



Salesforce Platform Overview

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Forward Looking Statements



This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; the ability to execute our Share Repurchase Program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives.



Thank
you

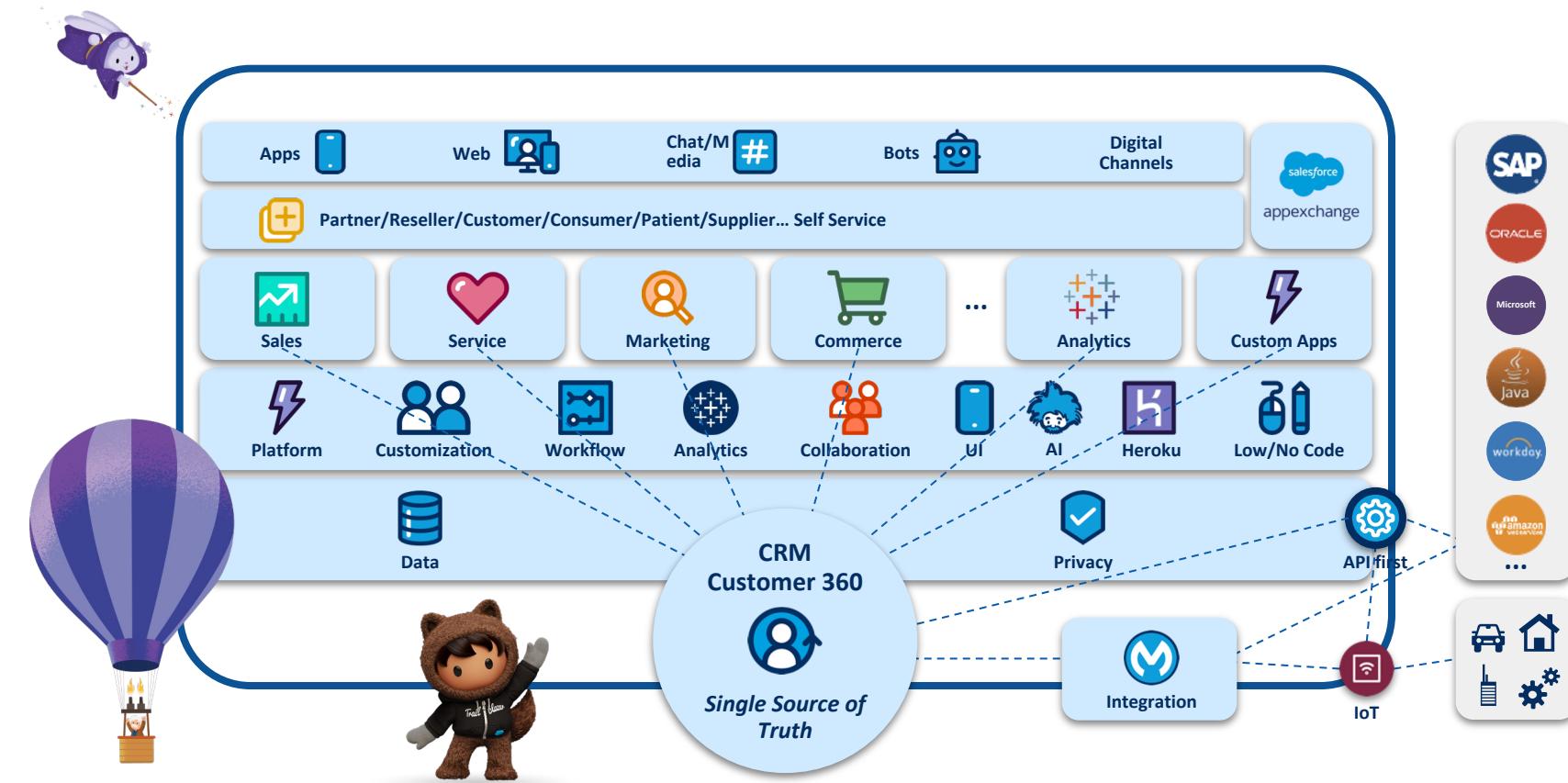




Agenda

- Salesforce Platform Overview (15)
- Build (10)
- Integrate (20)
- Secure (10)
- Q&A

Salesforce: Evolution to a 'Best of Suite' platform



The power of the Lightning Platform

Multi-Tenant Infrastructure

Metadata-based
Single Code Base and
Shared Infrastructure



Automatic Upgrades

50+ Minor Releases,
3x year Major
Releases



Unbreakable Customizations

Integrations and
customizations
auto-upgraded



Open & Extensible

9000+ Apps on AppExchange
Standards-based APIs
Multiple Integration Patterns



Build and Automate **Fast** for Success Now

with the #1 Low-Code Platform



Create without
Compromise



Automate Any Process,
Anywhere



Ship Fast, with Confidence

Build and Automate **Fast** for Success Now with the #1 Low-Code Platform



Create without
Compromise



Automate Any Process,
Anywhere



Ship Fast, with Confidence

Build Custom Experiences with Clicks

App Builder, Experience Builder, and the Salesforce Mobile App

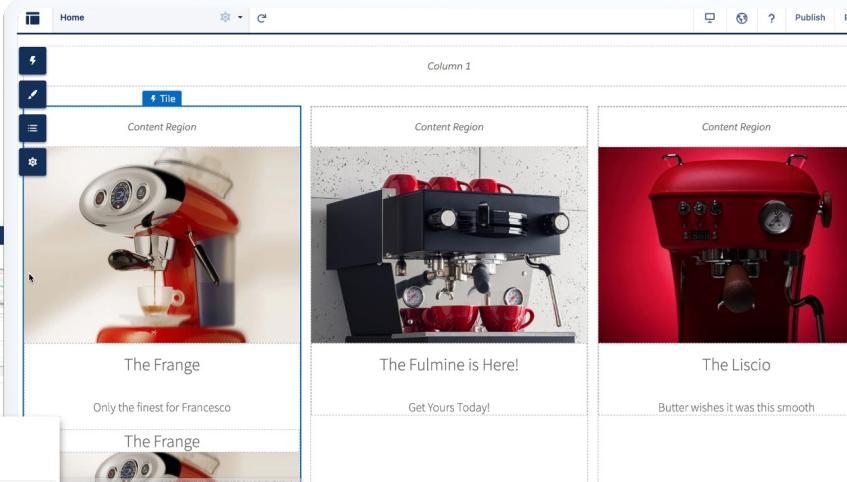
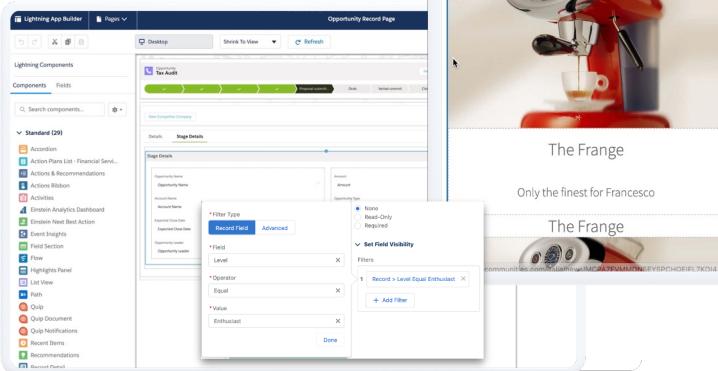


