

# Welcome to TMP Onboarding

## Week 1!

Please sign in at the facilitator table.  
Barista located on the 5th floor (Internal  
Staircase)!



# Welcome to TMP Onboarding Week 1!

Please sign in at the facilitator table.

Barista located in the 2nd floor kitchen.





# Intro to TMP Org

Technology, Marketing & Products

Delivered by: Michael Kohanfars, Sr. Program Manager & Jose Mora & Nico Gaines, TMP Onboarding Project Manager





# Intro to TMP Org

Technology, Marketing & Products

Delivered by: Ashley Austin, TMP Onboarding Program Manager



# What's in Store This Week



Tuesday



Wednesday

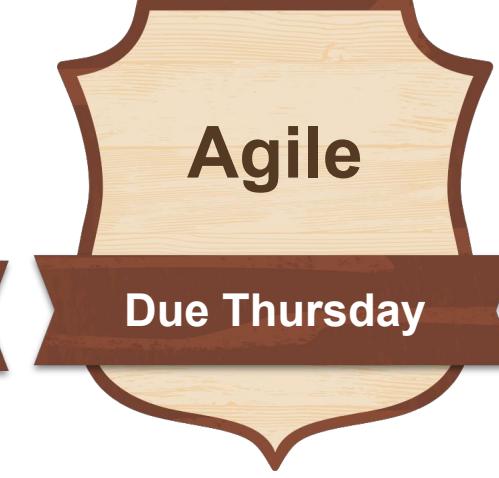
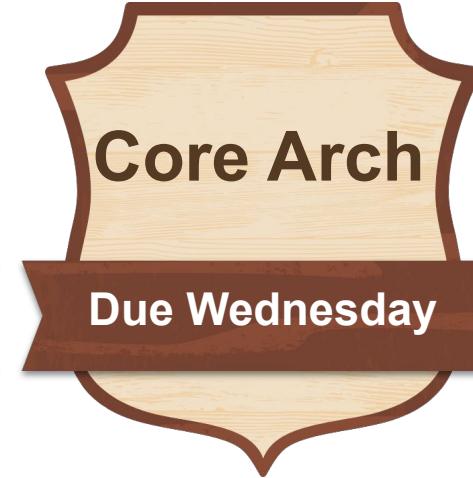


Thursday



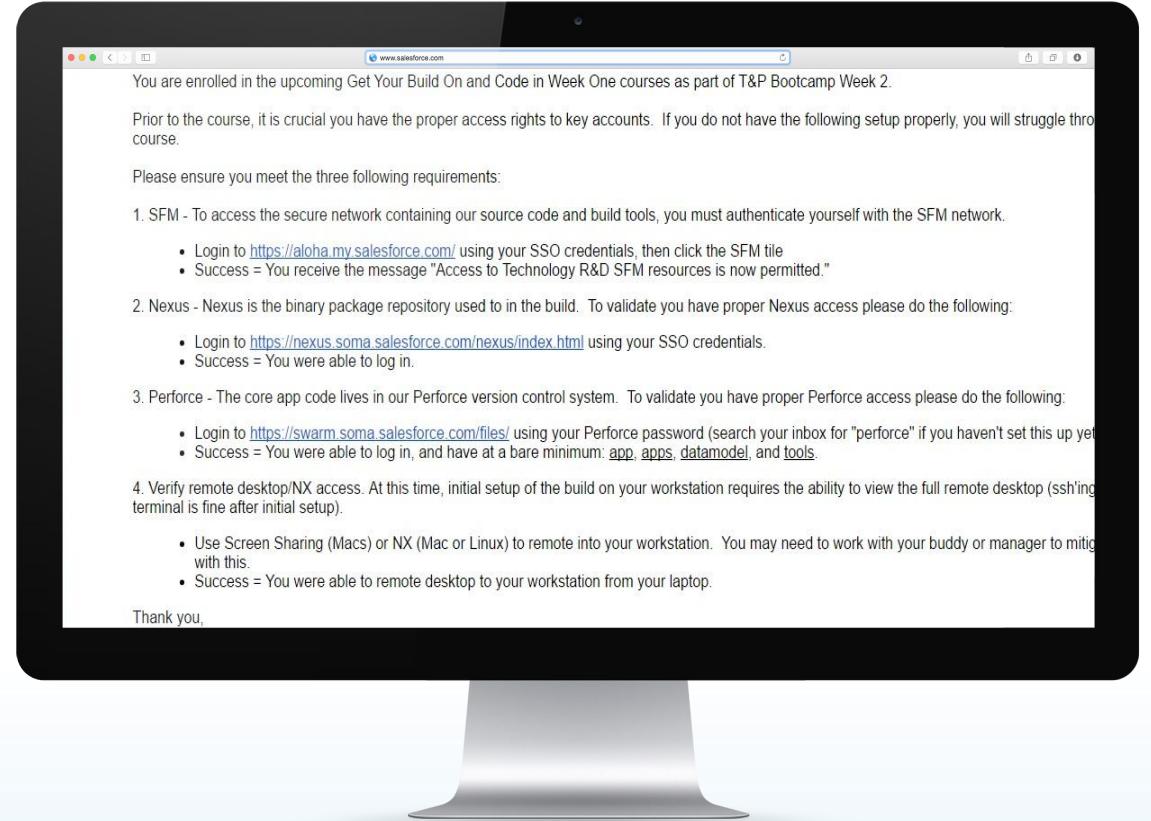
# Homework

More Trailhead Badges - Woohoo!



# Week 2

Are you an engineer working on Core (Core Salesforce CRM Software)?



The image shows a computer monitor displaying a Salesforce help article. The article is titled "You are enrolled in the upcoming Get Your Build On and Code in Week One courses as part of T&P Bootcamp Week 2." It emphasizes the importance of having proper access rights to key accounts. It lists four requirements:

1. SFM - To access the secure network containing our source code and build tools, you must authenticate yourself with the SFM network.
  - Login to <https://aloha.my.salesforce.com/> using your SSO credentials, then click the SFM tile
  - Success = You receive the message "Access to Technology R&D SFM resources is now permitted."
2. Nexus - Nexus is the binary package repository used to in the build. To validate you have proper Nexus access please do the following:
  - Login to <https://nexus.soma.salesforce.com/nexus/index.html> using your SSO credentials.
  - Success = You were able to log in.
3. Perforce - The core app code lives in our Perforce version control system. To validate you have proper Perforce access please do the following:
  - Login to <https://swarm.soma.salesforce.com/files/> using your Perforce password (search your inbox for "perforce" if you haven't set this up yet)
  - Success = You were able to log in, and have at a bare minimum: `app`, `apps`, `datamodel`, and `tools`.
4. Verify remote desktop/NX access. At this time, initial setup of the build on your workstation requires the ability to view the full remote desktop (ssh'ing terminal is fine after initial setup).
  - Use Screen Sharing (Macs) or NX (Mac or Linux) to remote into your workstation. You may need to work with your buddy or manager to mitigate with this.
  - Success = You were able to remote desktop to your workstation from your laptop.

Thank you,

# Group Activity



Truth



Truth



LIE!



# TMP Bootcamp JEOPARDY



# TMP Bootcamp JEOPARDY



# Break!

Please be back by 10:15am

Forgot to Check-in?

**Sign in at Facilitator Table**

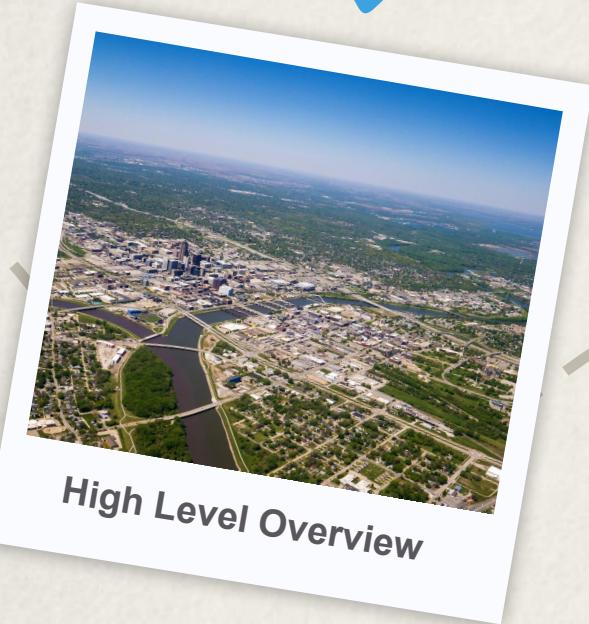


# View of the World Activity

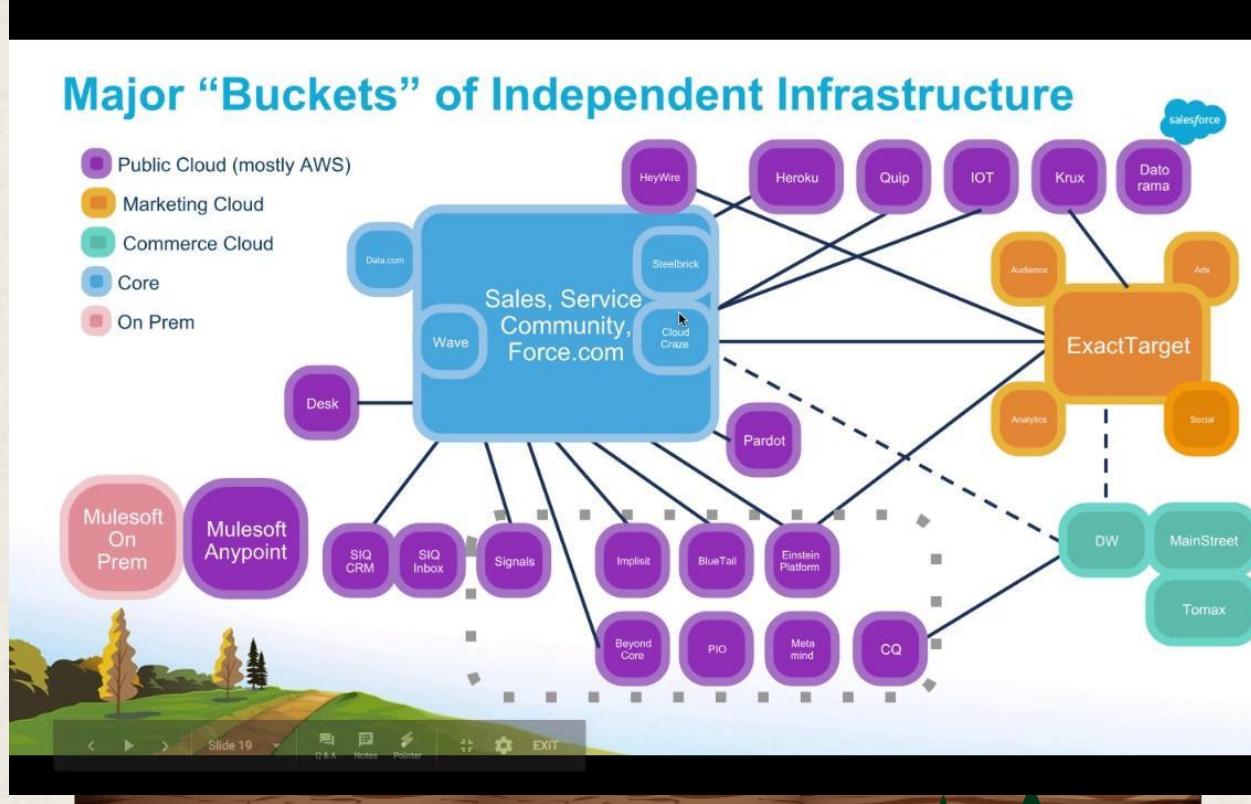
TMP Bootcamp Edition



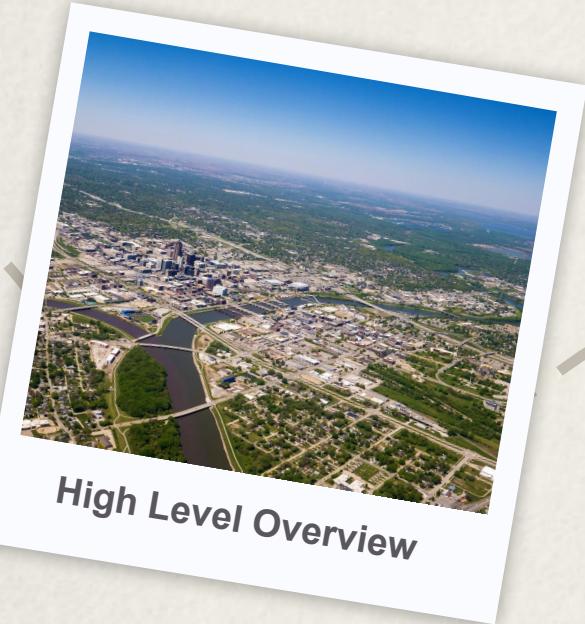
# How it Works!



