upgrade that impacts Email Studio and Mobile Studio.

The infrastructure initiative includes three key phases: **Phase 1**, installation of new storage arrays; **Phase 2**, upgrading our network; **Phase 3**, upgrading each database.

Here's what you can expect:

- Upgraded infrastructure supporting Marketing Cloud solutions
- New software and hardware
- Improved reliability
- Increased capacity for growth using Marketing Cloud



*Phase 1 concluded successfully across all stacks as of September 29, 2017!



Instance Refreshes

At-a-glance

To prepare for your organization's continued growth and keep system performance at expected levels, we occasionally perform an instance refresh that upgrades the infrastructure supporting your instance in our data centers. Following this type of maintenance, you will be on new infrastructure and your instance name will change.

What instances are being refreshed and when?

- AP2 Sunday, October 22, 2017 from 12:00 a.m.-2:45 a.m. JST (Saturday, October 21, 2017 from 8:00 a.m.-10:45 p.m. US Pacific Time)
- NA28 Saturday, October 21, 2017 between 7:00 p.m.-11:00 p.m. US Pacific Time
- **EU2**, **EU3** Sunday, December 3, 2017 between 03:00–07:00 UTC (Saturday, December 2, 2017 between 7:00 p.m.–11:00 p.m. US Pacific Time)
- **EU5** Saturday, December 2, 2017 between 22:00–02:00 UTC (Saturday, December 2, 2017 between 2:00 p.m.–6:00 p.m. US Pacific Time)

Read on to learn more about how to prepare for your instance refresh.



Feature Retirements



At-a-glance

Click into links for more information:

- End of Support for Good Access browser running S1 mobile browser app
- Pardot Chat Support will retire on October 20, 2017
- Salesforce Classic Mobile App to Retire on December 1, 2017
- Legacy Charts in Salesforce1 to Retire with Spring '18
- SOAP API Legacy Versions will retire in Summer '18
- Access and Support for Lightning Experience with Internet Explorer version 11 extended to December 2020

Check out the <u>Salesforce Feature Retirements</u> article today and be sure to bookmark it for future reference.

Got questions? Join the Conversation! Official: Salesforce Infrastructure

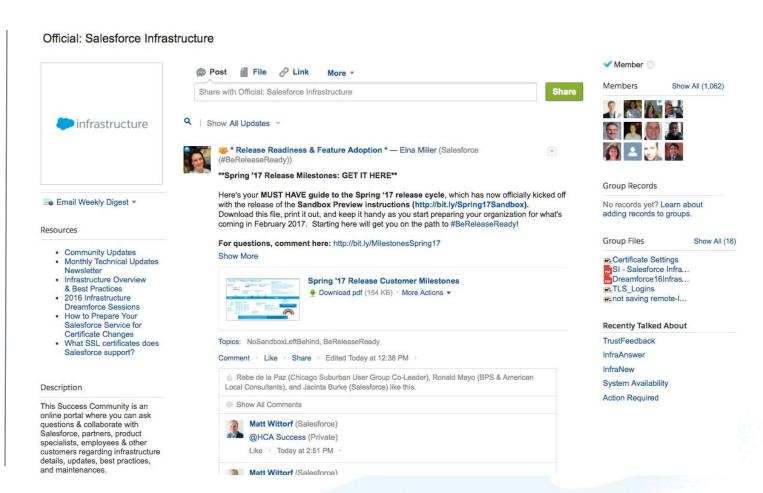
Join the conversation with fellow Salesforce admins, IT sponsors and architects!

Major topics include:

Instance or data center wide changes, IP range changes, Certificate changes, TLS Disablement

Links to resources like:

Infrastructure Dreamforce Sessions, Infrastructure Overview & Best Practices





Plan and Prepare for Org Maintenance & Releases Site

Check out the **new and improved** <u>Plan and Prepare for Org Maintenance and Releases</u> site on our Success Journey Hub for **Infrastructure Best Practices** as well as valuable resources on Instance Refreshes, Major Releases, and more!







Security Enhancement



Production Instances upgrading to TLS 1.1+

Understand the impact to your production environment

The level of impact will vary based on your production environment. Common areas of disruption include:

- 1. **User browser access:** Browser incompatibility will prevent your internal and external users from accessing your Salesforce production org and related services such as Marketing Cloud, Communities and Sites.
- 2. **Email integration:** Products such as Lightning for Outlook, Lightning Sync and Salesforce for Outlook won't work if user local systems are not compatible with TLS 1.1 or later.
- 3. **API integrations:** Incompatible inbound and outbound integrations will cease to work, including AppExchange partner integrations.
- 4. **Other areas:** Mobile apps, Data Loader, Mobile SDK, SalesforcelQ Inbox, Files Sync, Chatter Desktop, Marketing Cloud



Read on to learn about resources available to help you prepare for this change.

TLS 1.1+ Upgrade Videos

Videos

If you're still unsure about how to upgrade TLS, please check out the linked videos the Infrastructure Security team has produced. In the recordings, the team explains how this change will impact Salesforce products, services, and developer tools, and direct you to helpful resources and best practices so that you may better prepare your Salesforce org and your users for this change. These additional resources can be found on the <u>next slide</u> as well.