Experiences, Pages, & Portals

Surface customer data, actions, and Flows

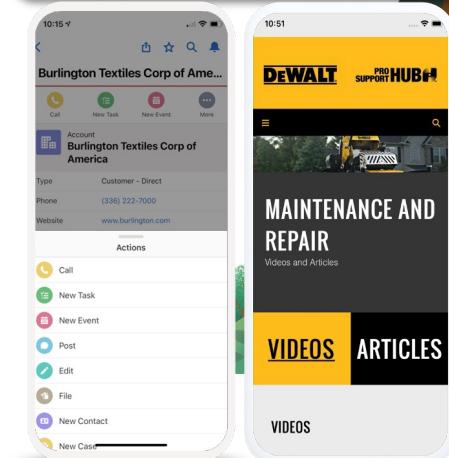
Dynamic Forms, Actions, & Interactions

Point and click to build reactive, conditional pages



Mobile Support

Ensure continuity and optimize form factor-specific experiences



Salesforce Flow

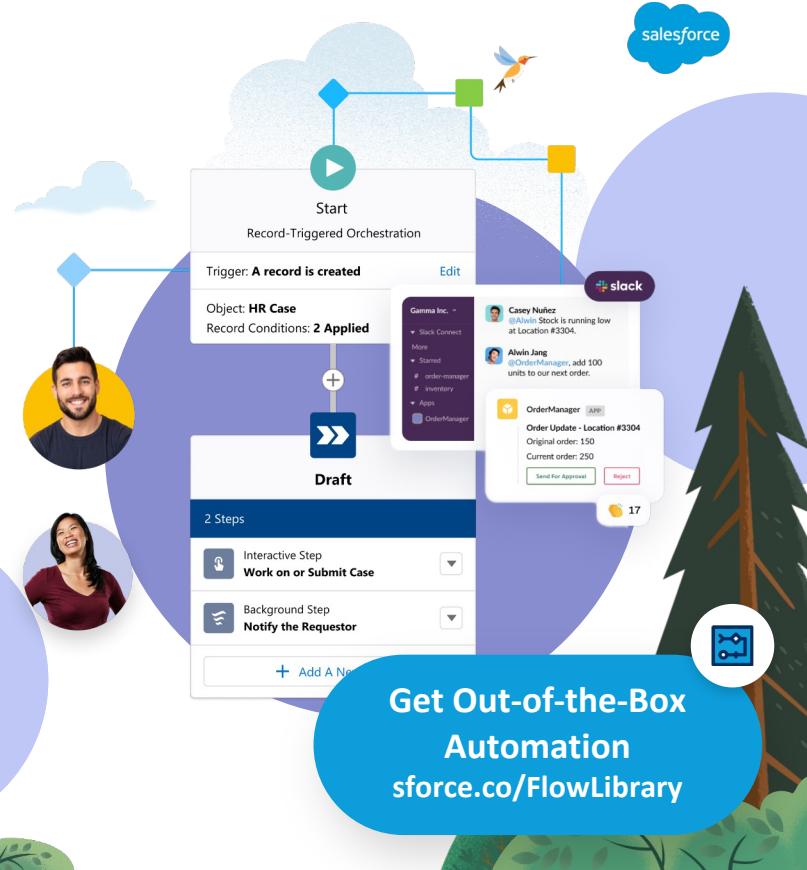
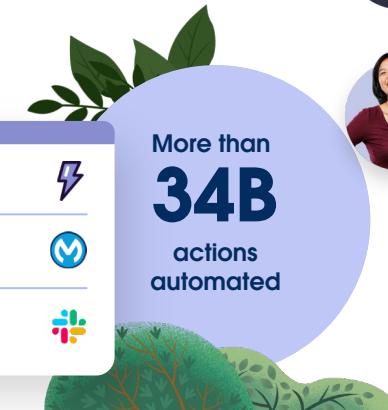
People-centric automation that drives efficiency

Orchestrate end-to-end workflows

Automate across any system

Embed interactive workflows anywhere

Flow Orchestration	GA Now	
Flow RPA	GA Now	
Screen Flows for Slack	Beta Winter '23	



Source: [Automation Love](#)

Build Fast with Open, Modern Developer Tools



Modern software development tools for your entire team

Extensions for VS Code

Editor functionality specific to Salesforce languages & dev flow

EDITOR

OPEN EDITORS [2 UNSAVED]

- lwcNewList.js
- missedApplCall.js

NAVIGATION

- navToNewList
- navToNewRecord
- navToRecord
- regardingSelectedList
- pubsub
- pubsub.js
 - pubsub-ameta.html
- pubContactDetails
- pubContactList
- pubContactRecord
- recordsIdForDynamicCo...
 - tests
 - recordsIdForDynamicCo...
 - recordsIdForDynamicCo...
 - recordsIdForDynamicCo...

OUTLINE

- (0) events
- (0) fileEvents
- (0) fileEventsForEach(callback)
- (0) error
- (0) listeners
- (0) registerListener
- (0) duplicate
- (0) NPM Scripts
- RUNNING TASKS

PROBLEMS OUTPUT DEBUG CONSOLE TERMINAL

commands

- List all the commands
- force tools for the Salesforce developer
- add/remove/create CLI plug-ins

(base) rchellack-lwc-recipes rchellack-sfdx force:org:list

USERNAME	ORG ID	CONNECTED STATUS
rchellack-afw@force.com	005XXXXXXXXX-7g4M	Connected
rchellack-mzq@force.com	005XXXXXXXXX-1P9M4	Connected
rchellack-tfg@force.com	005XXXXXXXXX-1P9M5	Connected
rchellack-mlm-hsdp@salesforce.com	005XXXXXXXXX-1P9M6	Connected

Lin Col 1 Col 2 Col 3 Col 4 Col 5 Col 6 Col 7 Col 8

Web-based dev environment

The screenshot shows a browser window with two tabs. The active tab is titled "SQL Query Results -- idx22" and displays a table of company data. The second tab is titled "Code Builder Guide" and shows a code editor with a SQL query and various configuration options like filters and order by.