# Salesforce! What's That?



# How it Works!



Sales



Service



Marketing



Commerce



Communities



Engagement



Productivity



Platform



Integration



Industries



Analytics

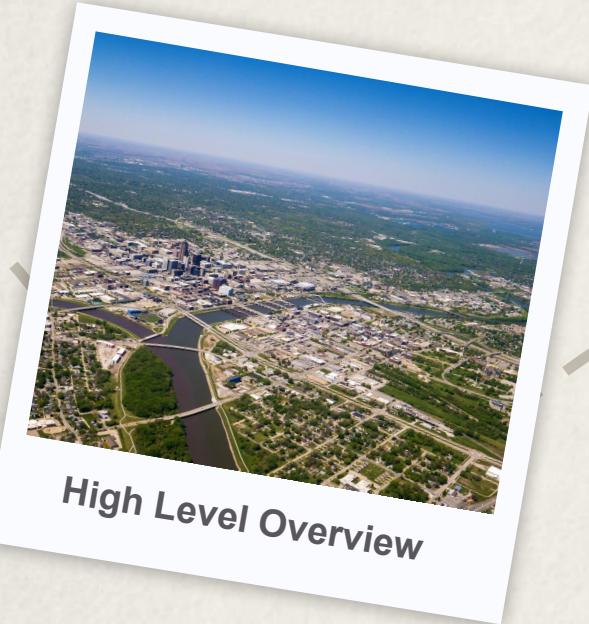


Enablement



Customer Facing Product Clouds

# How it Works!



# Teach Back Session (2 min per group)

Sales



Service



Marketing



Commerce



Communities



Engagement



Productivity



Platform



Integration



Industries



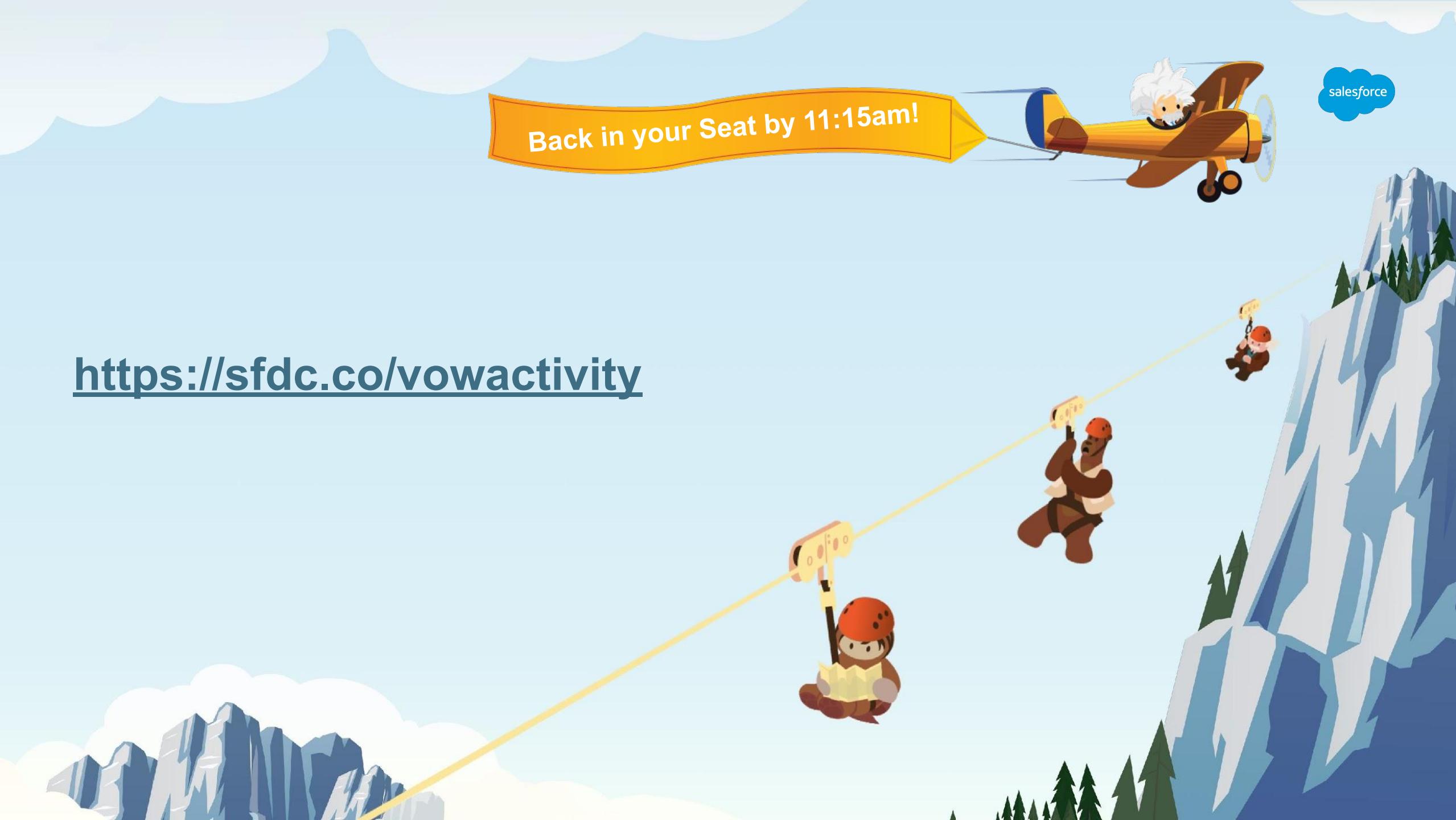
Analytics



Enablement



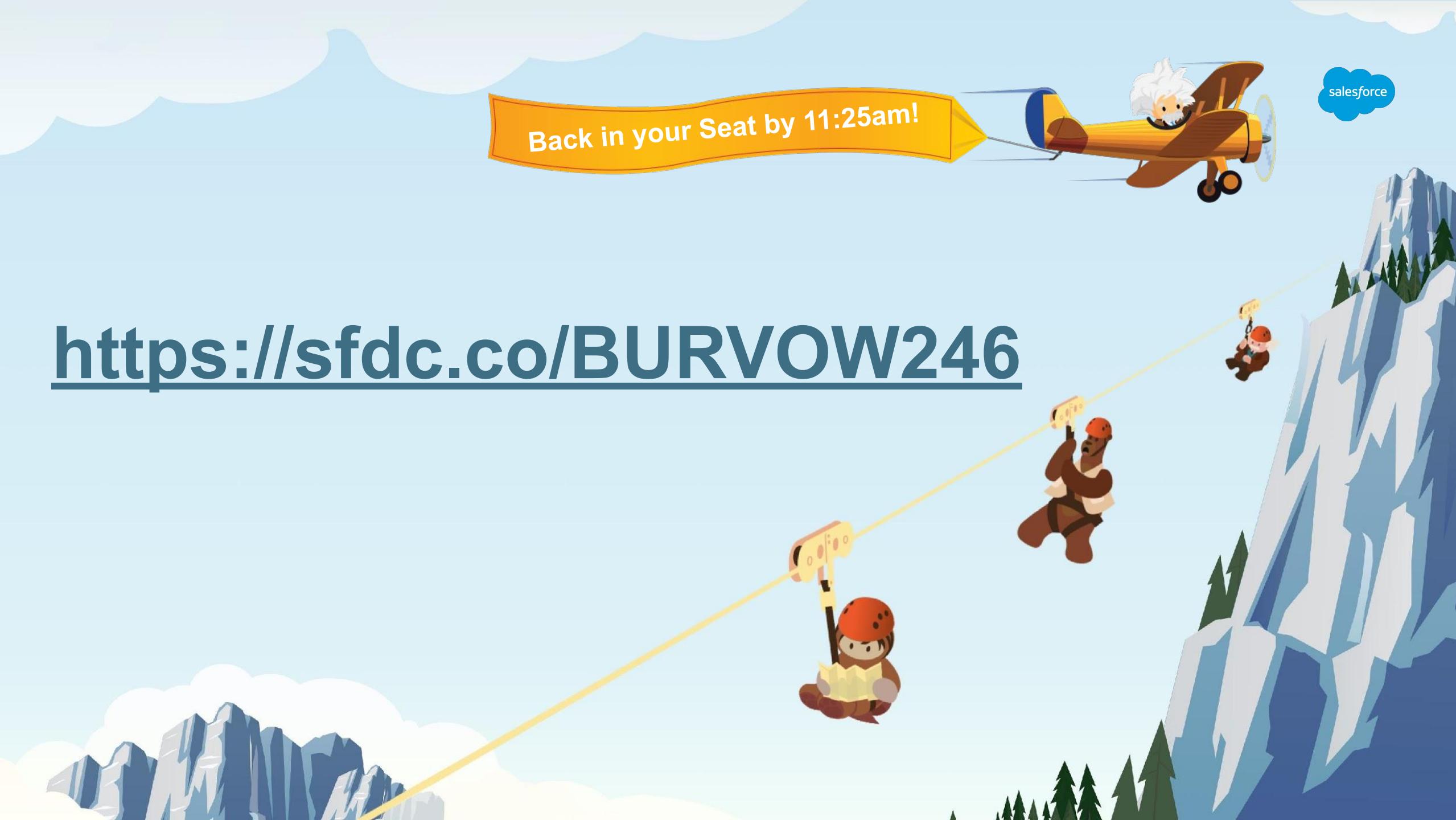
Customer Facing Product Clouds



salesforce

Back in your Seat by 11:15am!

<https://sfdc.co/vowactivity>



salesforce

Back in your Seat by 11:25am!

<https://sfdc.co/BURVOW246>

# Linking it all Back!



# Break for Lunch!

Please be back by 1:00pm

Forgot to Check-in?

**Sign in at Facilitator Table**





# TMP New Hire Onboarding Welcome

**Lisa Marshall**  
VP, TMP Innovation & Learning



# 1. Make your V2MOM meaningful



## 2. Become a hands-on product expert



### 3. Make success a team sport



# 4. Take something on, let something go





# 5. Learn to live inside the tornado



1. Make your V2MOM meaningful
2. Become a hands-on product expert
3. Make success a team sport
4. Take something on, let something go
5. Learn to live inside the tornado



# thank you





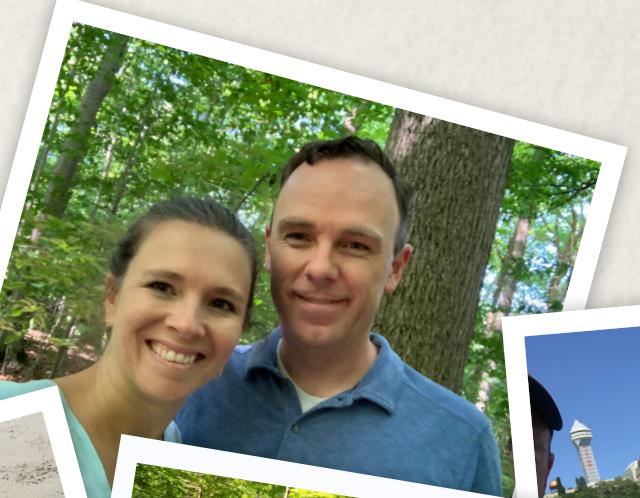
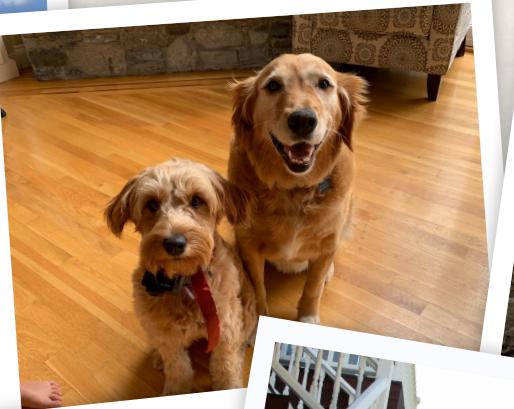
# T&P Bootcamp Welcome