Links:

- TLS <u>Webinar Deck</u>
- TLS <u>Webinar Recording</u>
- TLS <u>Login History Demo</u>





TLS 1.1+ Upgrade Resources

Key Resources

TLS 1.0 Disablement Readiness Checklist.

TLS 1.0 Disablement Critical Update Console (CRUC) Setting:

Test the disablement of TLS 1.0 for your orgs with the CRUC setting, "Require TLS 1.1 or higher for HTTPS connections", prior to the Salesforce disablement.

Guidance on <u>Salesforce disabling TLS 1.0</u> impact:

See the latest guidance on what actions are required to prevent any disruption to your Salesforce environment. Review the <u>article</u> for additional updates as they become available.

Post your questions to the <u>Infrastructure</u> Success Community group and follow the discussions, #TLSLIVE.





Infrastructure Improvements

Not sure what instance you are on? Click here to find out.



Prepare for Your Instance Refresh

More information in our article <u>here!</u>

Enable My Domain

My Domain

Replace Hard-coded References

Updating
Hard-coded
References

Whitelist Salesforce IPs

What are the Salesforce IP Addresses & Domains to Whitelist?

Plan around
System
Maintenance
Windows

Preferred
Salesforce
Maintenance
Schedule



Upcoming Instance Refreshes

Instance Names (Current & Destination)

Your instance name will change after an Instance Refresh. New instance names will become effective according to the below schedule:

- Sunday, October 22, 2017 from 12 a.m.—2:45 a.m. JST (Saturday, October 21, 2017 from 8:00 a.m.—10:45 p.m. US Pacific Time)
 - \circ AP2 \rightarrow AP6/AP7*
- Sunday, October 22, 2017 between 12 a.m.–4 a.m. US Pacific Time
 - NA28 → NA65/NA66*

Although you now know your new instance name, please continue to follow best practices and avoid hard-coded references.

* Customer specific instance names will be confirmed in your email communication.



Trust Notifications - Self-subscribe

Trust Notifications Post-Instance Refresh



What are Trust Notifications?

Trust Notifications are near real-time email notifications regarding incidents and maintenances posted to our Trust site, https://status.salesforce.com, that are available to all customers and allows you to control your own subscription settings.

What happens to my Trust Subscription after an Instance Refresh?

If you are already subscribed to Trust Notifications for your current instance, you will be automatically subscribed your new instance--unless your current instance will be refreshing to two new instances. For example, if you are currently on AP2, you will be automatically subscribed to both AP6 and AP7. After the Instance Refresh on October 21, 2017, you will want to unsubscribe from the instance not applicable to you. To learn more about Trust Notifications, review the *Trust Notification User Guide*.



Instance Refresh Events & Resources

Additional resources

We encourage you to watch the recording of a recent webinar, <u>How to Prepare for Your Instance Refresh</u>.

Other resources:

- Instance Refresh Readiness Assessment
- Instance Refresh Mini-Video
- Instance Refresh Maintenance article







System Maintenances

Reminder: Planning your major Salesforce-dependent initiatives around <u>system</u> <u>maintenance windows</u> is a Salesforce best practice!



Salesforce System Maintenance Schedule





System Maintenance Description	Typical Activities	Comments	
Sustaining the Infrastructure supporting Salesforce Services	Security, Availability and Performance changes	Confirmed maintenances posted on Trust.com Maintenance Calendar Scheduled for the 1st & 3rd Saturday or Sunday each month.	

Instance	Days	Pacific Time	UTC During Standard Time	UTC During Daylight Savings Time
NA2, NA7, NA18, NA22, NA23, NA24, NA34, NA35, NA40, NA41, NA42, NA43, NA46, NA47, NA50, NA51, NA52, NA56, NA57, NA58, NA59, NA74, NA78, NA88, NA63, NA99*	1st & 3rd Sundays each month	12:00am – 4:00am	08:00 – 12:00 Sunday	07:00 – 11:00 Sunday
Other NAx	1st & 3rd Saturdays each month	7:00pm – 11:00pm	03:00 – 07:00 Sunday	02:00 – 06:00 Sunday
EU5, EU6, EU11, CS80, CS81, CS82, CS83, CS84, CS85, CS86, CS87, CS88, CS89	1st & 3rd Saturdays each month	2:00pm – 6:00pm	22:00 Saturday – 02:00 Sunday	21:00 Saturday – 01:00 Sunday
Other EUx	1st & 3rd Saturdays each month	7:00pm – 11:00pm	03:00 – 07:00 Sunday	02:00 – 06:00 Sunday
AP0, AP3	1st & 3rd Saturdays each month	8:00am – 12:00pm PST 9:00am – 1:00pm PDT	16:00 – 20:00 Saturday	16:00 – 20:00 Saturday
AP1, AP2, AP4, AP5, AP9, CS5, CS6, CS31, CS57, CS58, CS72, CS115, CS116	1st & 3rd Saturdays each month	7:00am – 11:00am PST 8:00am – 12:00pm PDT	15:00 – 19:00 Saturday	15:00 – 19:00 Saturday
Other CSx	1st & 3rd Saturdays each month	7:00pm – 11:00pm	03:00 – 07:00 Sunday	02:00 – 06:00 Sunday

Key Resources Tip: Bookmark these!