SQL Query Results

account.sqoql

Returned 11 of 11 total records

Name	NumberOfEmployees	Industry	Type
Burlington Textiles Corp of America	9000	Apparel	Customer - Direct
Dickenson plc	120	Consulting	Customer - Channel
Edge Communications	1000	Electronics	Customer - Direct
Express Logistics and Transport	12300	Transportation	Customer - Channel
GenePoint	265	Biotechnology	Customer - Channel
Grand Hotels & Resorts Ltd	5600	Hospitality	Customer - Direct
Pyramid Construction Inc.	2680	Construction	Customer - Channel
United Oil & Gas Corp.	145000	Energy	Customer - Direct
United Oil & Gas, Singapore	3000	Energy	Customer - Direct
United Oil & Gas, UK	24000	Energy	Customer - Direct
University of Arizona	39000	Education	Customer - Direct

First | Previous | **1** | Next | Last

Code Builder Guide

account.sqoql

scripts > sqoql > account.sqoql

Run Query

SQL Query

```
// Use .sqoql files to store SQL queries.  
// You can execute them directly from Code Builder by selecting the  
// file name and pressing the F9 key.  
// F9X1 Execute SQL Query with Currently Selected  
Text
```

SELECT Name, NumberOfEmployees, Industry, Type
FROM Account
WHERE NumberOfEmployees > 100
ORDER BY Name ASC NULLS LAST

From: Account

Fields: Search fields... Name X NumberOfEmployees X Industry X Type X

Filter: AND
Field: NumberOfEmployee Operator: > Value: 100 Add

Order By: Name Ascending Nulls Last Add

Limit: Limit...

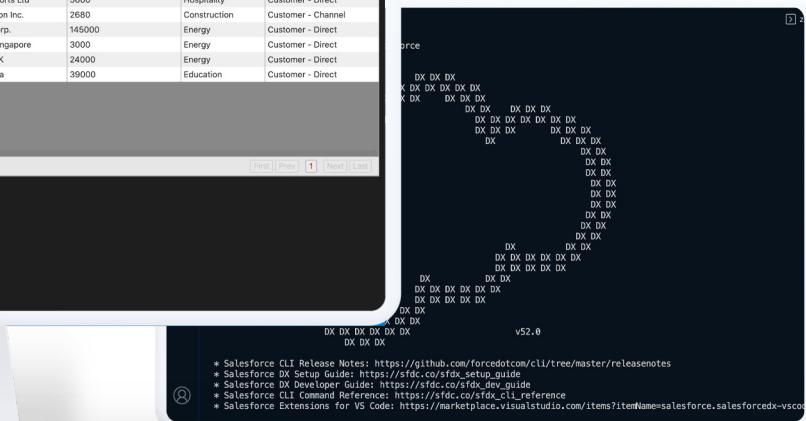
Code Builder

Open Beta

Build from anywhere, any way, with a web-based dev environment

Salesforce CLI

iptables control over development and deployment



Build and Automate **Fast** for Success Now with the #1 Low-Code Platform



Create without
Compromise

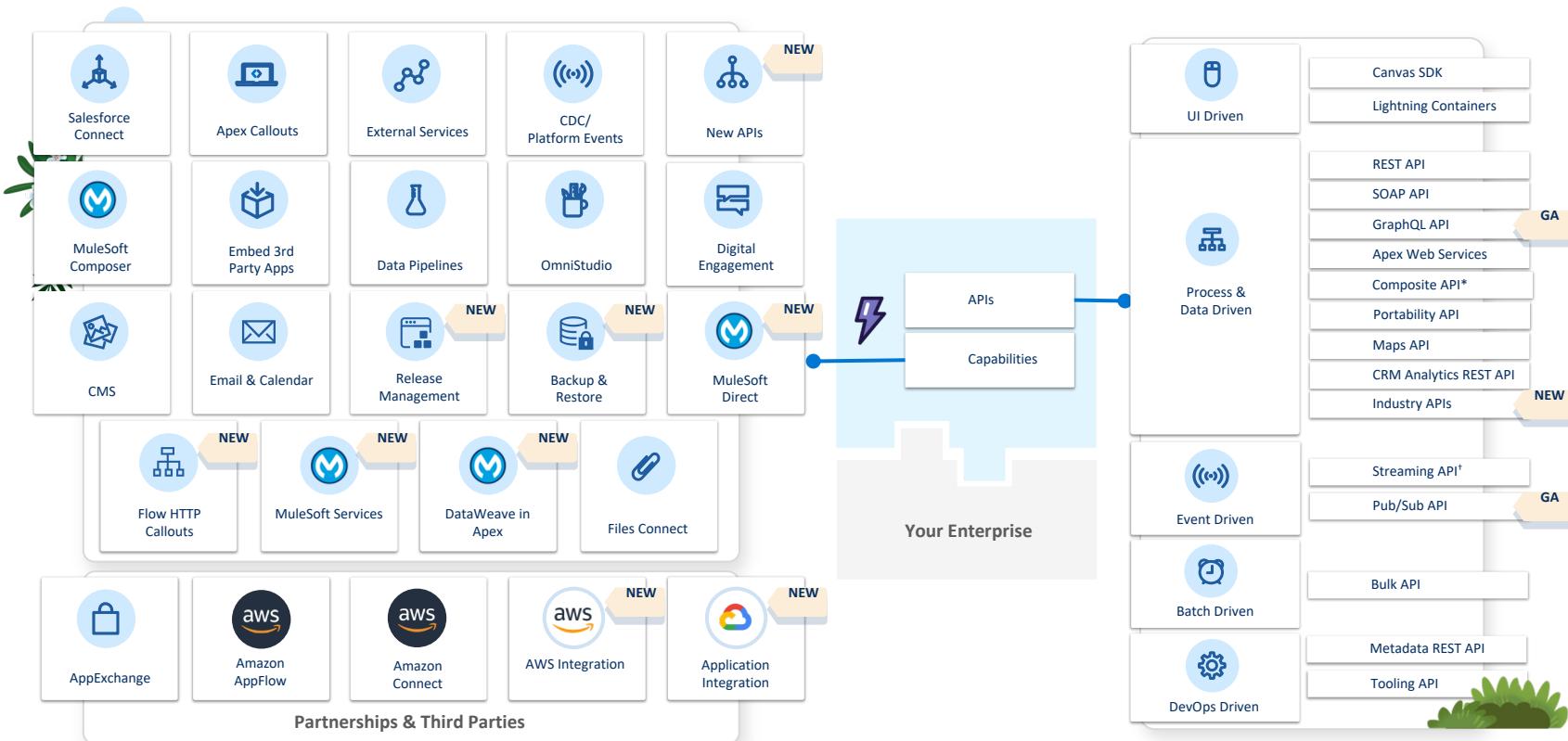


Automate Any Process,
Anywhere



Ship Fast, with Confidence

Integration Summary



*Composite resources include composite, batch, SObject tree, collections and graph