Jason Butterfield

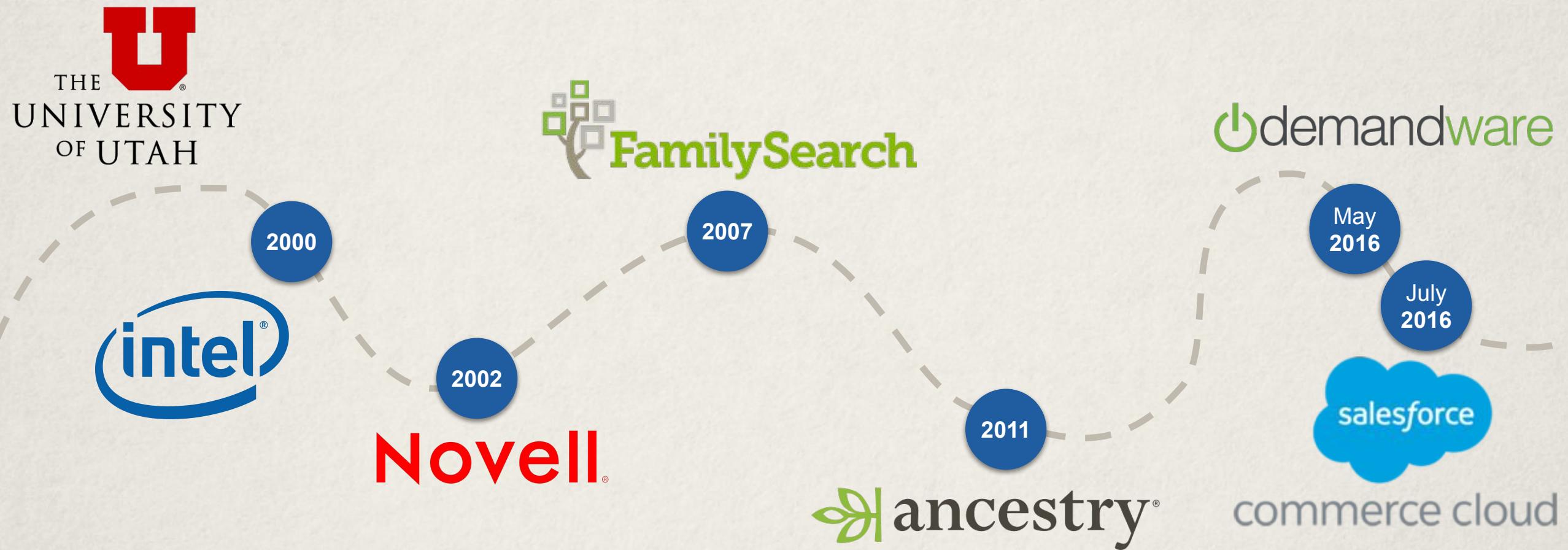
VP, Software Engineering

Commerce Cloud



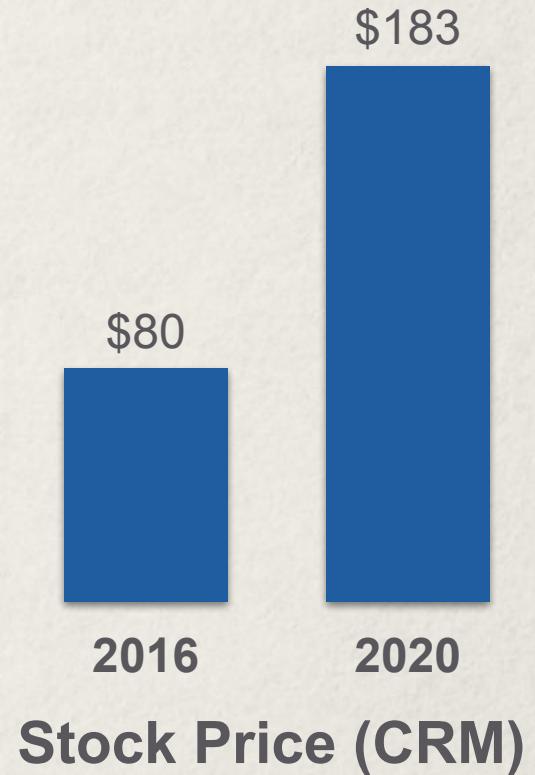
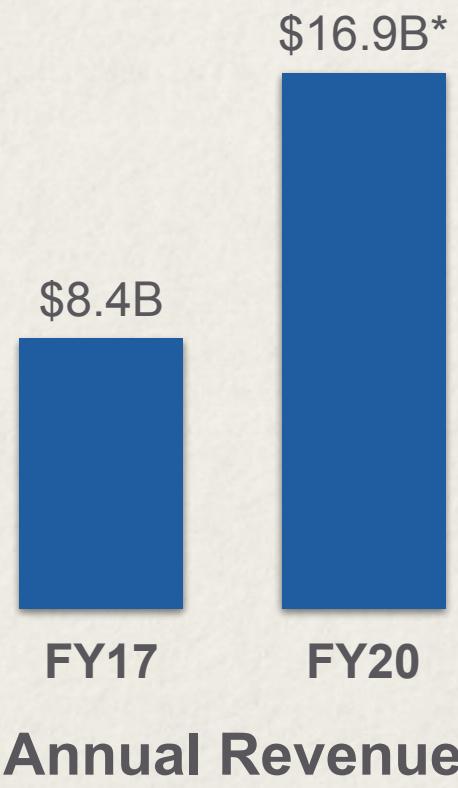
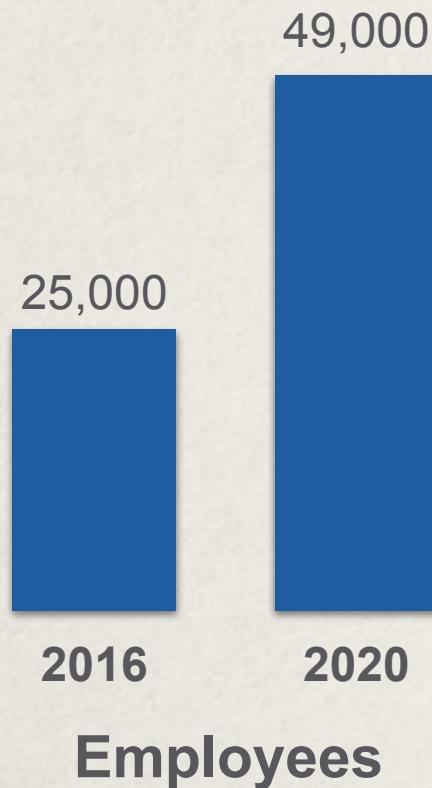


# My journey to Salesforce



# Salesforce's growth since I joined

3+ years ago



\* Forecast from Q3 FY20 earnings call

# My journey continues at Salesforce...

Relocated my family to Massachusetts in 2018



## Salt Lake City, UT (2016 - 2018)



### Commerce Cloud Store (Pilot)

- Point-of-sale (+mobile)
- Resilient cloud based
- eCommerce integration



## Burlington, MA (2018 - Present)



### B2C eCommerce

- #1 Commerce platform
- API-first
- Einstein smart

# Commerce Cloud Product Engineering

## Leadership Team



**Stefan Piesche**  
SVP, Commerce Cloud



**Jason Butterfield**  
Commerce Apps &  
Foundations



**Vikas Kumar**  
Commerce Platform



**Steve deRochemont**  
Order Management



**Jeremiah Brazeau**  
Architecture



**Aaron Perry**  
Q3/Q4 Engineering



**Philip Jefferson**  
Extreme Scale



**Udo Timpe**  
Performance

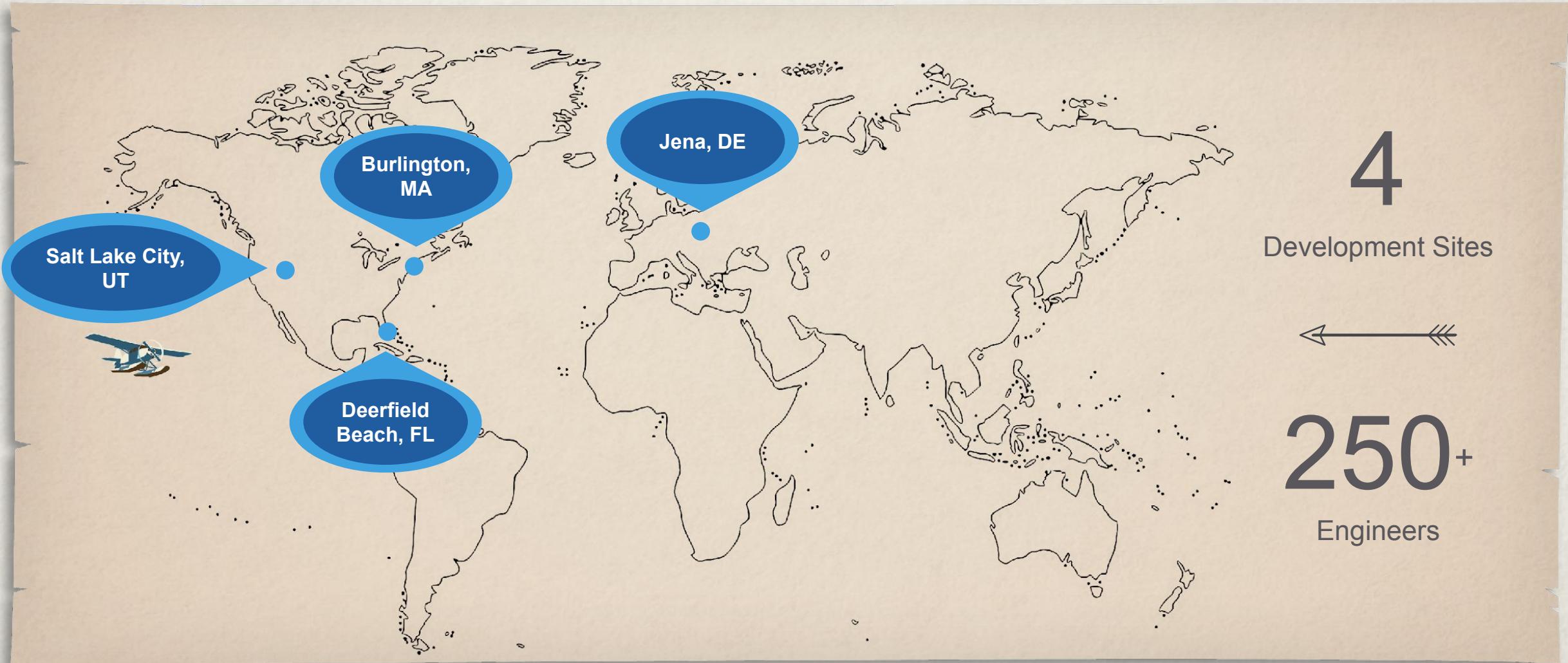


**Shanmugam Palaniappan**  
Customer Performance



**Björn Leonhardt**  
Productivity

# Commerce Cloud Product Engineering



# A few words of advice...



## 1. If you have a question, just ask!

*There's no offices for a reason. Every door is open.*

## 2. Give yourself some time to come up to speed.

*It's a big company with a lot to learn.*

## 3. Volunteer!

*We're serious about giving back.*

## 4. Keep it balanced.

*Work hard... but take time recharge.*

# thank you





# Intro to Clouds

Vanessa Homewood - VP Program Management Technology



# What's Your Salesforce Acronym IQ?



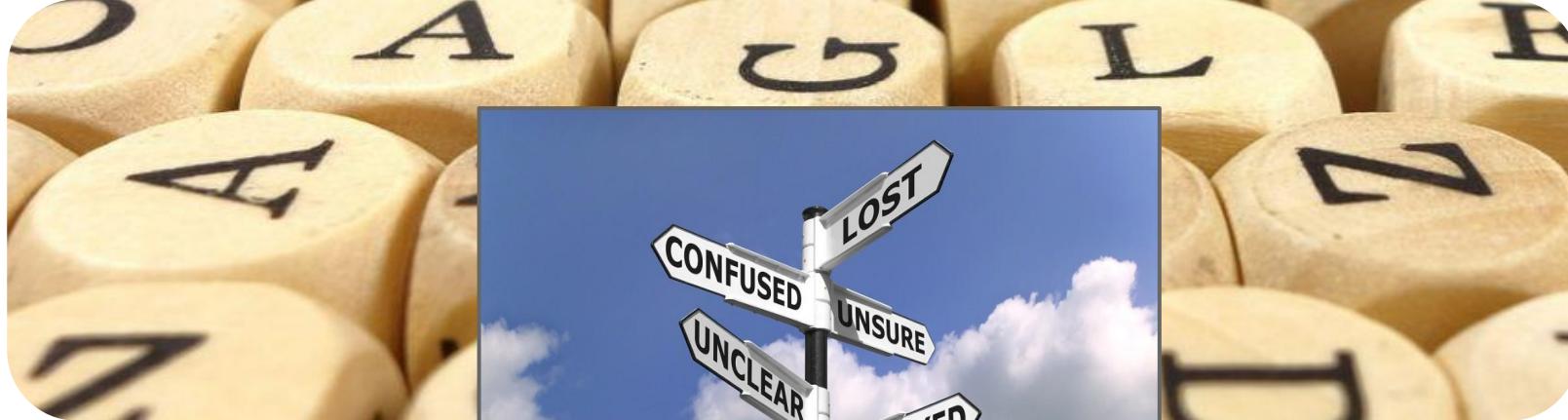
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EMEA, EOB, EOM, EPS, EU, FaaS, FedRAMP, FFX, FF, FFXL, Fileforce/FFX, FIM, Flappers, FLUX capacitor, Focus, Force.com sites, FOSS, FRU, Mr. Fusion, Gack, Generic Pod, Git, Gold file, Goldmaster, Graphite, GRC, Grid Control, Gridforce, Grinder, Grizzly, GS0, GSI Mobile, GUS, Hammer Testing, Hbase, High water mark, HVO, HVPU, IaaS, ION, IPAM, IPIM, IST, Jaguar, ISV, Jetty, JMS, Kafka, KRB/Kerbrose, LA UMPS, Lancope, Leonardo, Light Cycles, Local DB, LOE, Log line, LP0, LnL, LSM, LUNA, M&M, Machine Learning, Magic Migrator, MAU, MDS, Modularization, NA, Nexus, NHO, NIST, NPE, OBMM, ODS, OE, Oracle Grid Control, Org key, OSC, OSGi, PaaS, Pal, P2P, PCT, PCI DSS, PDDFDO, PDU, Phoenix, PIAB, Piculet, PiT, PKI, Plume, PMP, PO, POC, POC, Pod Portal, Pod,

Pod Mon, Podomation, POS, Pre-checkin, ProdTest, Producer, PTest, Puppet, Pulse Test, PVT, QPID, RAD, Radio, RAIDEN, RAPID, Razor, RBA, RCA, RDN, Release Runner, Replication 3.0, RF, RICHO, RMA, RMAN, RPS, RTB, Rundeck, Salt, SAML, SAN, Sandbox, Sauron, SayonaraDB, SB, SB, Schema Pre-checkin, SDB, SDM, Service Ownership, SFDC, SFM, SFM-DR, SFZ, Site.com, SJL, Skewer, Skinny table, Sleepycat, Slipstream Lab, Smarts OI, SM, SME, Snapshot, Solr, SP, Split CI, Sprint review, Sprints, SPZ, SR, SRD, SRE, SRO, Starfruit, Standby Pod, SBUX, Subrun, SVN, Tech program review, Tech Team Offsite, TF, Thumper/Thor, TI, Tower, Two Headed Chicken / THC, TPOC, UDD, UMPS, Upgrade testing, V2MOM, Vagrant, VAT, VF, WAC, WAC, WAS, WebDriver, Workload, WTF, WWN, XCN, YD and Yoda



# What's Your Salesforce Acronym IQ?



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# GlossaryHub with Chrome plugin

(Link requires VPN)