- Preferred Salesforce Maintenance article
- How is my Org
 Impacted during
 Maintenance? article
- ★ Salesforce <u>Trust Site</u>- Opt-in for Notifications!



Continuous Site Switching

At-a-glance

Site Switching each instance every 6 months

Initial Rollout to subset of NA & CS instances.

Additional NA, EU, and AP instances to be included in 2018.

Reducing time to site switch through iteration & improved operational processes

Meeting customers' internal compliance requirements

More Information

2017 Schedule available on <u>Trust</u> Maintenance Calendar!

October

Oct 21: NA32, CS13, CS30, CS50, CS51

November

Nov 18: CS9, CS10, CS11, CS70, CS71 Nov 19: NA40, NA51, NA52

December

Dec 2: NA54, NA55, CS7, CS53, CS54 Dec 3: NA47, NA63



Feature Retirements



End of Support for Good Access browser running S1 mobile browser app

What is the change?

- With the Winter '18 release, Salesforce will no longer provide technical support, bug fixes, or enhancements for browser-related issues that arise on the Good Access Browser using the Salesforce1 mobile browser app.
- Prior to the Winter '18 release, customers should transition to the Salesforce1 native app or a <u>Salesforce1-supported browser</u>.

*Currently targeted for October 2017; date subject to change

See the <u>Salesforce Classic</u>
<u>Mobile App to Retire on</u>
<u>December 1, 2017</u> article for more information.





Pardot Chat Support to Retire on October 20, 2017

What is the change?

- We are making changes to our support systems and packages to better service our customers, and as part of that, we will no longer be offering Pardot Chat Support as part of our Pardot Standard Success Plan as of October 20, 2017.
- You can continue logging cases through the <u>Help & Training Portal</u>, and the <u>Pardot Customer Hub</u> is still available, where you can find our training library, help articles, known issues, success community, and best practices all in one spot!
- Earlier this year, we launched a new support offering called Premier/+ for Pardot, which parallels Salesforce's Premier/+ option.

See the Pardot Chat
Support will retire on
October 20, 2017 article for
more information.





Salesforce Classic Mobile App to Retire on December 1, 2017

What is the change?

The Salesforce Classic Mobile app will retire on all supported platforms and devices on December 1, 2017. Upon its retirement, the Salesforce Classic Mobile app will be removed from Google Play and the App Store, and all user access to existing installed instances of the iOS and Android mobile app will be disabled.

NOTE: In addition, iOS 10 and Android 7.0 (Nougat) will be the final mobile OS versions tested for compatibility with Salesforce Classic Mobile. Issues with any mobile OS versions newer than iOS 10 and Android 7.0 will not be addressed.

See the <u>Salesforce Classic</u>
<u>Mobile App to Retire on</u>
<u>December 1, 2017</u> article for more information.





Legacy Charts in Salesforce1 to Retire with Spring '18

What is the change?

- With the Spring '18 release*, Legacy Charts will no longer be available and admins will no longer see the "Enable Enhanced Charts in Salesforce1" setting in Setup. At that point, all Salesforce1 users will see Enhanced Charts only.
- If you are using Legacy Charts in Salesforce1 today, and do not want to wait for the Spring '18 release to experience Enhanced Charts in Salesforce1, you can enable this feature immediately.

See the Legacy Charts in Salesforce1 Retirement article for more information.

enable this feature immediately.



^{*} Currently targeted for February 2018; date subject to change.

SOAP API Legacy Versions to Retire in Summer '18

What is the change?

- With the Summer '18 release*, SOAP API legacy versions:1.8, 2, 2.2, 2.5, 3, 4, 5, and 6 will be retired and no longer supported by Salesforce.
- Prior to the Summer '18 release, customers will need to upgrade their applications to include the latest SOAP API version available to prevent any disruption to applications that are currently using the legacy versions.

See the <u>SOAP API Legacy</u> <u>Versions Retirement</u> article for more information.





^{*} Currently targeted for June 2018; date subject to change.

Access & Support for Lightning Experience with IE11 Extended to December 2020

What is the change?

- We previously communicated that the end of support date for Internet Explorer version 11 (IE11) for Lightning Experience was December 16, 2017.
 Because of your feedback, we'll be offering Extended Support for IE11 through December 31, 2020.
- Starting with Winter '18*, a new Setup page will allow you to enable Extended Support for IE11. By default, this preference will be disabled. You will need to enable it to ensure continued use and support of IE11 with Lightning Experience.
- Extended Support for IE11 does not apply to the use of IE11 for the Salesforce1 Mobile web app.

See the Retirement of Support for Accessing Lightning
Experience and the Salesforce1
Mobile Browser App Using
Microsoft Internet Explorer
version 11 article for more information.