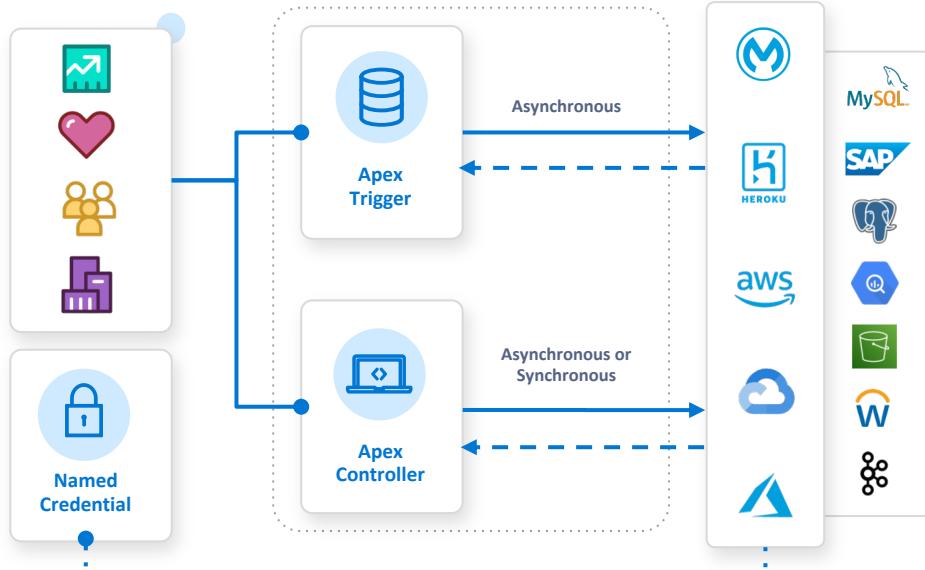
†The Streaming API subscription mechanism supports multiple types of events, including PushTopic events, generic events, platform events, and Change Data Capture (CDC) events

Apex Callouts



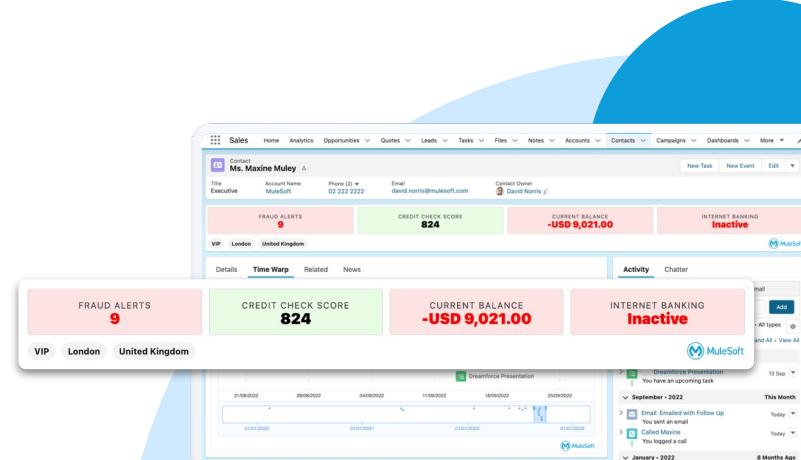
Programmatically callout to external APIs

Authorisation
and Initiation



Apex Integration Services

Asynchronous Apex



Callout to external endpoints

Programmatic customisation

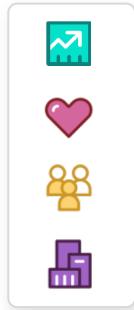
UI or DB trigger based

Flow Builder HTTP Callouts



Create external services in Flow

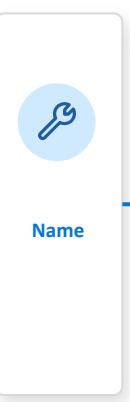
Authorisation



Uses



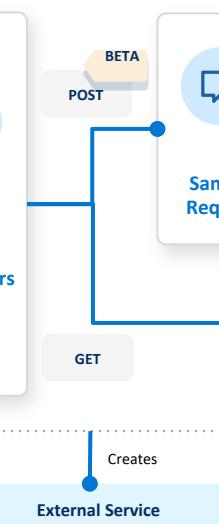
Named Credential



Name



URI and Query Parameters



HTTP Callouts (POST)

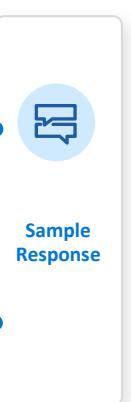
Creates
External Service

BETA

POST

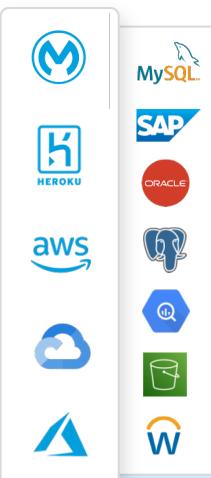
GET

Sample Request



Sample Response

External API



The screenshot shows the Salesforce Flow Builder interface. A 'Get Fraud Warnings from MySQL' action is selected. The main canvas displays a flow starting with a 'Screen Flow Start' step, followed by an 'Action' step for 'Get Fraud Warnings from MySQL'. This is followed by a 'Response Code Decision' step, which branches into '400' and '500' paths, each leading to a 'Set Error Message Assignment' step. The flow then continues with a '200' path, an 'Add Fraud Records' step, a 'For Each' loop, and finally a 'Create Fraud Warning' step. The 'Data Structure' panel shows the JSON response schema for the 'Get Fraud Warnings from MySQL' action.