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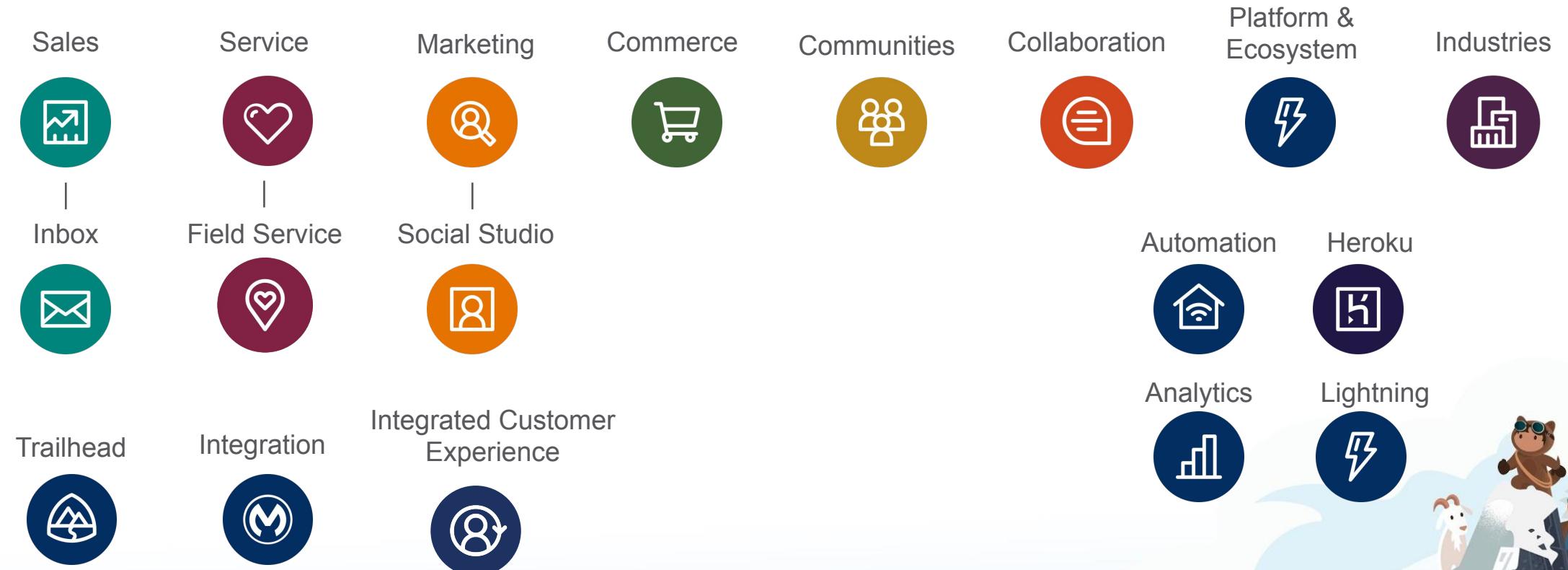
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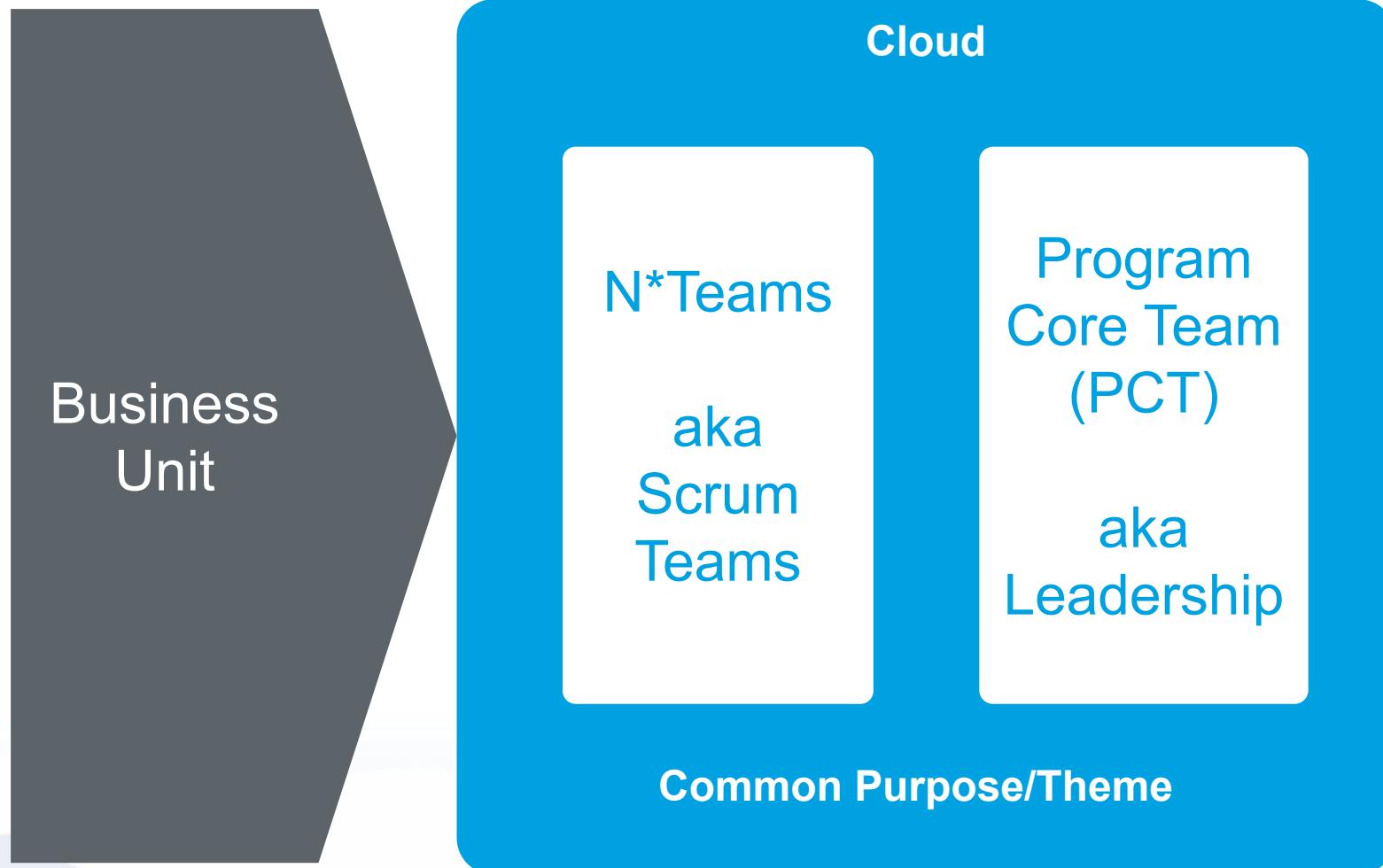
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# Clouds: Customer View



# Clouds: TMP View - Flexible & Agile



# All TMP Clouds



## Product Clouds

Analytics

Commerce

Community

Essentials

Industries

Marketing

Mulesoft

Quip

Sales

Service

Trailhead

Platform

Heroku

## Middle Layer Clouds

Customer 360

Einstein AI & Search

UI Platform SLDS

Mobile

Automation

DX & Services

## Internal Clouds

Big Data and Monitoring

Security

Technology Services

Customer Success

M-SED

CRM Infrastructure

Kernel

Enterprise Foundation

Dev Productivity Systems

# All TMP Clouds



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Dev Productivity Systems

# TMP Product Clouds



## Product Clouds



## Middle Layer Clouds

Customer 360      Einstein AI & Search      UI Platform SLDS      Mobile      Automation      DX & Services

## Internal Clouds

Big Data and Monitoring      Security      Technology Services      Customer Success      M-SED  
CRM Infrastructure      Kernel      Enterprise Foundation      Dev Productivity Systems

# TMP Product Clouds



## Product Clouds

Analytics	Commerce	Community	Essentials	Industries	Marketing
Mulesoft	Quip		X	Service/Sales aka CRM Eng	Trailhead
Platform	Heroku				

## Middle Layer Clouds

Customer 360      Einstein AI & Search      UI Platform SLDS      Mobile      Automation      DX & Services

## Internal Clouds

Big Data and Monitoring      Security      Technology Services      Customer Success      M-SED  
CRM Infrastructure      Kernel      Enterprise Foundation      Dev Productivity Systems

# All TMP Clouds



## Product Clouds



## Middle Layer Clouds



## Internal Clouds



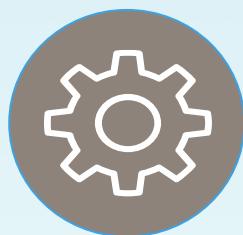
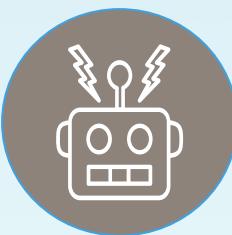
# thank you



technology  
marketing  
product

# T - P - I - L

Your Journey with Technology, People, Innovation, & Learning



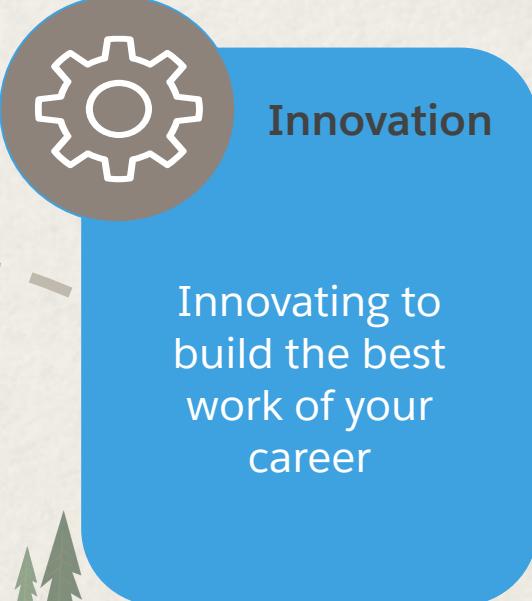
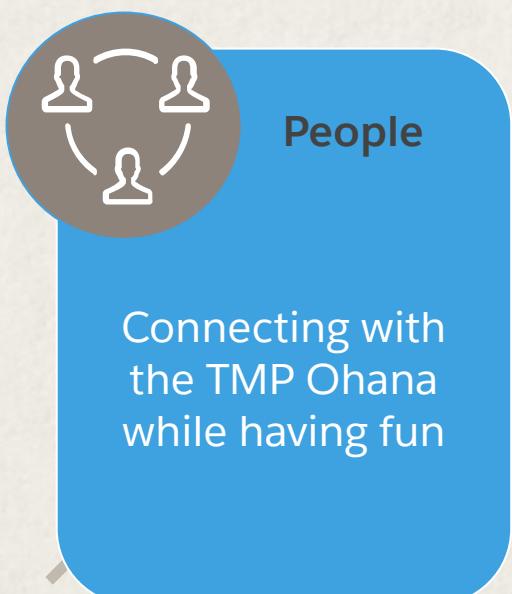


# WELCOME!



# Your Salesforce Journey

with TPIL



# Engage with our technology in the office, at home, or at a conference!



Connect2Customer



Conferences



Open Source



Blog Posts/Social Media



Tech Talks

# Connect with People in the TMP Ohana and have fun doing it!



Wellness Events

All Star Awards

Volunteering

Sporting Events

TMP Movie Day

# I nnovate to create your best work at Salesforce!



Take part in  
Opportunity  
Open Market!



Be Recognized  
with the Patent  
Program!



Sign up for  
PTOn (Paid  
Time On)!



Participate  
in Hackday



# Continuous Learning

for growth and skill development!

Technical Trainings

From Machine Learning to Agile Skills. You have access to the right content at the right time!

Leadership & Human Skills

Looking for TMP Manager Bootcamp? How about human skills like Exceptional Performer, 1:1 Coaching or External Mentoring Opportunities? Check out our catalog of classes!

TMP Trailhead

Earn Badges through Trailhead with Trails, Trailmixes, and Modules!

TMP Bootcamp

From Day 1 of TMP and Beyond! We offer Week 1, Week 2 (for Core), and more to start your journey off right!



Click Here to Sign Up for Classes!

LEARN++



# You're Not Alone - Our TMP Ohana is Global!

Just ask our Global Office Council



San Francisco, CA



Bellevue, WA



Burlington, MA



Indianapolis, IN



Hyderabad

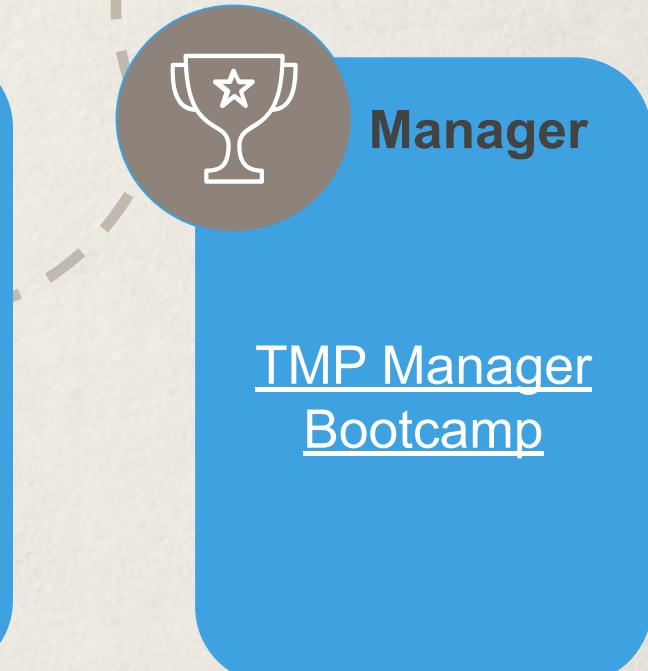
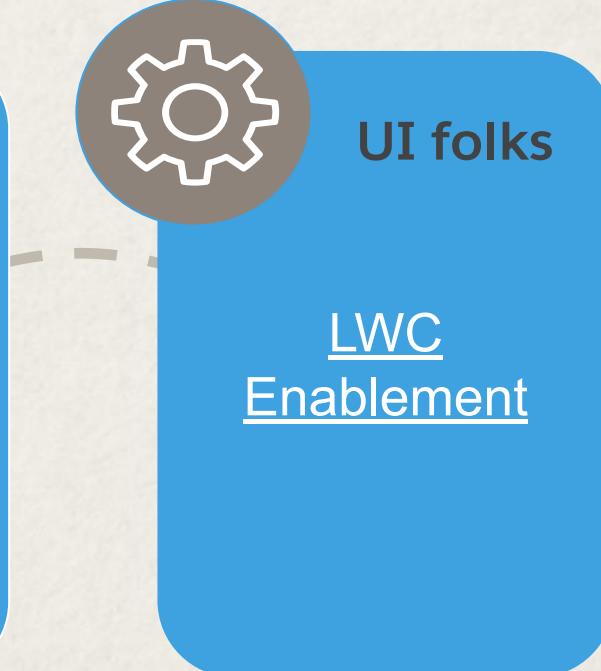
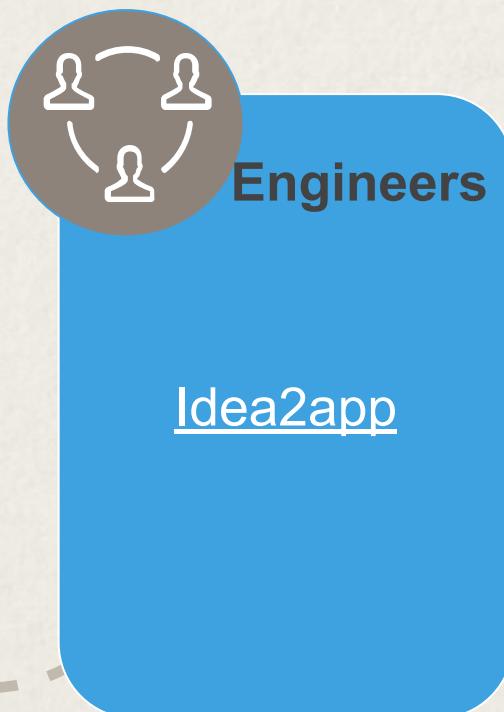
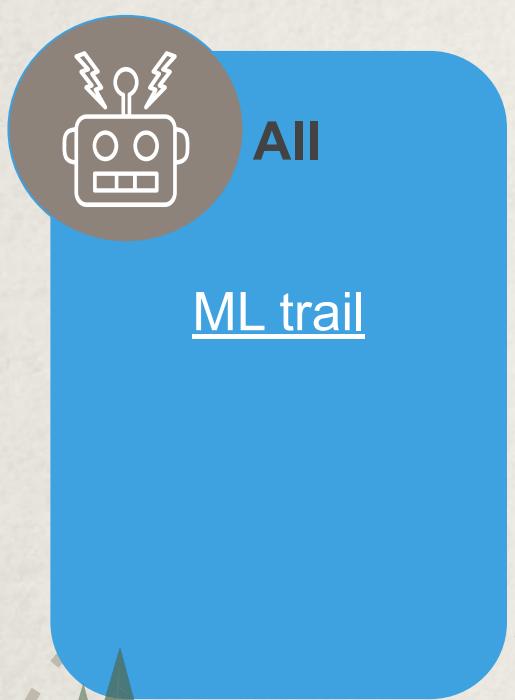