HTTP Callouts (GET)

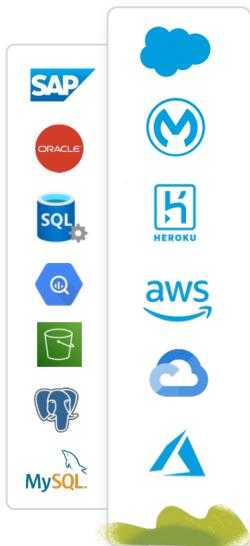
HTTP Callouts (POST)

Salesforce Connect

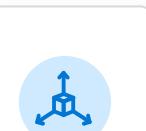


Visualise external data without replication

Create OData Provider



Create External Data Source



Metadata retrieved
R/W supported

Sync External Objects

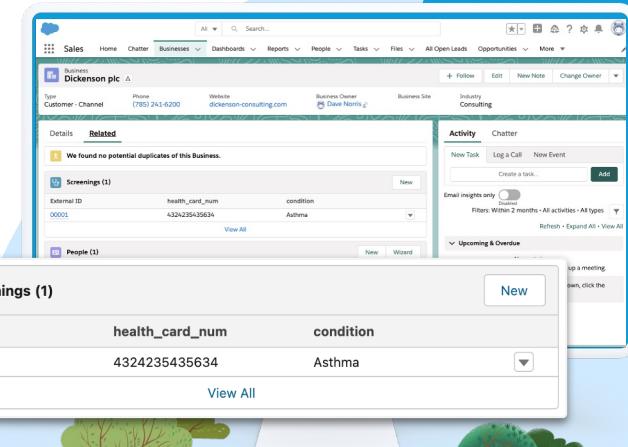


Metadata converted to
External Objects

Amend Page Layouts



Familiar setup & user experience



Uses OData Providers

Enables External Objects

No Data Replication

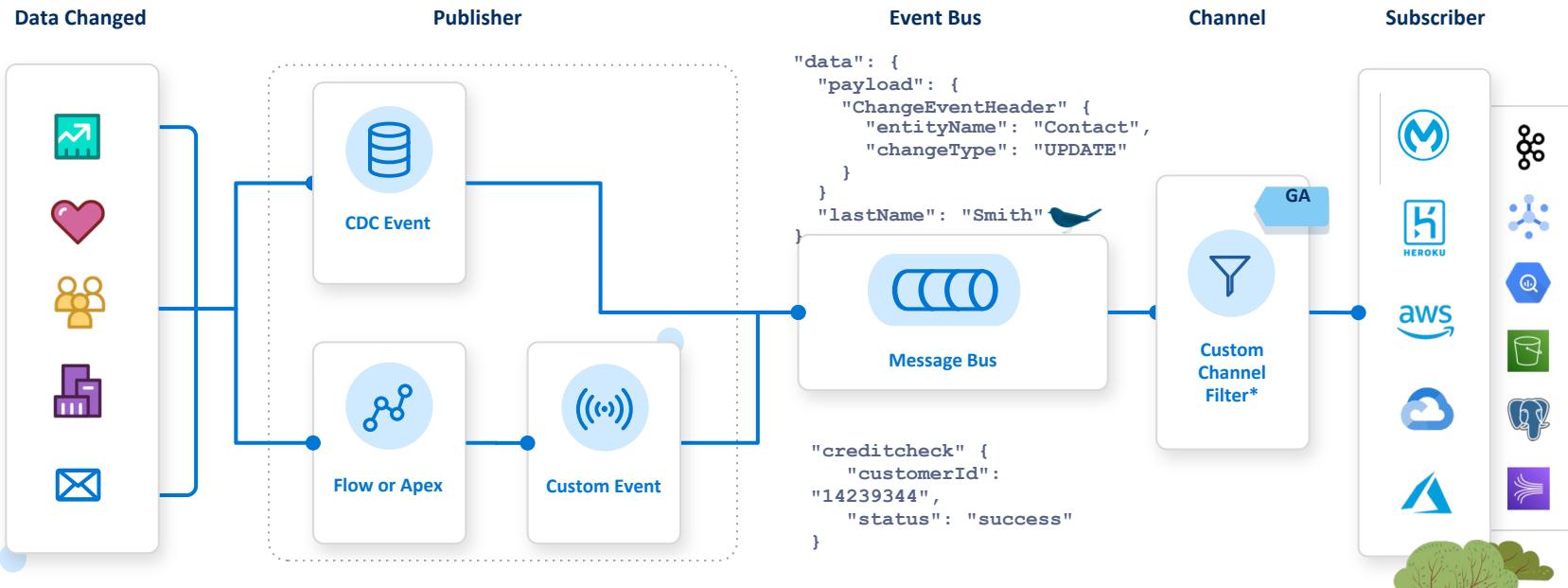


Quick Start: Salesforce Connect

Change Data Capture & Platform Events



Streamlining communication in distributed systems



Change Data Capture Basics



Platform Event Basics

Strategic Partnerships & Third Parties

Amazon AppFlow

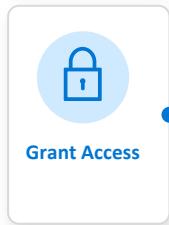


Cost effective AWS integration

Data Sources



Scheduled or Event Driven



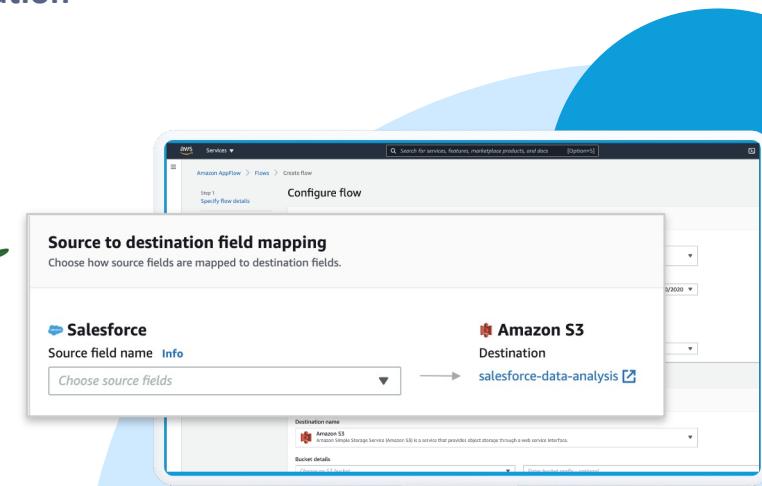
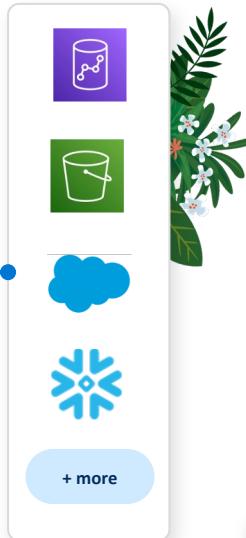
Web Server Flow

Amazon AppFlow



Data Ingestion,
Transformation and
Validation

Data Destinations



Data flows @ scale

Declarative setup

Scheduled or event driven



Get Started with Amazon AppFlow

Strategic Partnerships & Third Parties

AppExchange



Find proven apps for common integration needs

Ready-to-install integrated applications

Campaigns, surveys, forms, e-signature, payment gateways and more



Partnerships with iPaaS providers

Jumpstart projects with integration platform providers



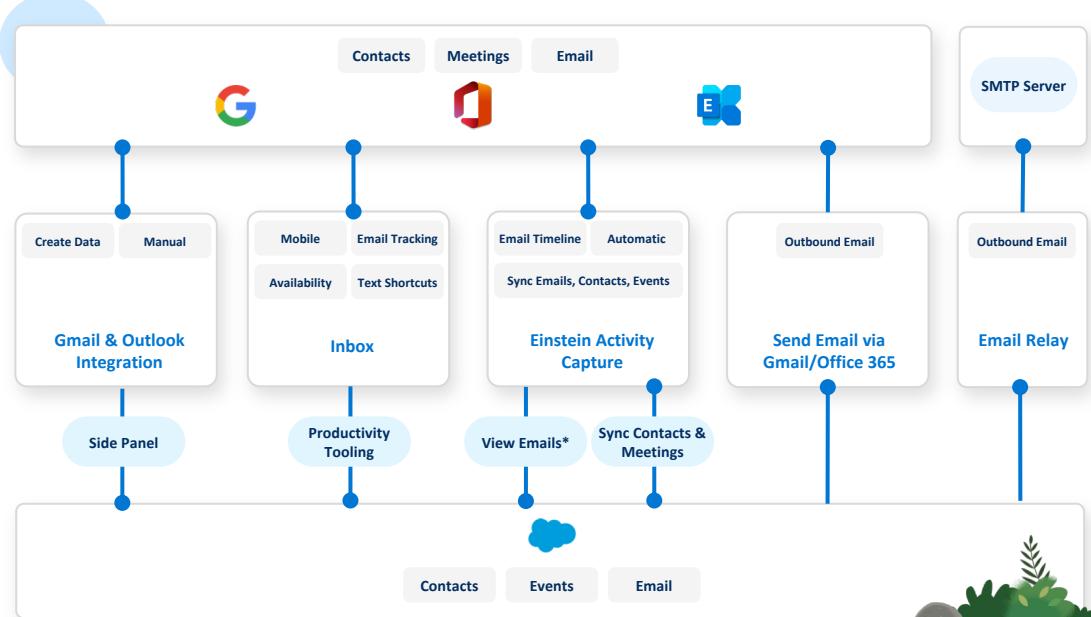
The screenshot shows the AppExchange homepage with a search bar at the top. Below it, a banner highlights "Explore innovations from women-owned businesses". The page features sections for "NEW HERE?", "SPONSORED SOLUTIONS", and "TOP CATEGORIES" (Finance, Human Resources, etc.). A large circular graphic in the foreground displays the statistics "4,500+ Apps" and "10M+ Installs".

AppExchange

Einstein 1 Platform Email & Calendar



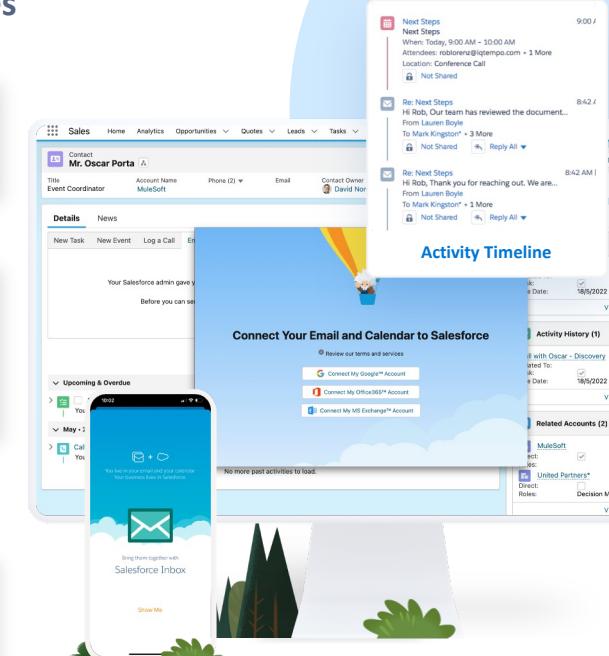
Unlock your employee's inboxes



Salesforce and Outlook Integration



Salesforce and Gmail Integration



*Emails stored off-platform (AWS) but viewable via the Activity Timeline, on the Einstein 1 Platform, for 6 months (standard) or 24 months (enhanced)

Expanding API Portfolio



New ways to access and augment data more efficiently

GraphQL API

GA

An industry standard query language to access data

Reduce round trips to the server improving performance.

Introspect our GraphQL schema to see how to make a request.

Open specification backed by a diverse community.