28 Countries & 102 Cities



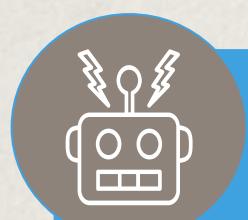
# What's next for for YOU?

Get “learnt”



# Resources & Links!

Continue on your journey with TPIL



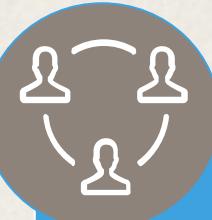
## Technology

[Tech Talks](#)

[Open Source](#)

[Connect  
2Customer](#)

[Engineering Blog](#)



## People

[Volunteer Events](#)

[All-Star Award](#)

[Wellness  
Wednesdays](#)

[Culture &  
Innovation Event  
Calendar](#)



## Innovation

[Opportunity Open  
Market \(OOM\)](#)

[Hackdays](#)

[Patents](#)

[PTOn!](#)



## Learning

[Learn ++](#)

[Pluralsight](#)

[Agile](#)

[TMP Onboarding](#)



# BINGO! (+swag)

and TPIL was their name-O!

1. Find TPIL Bingo [HERE!](#)
2. Click on the tiles as you complete them in the coming months (starts TODAY)
3. You want to get 5 diagonally, horizontally, vertically, or 4 corners & the middle
4. Once you've got BINGO, send a screenshot to [tmpbootcamp@salesforce.com](mailto:tmpbootcamp@salesforce.com) & you will be sent a link to choose your prize!
5. HAVE FUN and remember Trust is our #1 value!





# THANK YOU

# Break!

Please be back by 2:20pm

Forgot to Check-in?

**Sign in at Facilitator Table**

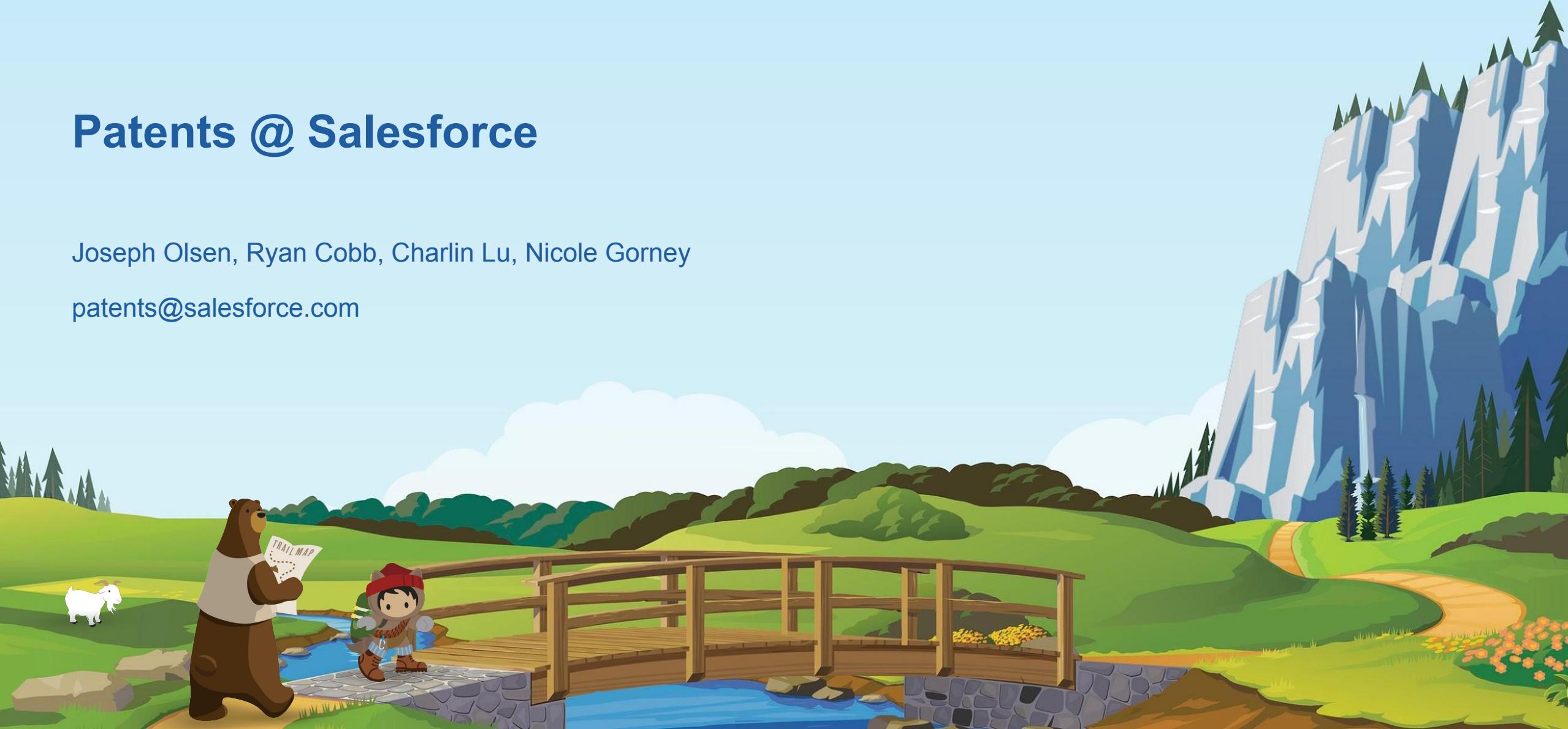




# Patents @ Salesforce

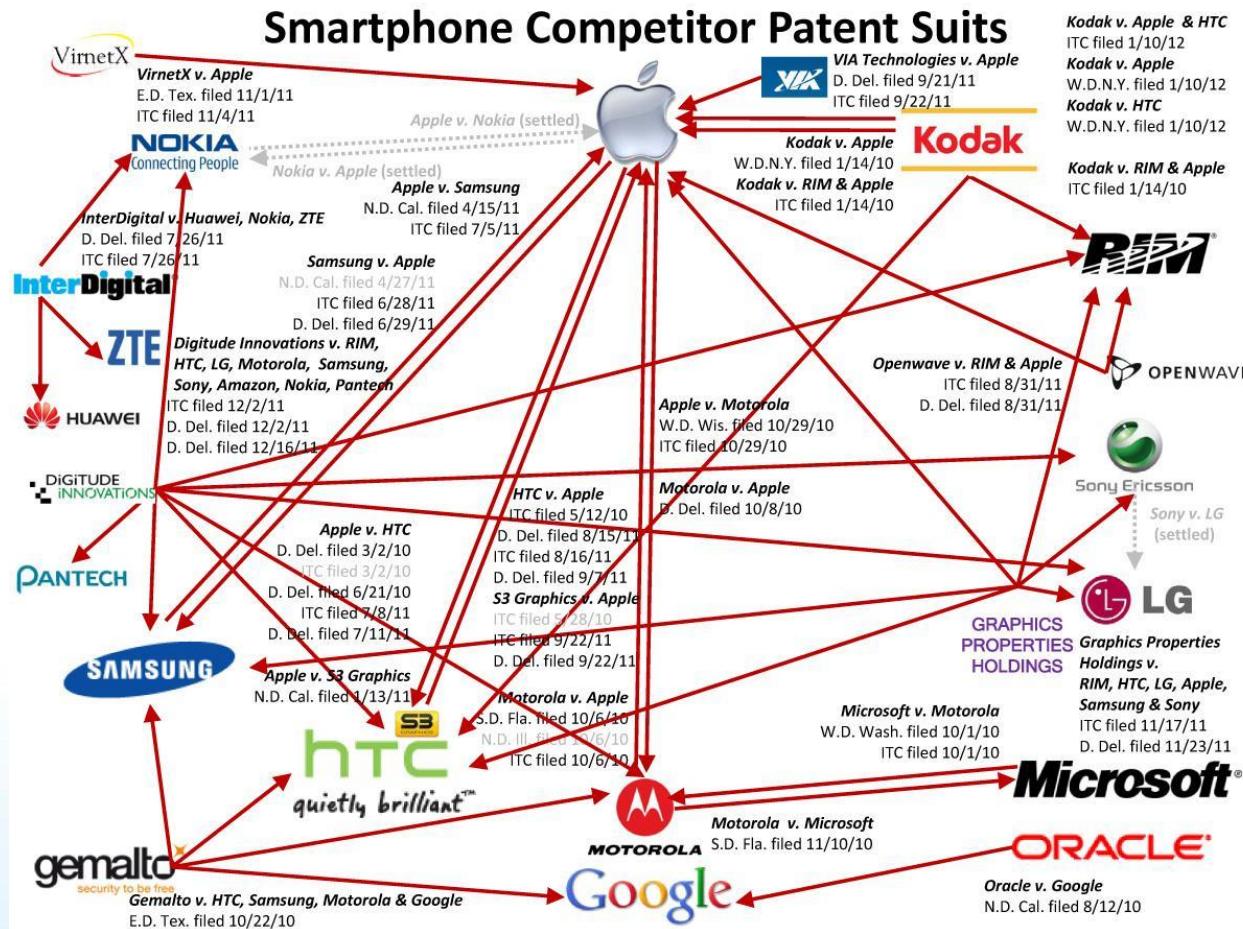
Joseph Olsen, Ryan Cobb, Charlin Lu, Nicole Gorney

[patents@salesforce.com](mailto:patents@salesforce.com)



# Protect the Company

Help us keep the bad guys at bay



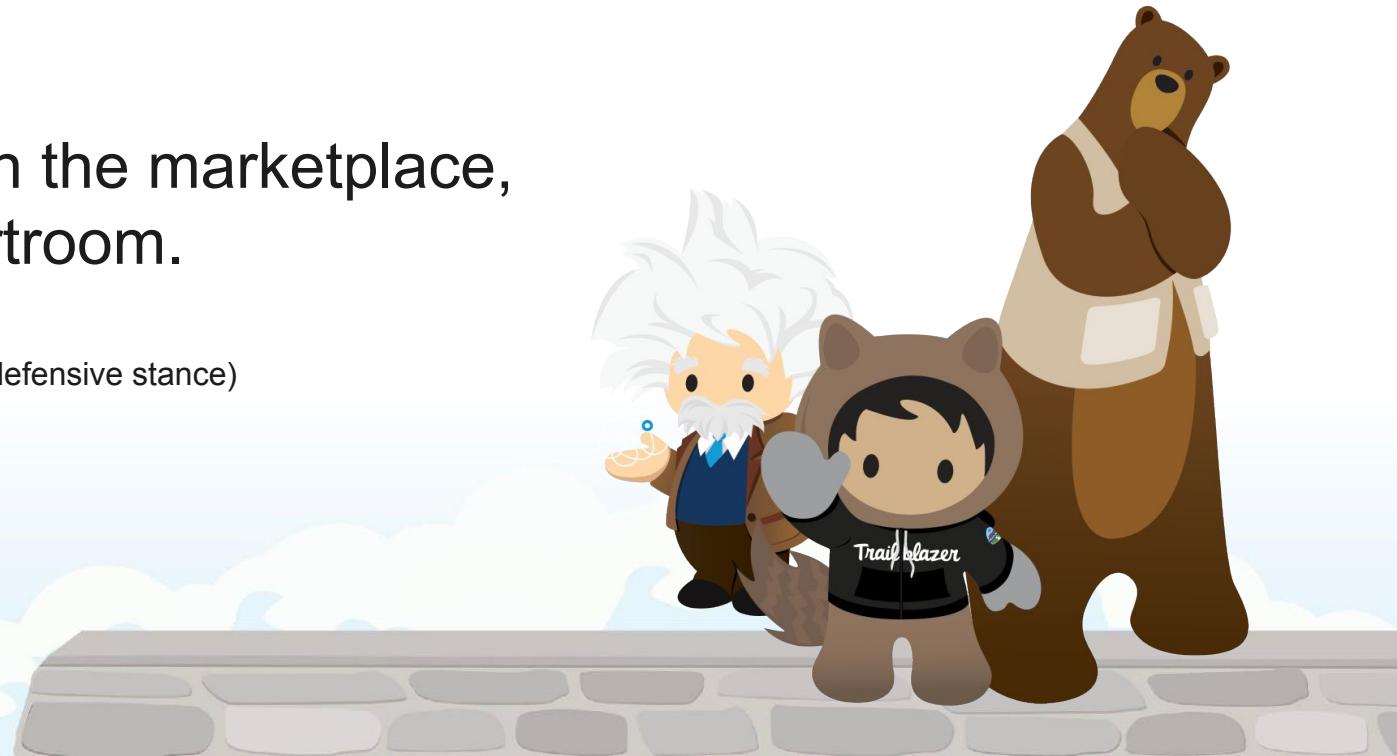
# How does Salesforce use its Patents?