Read access for UI-API's Records-based Schema

Composite Graph API

GA

Orchestrated series of REST subrequests as graphs in a single REST call

CRUD operations on sObjects records

Up to 75 graphs w/ 500 total subrequests per request

Counts as a single call toward API limits

CRUD on up to 500 sObjects Records

Pub/Sub API

GA

Simplified, faster, event driven API

11 supported languages

7-10x faster than REST

More accurate publish acknowledgements

gRPC APIs enjoy thriving online developer communities

Publish, subscribe and get schema with 1 API

BETA

OpenAPI 3.0 Specs

Generate an OAS Spec document for Salesforce sObjects REST APIs

Limited support for sObjects currently

Reflects customizations and configurations within current org

/v58.0/async/specifications/oas
3

Goal of 45+ top-level resources described with an OpenAPI spec document

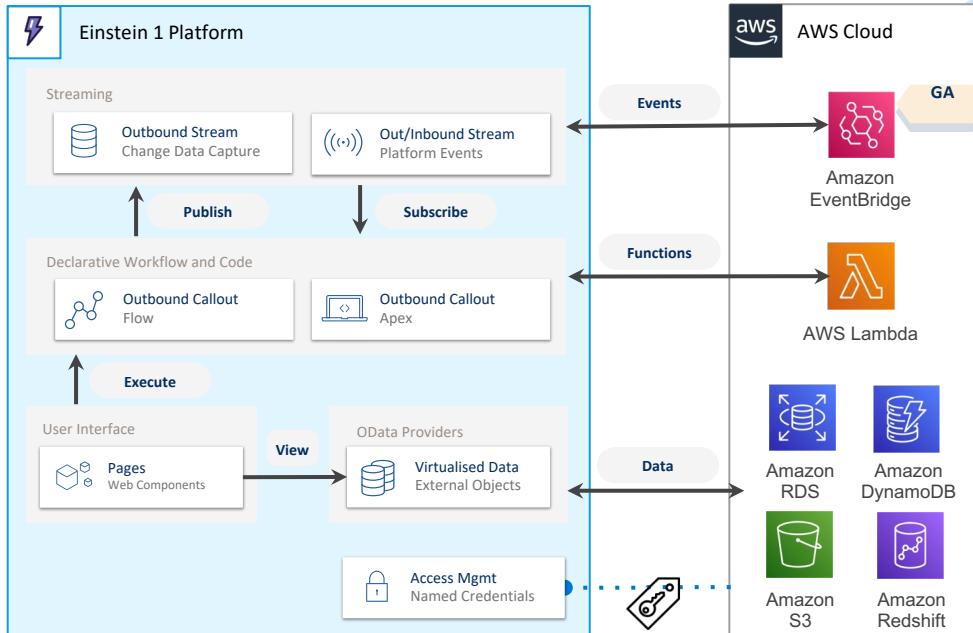


Strategic Partnerships & Third Parties

AWS Integration



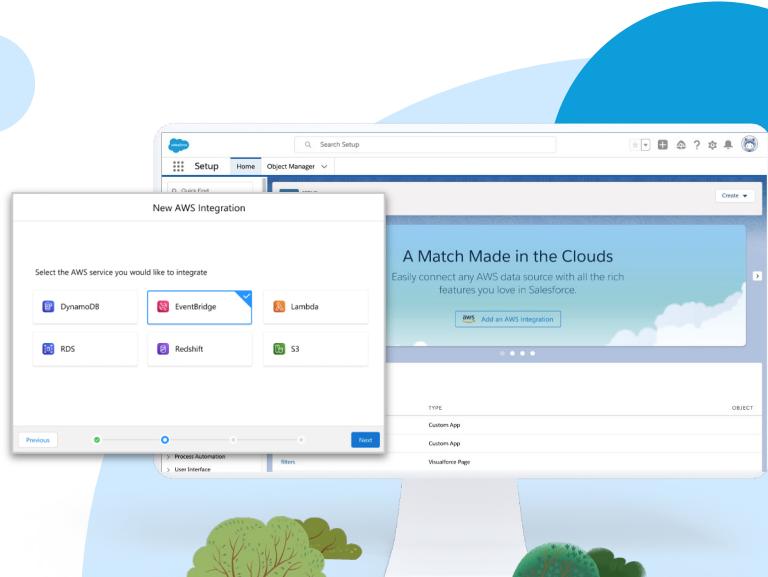
Connect AWS data sources to the Einstein 1 Platform



[Demo](#)

[Amazon DynamoDB Pilot](#)

[Amazon EventBridge Pilot](#)