**Defensive use only**

We beat the competition in the marketplace,  
not in the courtroom.

(click [here](#) for more info on our defensive stance)



# How do I submit?... Aloha!



# Patents & Open Source



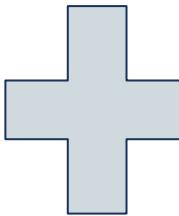
# How do I learn more?



**CLICK ME!** 



**Patents & Innovations**





OR



**Go Directly to AppColl to:**

- Submit a patent idea
- Respond to a request for more information
- Check the status of your submitted ideas

**SUBMIT & MANAGE PATENT IDEAS**

**Visit the Patents Website to:**

- Learn about the Salesforce patent program
- Explore the Patents & Innovations dashboard
- Contact the Patent Team

**GO TO PATENTS WEBSITE**



# Visit the Patents & Innovations website



The screenshot shows the homepage of the Patents & Innovations website. The header features the text "patents+innovations" and a "Submit a Patent Idea" button with a small cartoon character icon. On the left, a sidebar contains links to "About Patents at Salesforce", "Salesforce Patents", "FAQs & Contacts", "Email the Patent Team", and a search bar. The main content area has a background illustration of a campsite with a red tent, two people fishing, and a mountain range. A banner at the bottom of the page reads "Patent Power Hour: Come talk to a patent lawyer about your patent ideas! Click here for the date and time of the next Patent Power Hour. (Not at HQ? Just contact us.)". Below this, there are four main sections: "Become a Patent Trailblazer" (with a "TRAILHEAD" logo), "Patents & Innovations Dashboard" (with a cartoon character of a man with a white wig), "Innovation as a Core Value" (with a cartoon character of a person in a brown coat), and "Patent of the Month" (with a cartoon character of a person in a brown coat). Each section includes a brief description and a "LEARN MORE" or "ANALYTICS DASHBOARD" button.

patents+innovations

Have your own innovation?  
Submit a Patent Idea

About Patents at Salesforce

Salesforce Patents

FAQs & Contacts

Email the Patent Team

Search Patents Informa

Patent Power Hour: Come talk to a patent lawyer about your patent ideas!  
Click here for the date and time of the next Patent Power Hour. (Not at HQ? Just contact us.)

Become a Patent Trailblazer

Patent Your Innovations

Learn about patents and Salesforce's patent program with our employee-only trail

BLAZE YOUR TRAIL

Patents & Innovations Dashboard

Patenting the Cloud

Explore the numbers and see which teams are innovation trailblazers

ANALYTICS DASHBOARD

Patents & Open Source Work Together

Patents & Open Source

See how patents can work together with open source

LEARN MORE

Innovation as a Core Value

Patent of the Month

Every month we highlight a cool new innovation developed at Salesforce

THIS MONTH'S PATENT

# Questions?



Reach out to the Patent Team any time day or night (within reason)

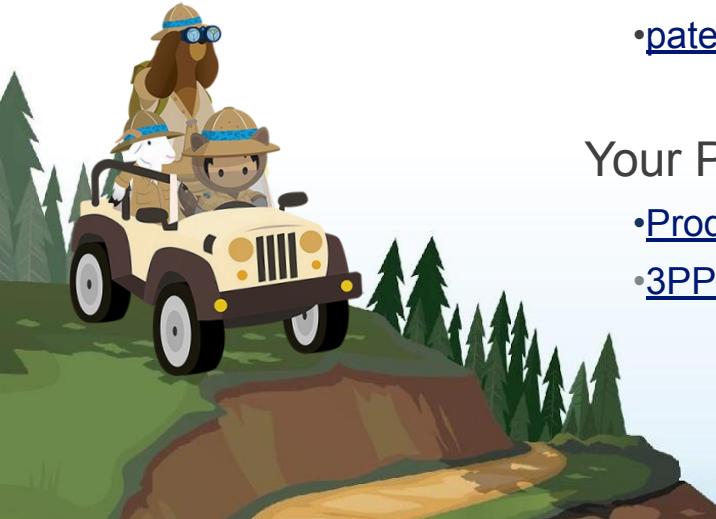
- Joseph Olsen ([jolsen@salesforce.com](mailto:jolsen@salesforce.com))
- Ryan Cobb ([rcobb@salesforce.com](mailto:rcobb@salesforce.com))
- Charlin Lu ([charlin.lu@salesforce.com](mailto:charlin.lu@salesforce.com))
- Nicole Gorney ([ngorney@salesforce.com](mailto:ngorney@salesforce.com))
- Phone numbers are in the directory and on our profile pages.

Patent Team Communication Channels:

- [sfdc.co/patents](http://sfdc.co/patents)
- @Patents Chatter Group in GUS
- [patents@salesforce.com](mailto:patents@salesforce.com)

Your Product Counsel/Open Source Needs:

- Product Counsel - Jen Chen ([jennifer.chen@salesforce.com](mailto:jennifer.chen@salesforce.com))
- 3PP - Open Source process



# thank you



salesforce

# Salesforce Release Lifecycle

Carter Le - Release Management



salesforce

# Salesforce Release Lifecycle

Gina Manfredonia  
Release Management



# Release Management - Core Values



Customer Experience



Inclusion, Diversity, & Equality



Engineering Productivity



Velocity at Scale



# Release Management - Core Values



## Customer Experience

We empathize with customers and meet their expectations for security, availability, performance, quality, rapid recovery and communication.



Inclusion, Diversity, & Equality



Engineering Productivity



Velocity at Scale



# Release Management - Core Values



Customer Experience



## Inclusion, Diversity, & Equality

We strive for diversity in our teams, networks and community volunteering. We listen, collaborate, influence and lead to achieve shared goals. We welcome and integrate acquisitions.



Engineering Productivity



Velocity at Scale



# Release Management - Core Values



Customer Experience



Inclusion, Diversity, & Equality



## Engineering Productivity

We value employees' time. We leverage innovation, automation, data science and machine learning to improve engineering productivity. We challenge the status quo.



Velocity at Scale



# Release Management - Core Values



Customer Experience



Inclusion, Diversity, & Equality



Engineering Productivity



**Velocity at Scale**

We lead continuous delivery, change velocity,  
and operational scale.

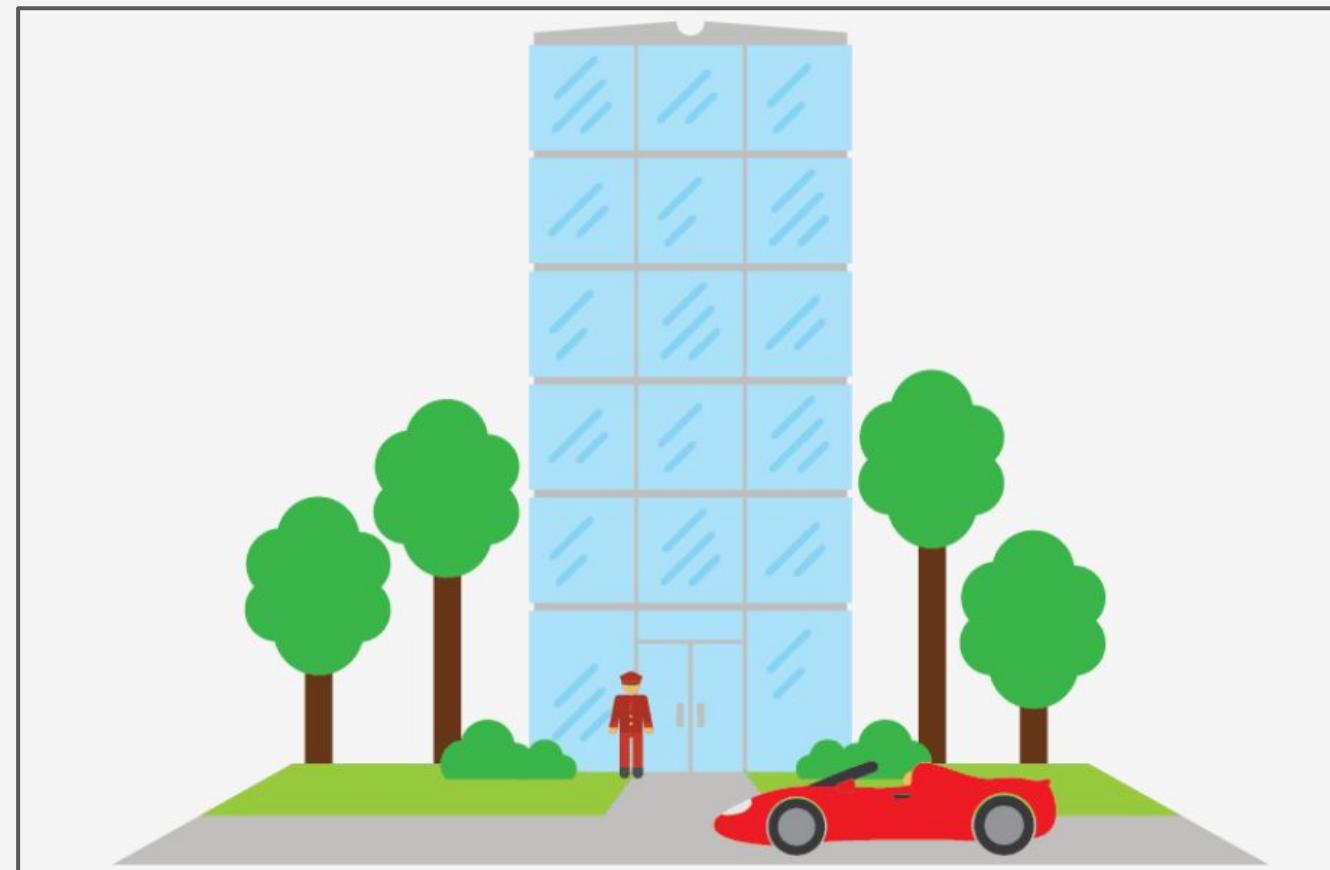


# Multitenancy, Instances, & Orgs



## The Big Picture

Every customer shares the same infrastructure and runs on the same platform. But, like in an apartment building, each unit is unique and accessible only to the owner.



# Multitenancy, Instances, & Orgs



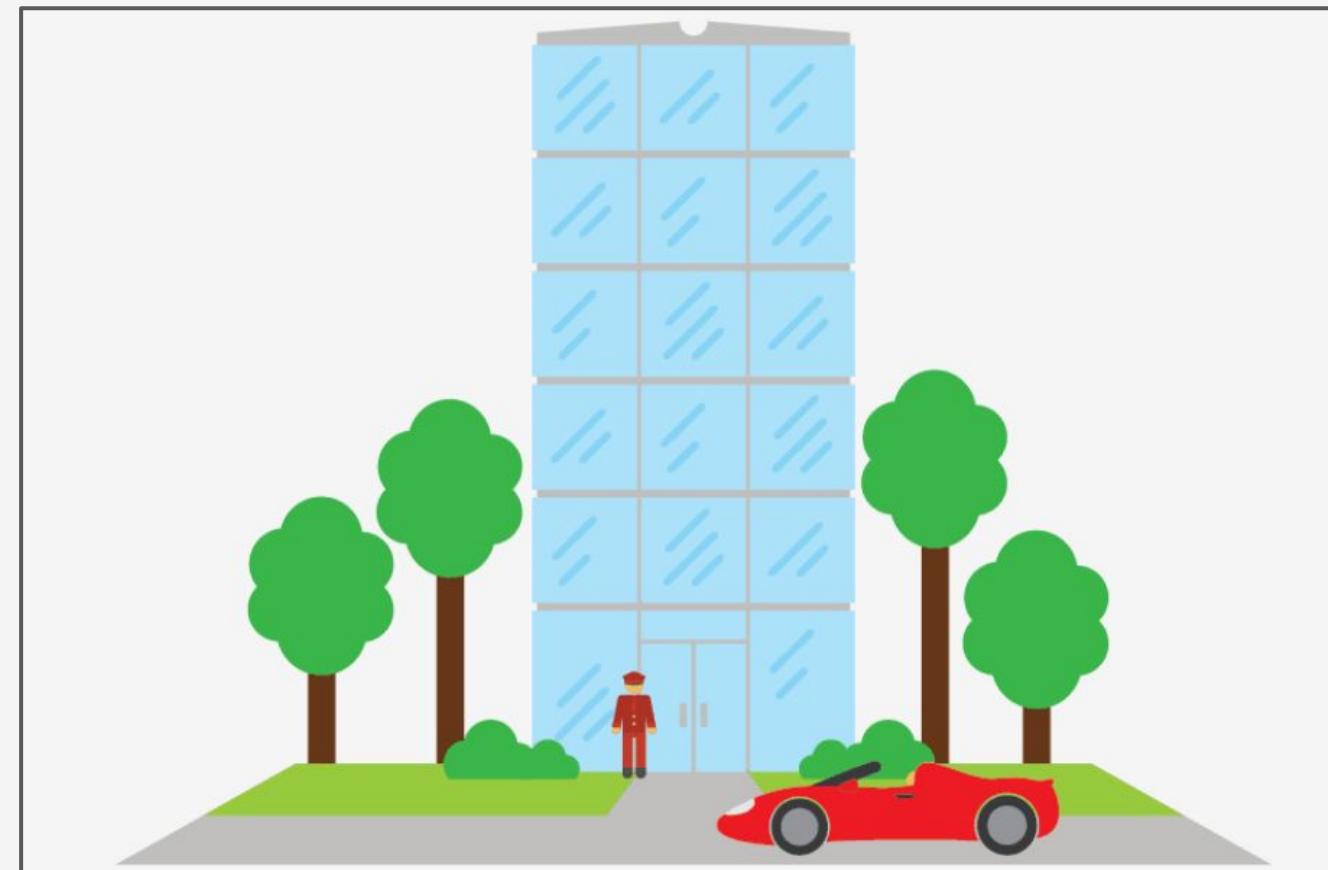
## Multitenancy

Shared resources:

- Power
- Water
- Building Maintenance

Also, your own:

Dedicated, customizable space

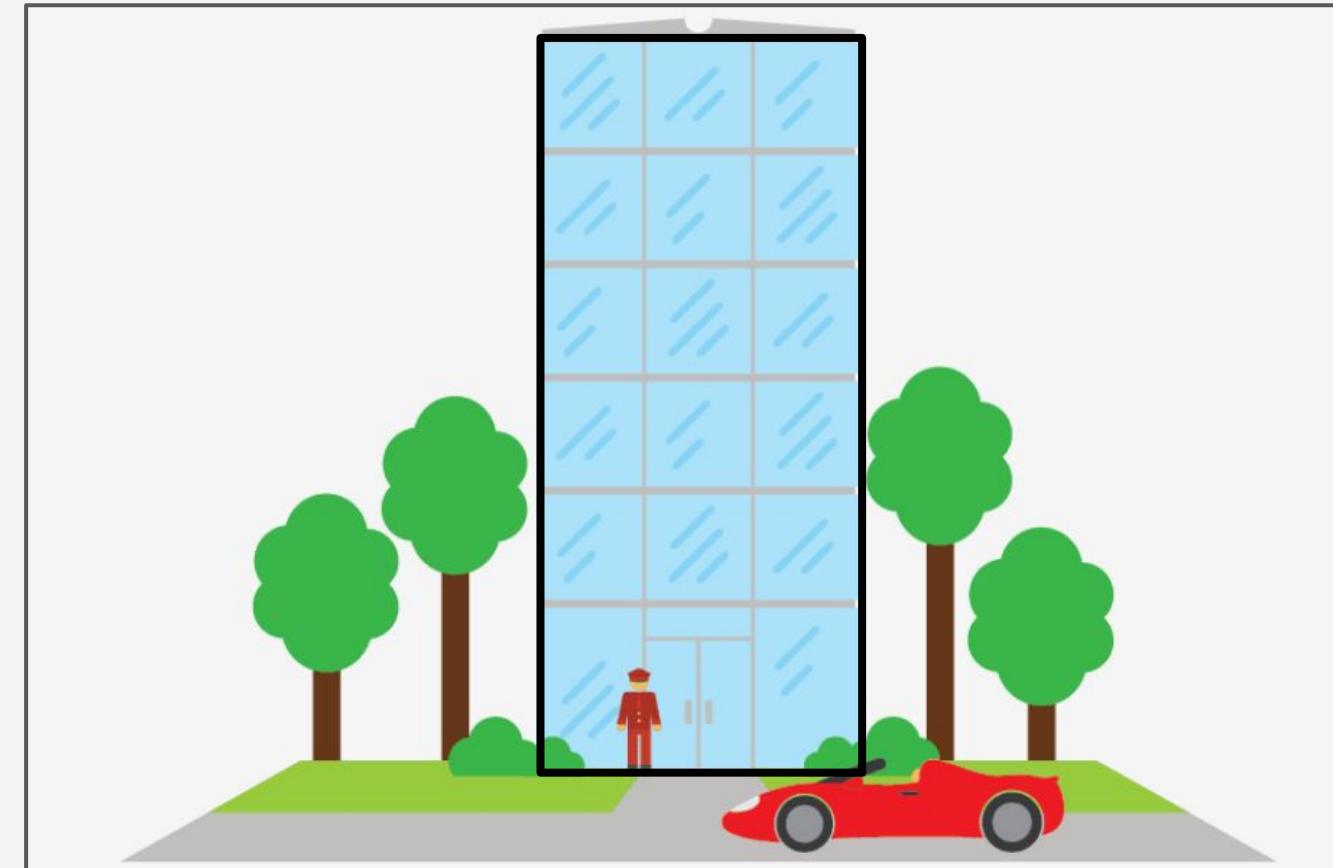


# Multitenancy, Instances, & Orgs



## Instance (Pod)/Stack/POD

- Consists of application servers, databases, Message Queue servers, and monitoring servers.
- When a release is deployed to an instance, stack, or POD, **every customer on that instance, stack, or POD** is automatically updated to that release.

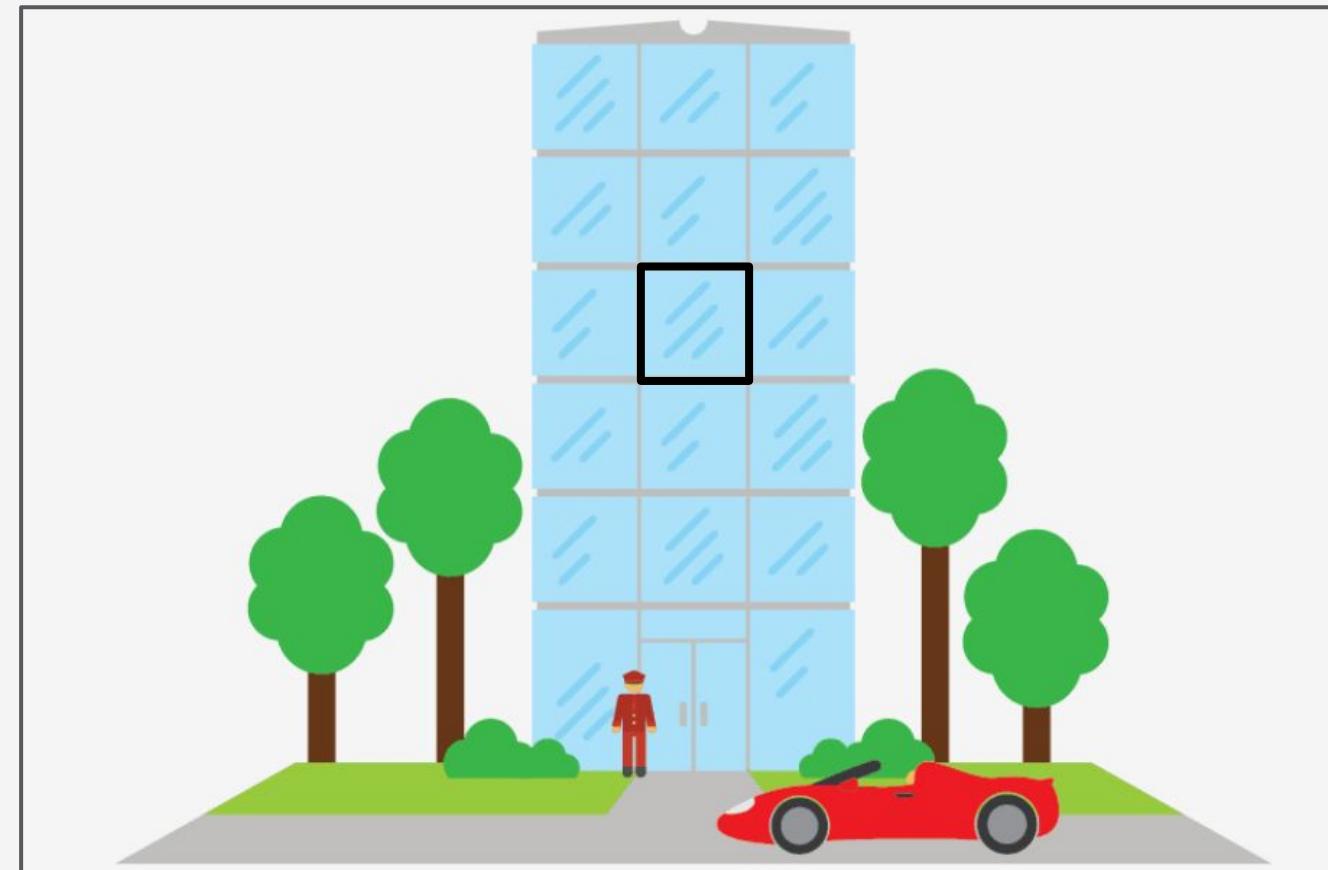


# Multitenancy, Instances, & Orgs



## Org, MID, Realm

The dedicated home of a single customer's real live data where the customer's users interact with the Salesforce product.



# Salesforce Releases



## Major Release

New functionality and enhancements to existing functionality

## Patch Release

A collection of bug fixes

## Daily Release

A planned release to expedite urgent fixes for customer issues or prod vulnerabilities, or to isolate risky changes

## Emergency Release

Same as a Daily Release but **unplanned**

## Maintenance Release

Infrastructure updates (database and hardware) that might require downtime



# Salesforce Applications



This presentation focuses on:



Sales



Service



Marketing



Commerce



Communities



Collaboration



Industries



Analytics



Platform & Ecosystem



Integration



# Customer Trust is #1

Who are our customers? They are:

Global



B2B



B2C



Nonprofits &  
Government Agencies,  
Including “Life & Limb Companies”



# Core Salesforce Instances & Orgs



4 instances play a special role in releases: NA44, GS0, CS46 & CS49

## NA44

Hosts many customer orgs, including Org 62, which is used by all Salesforce employees



## GS0

The largest org on GS0, which also hosts customers' trial orgs for pre-release



## CS46 & CS49

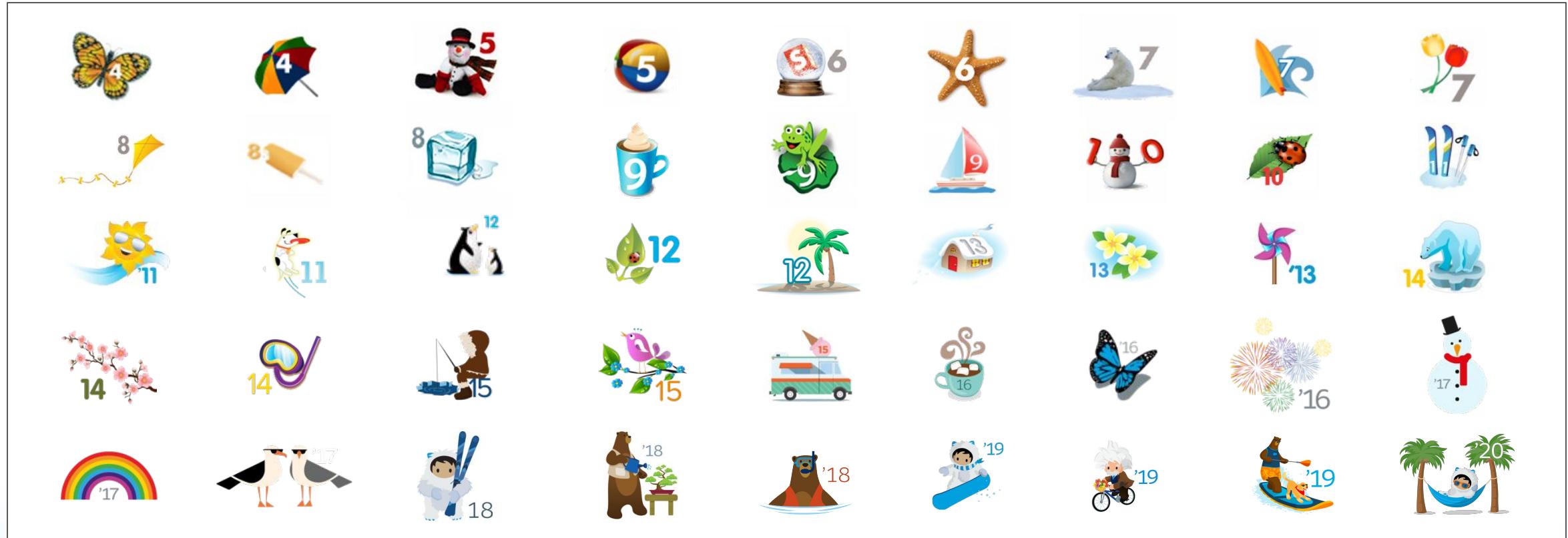
Sandboxes for copies of internal Salesforce orgs, including GUS and Org 62