Declarative Setup

Common AWS Use Cases

Leverages Existing Capabilities

Build and Automate **Fast** for Success Now with the #1 Low-Code Platform



Create without
Compromise



Automate Any Process,
Anywhere



Ship Fast, with Confidence

Trusted Infrastructure with Hyperforce



Data Residency | Scalability

Security | Privacy | Agility



Announcing | External Encryption Ecosystem



EU Operating Zone

GA | Spring '23

16

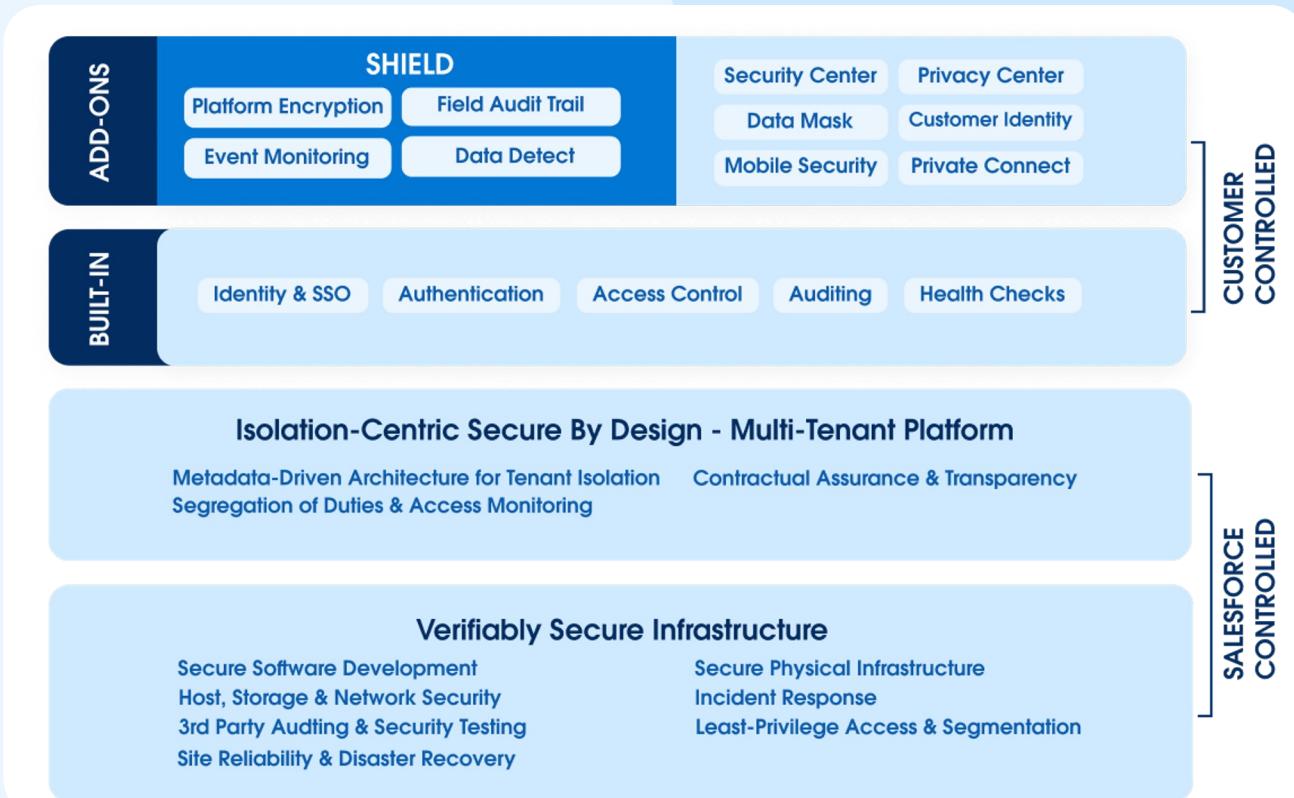
countries by
2023



Salesforce Security & Privacy Architecture



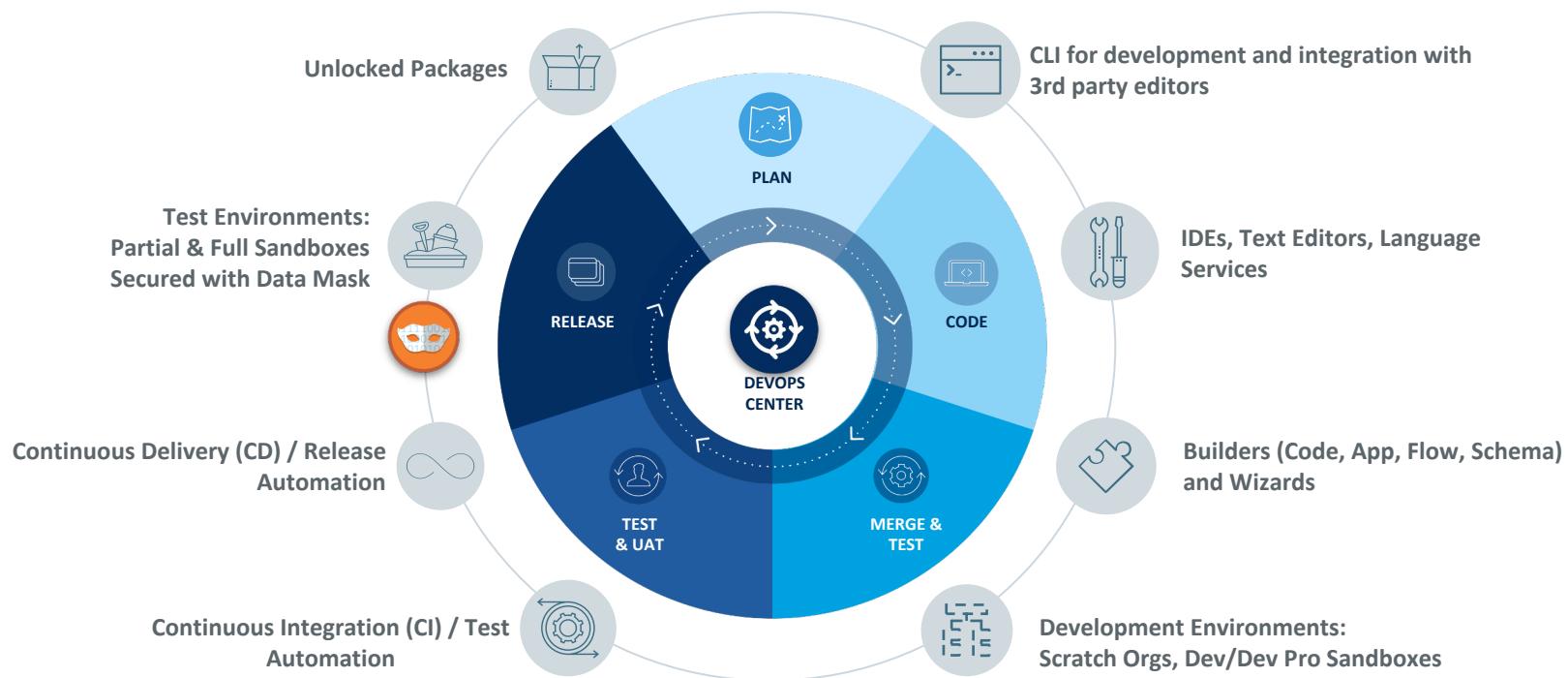
Unmatched capabilities to protect sensitive customer information



Ship Faster, Safer, with Salesforce DevOps



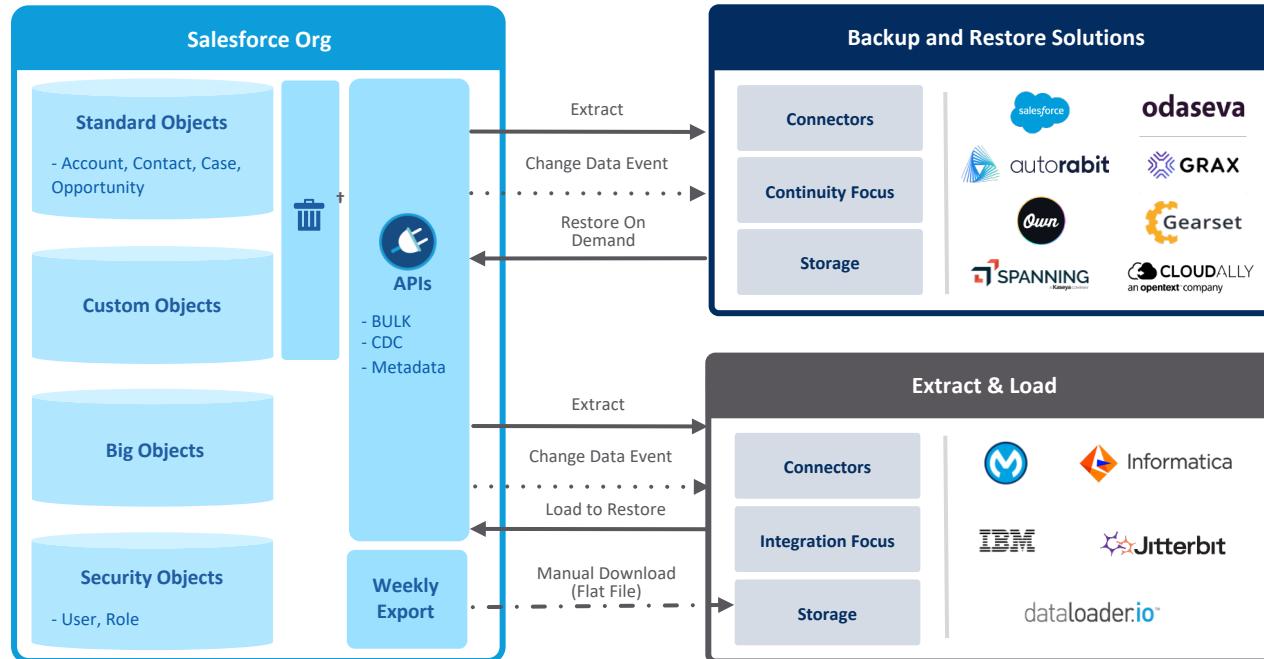
The fast, trusted, reliable path to building across the Customer 360



Backup and Restore



Business continuity and portability planning for data



Backup and Restore

- Business continuity focus
- Supports complex use cases
- Large data volumes
- Scalable storage options
- Fastest restoration

Extract & Load

- Integration focus
- Supports simpler use cases
- Usually incremental volumes
- More manual restoration
- Maintenance overhead

[†]Recycle Bin for standard and custom objects allows for data recovery within 15 days

salesforce

Thank you