# Innovation: Major Releases Per Year

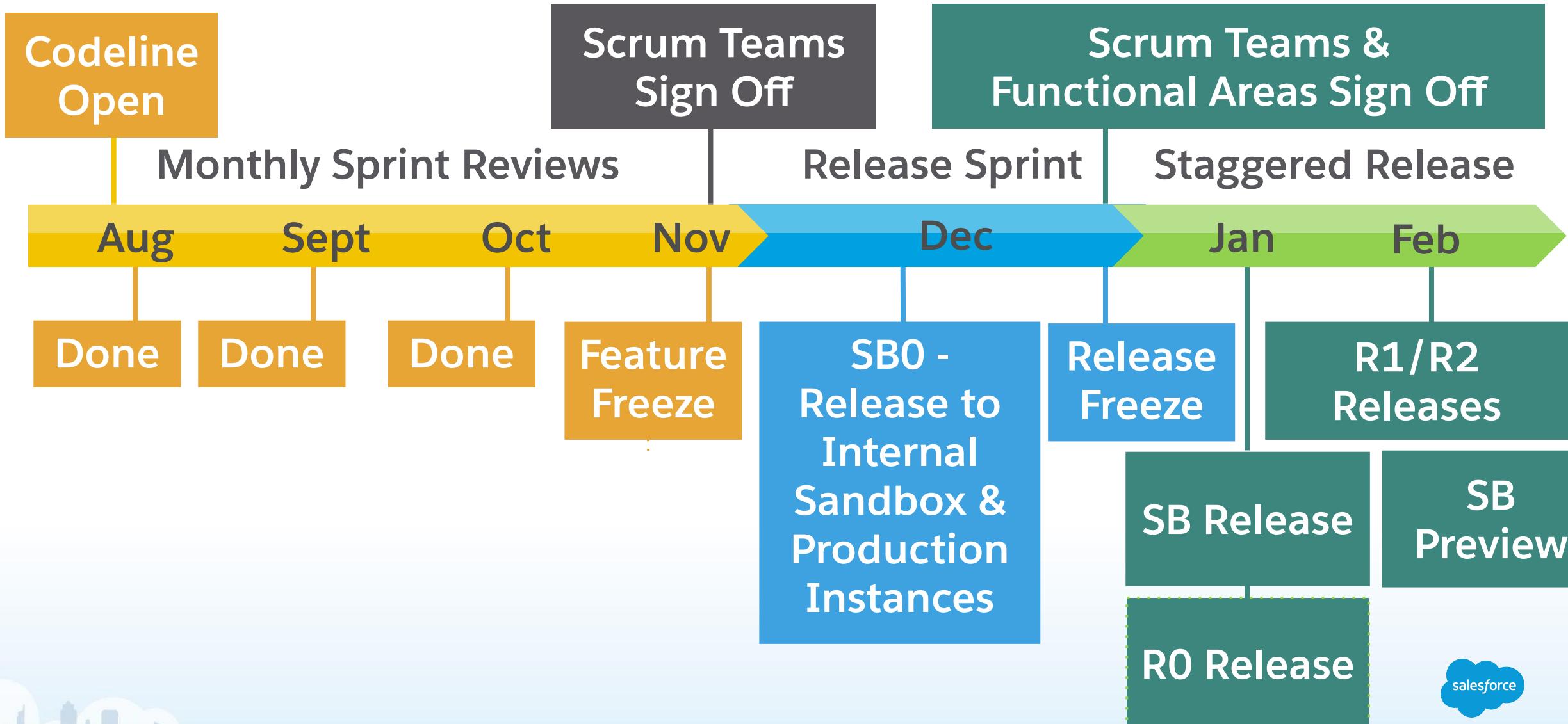


Seamless, automatic upgrades with >700 new features every year



3 Core Salesforce | 5 Marketing Cloud | 10 Commerce Cloud

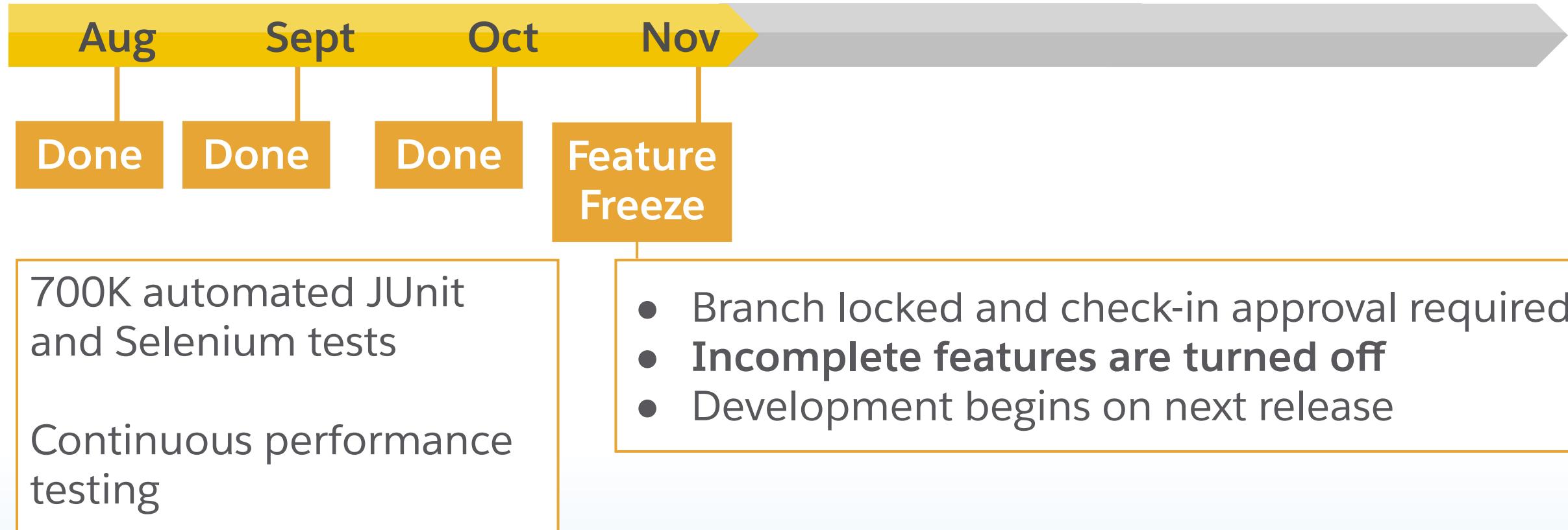
# Major Release Process



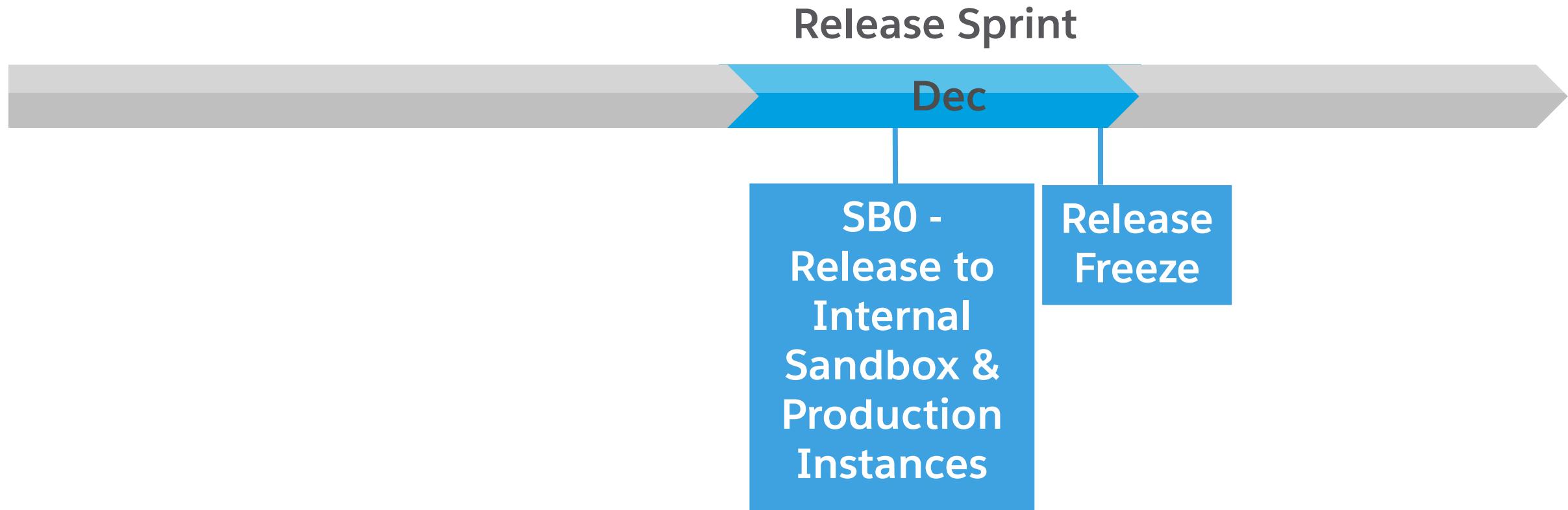
# Major Release Process



## Monthly Sprint Reviews



# Major Release Process



## Hammer Testing:

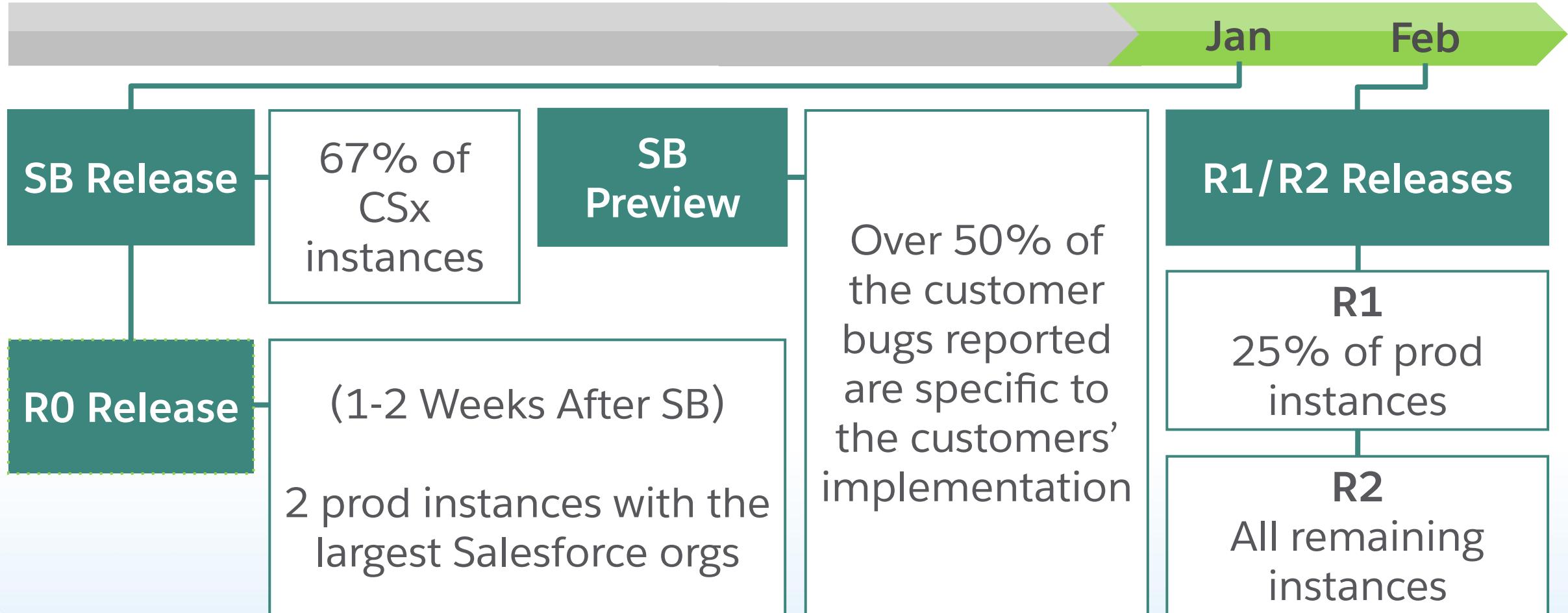
- 176 million+ Apex tests written by customers
- Other production tests



# Major Release Process



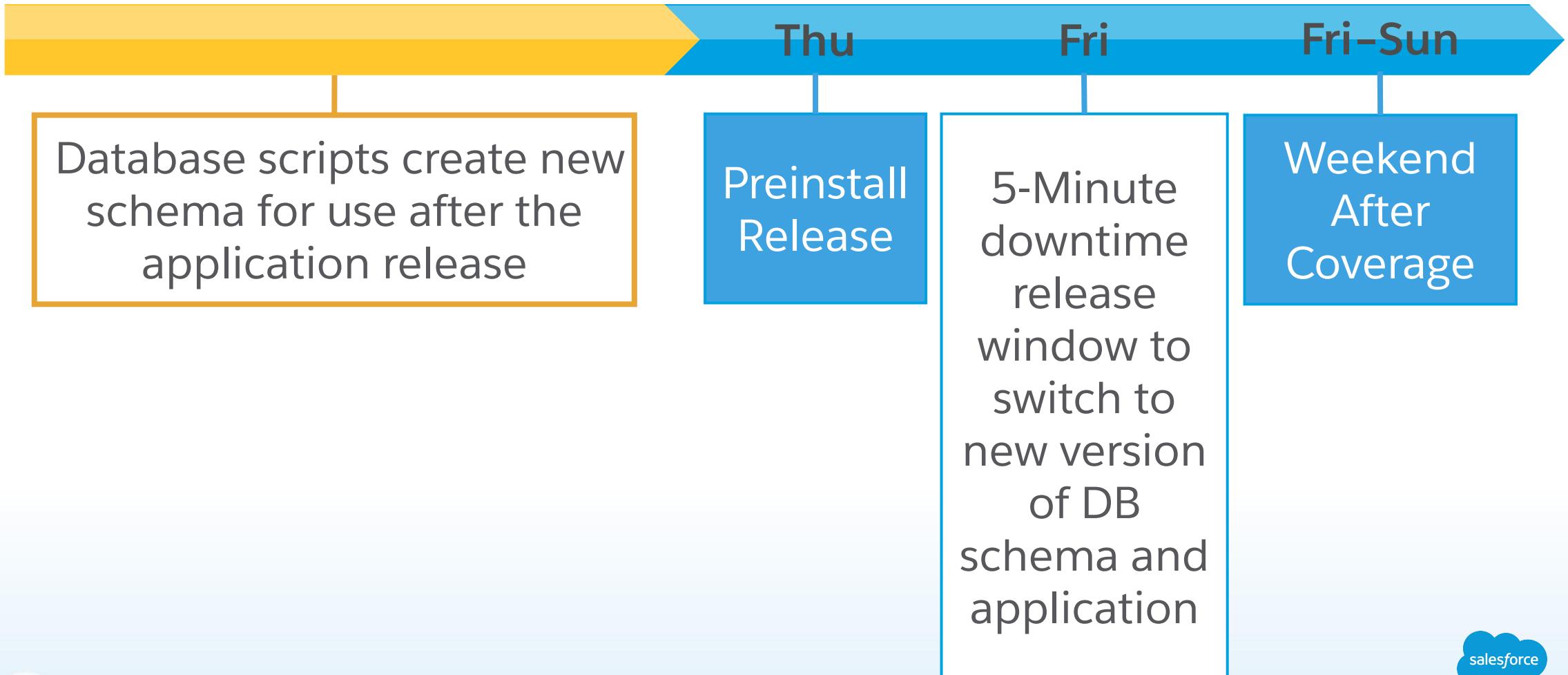
## Staggered Release



# Major Release Process



## A Few Weeks Before the Release



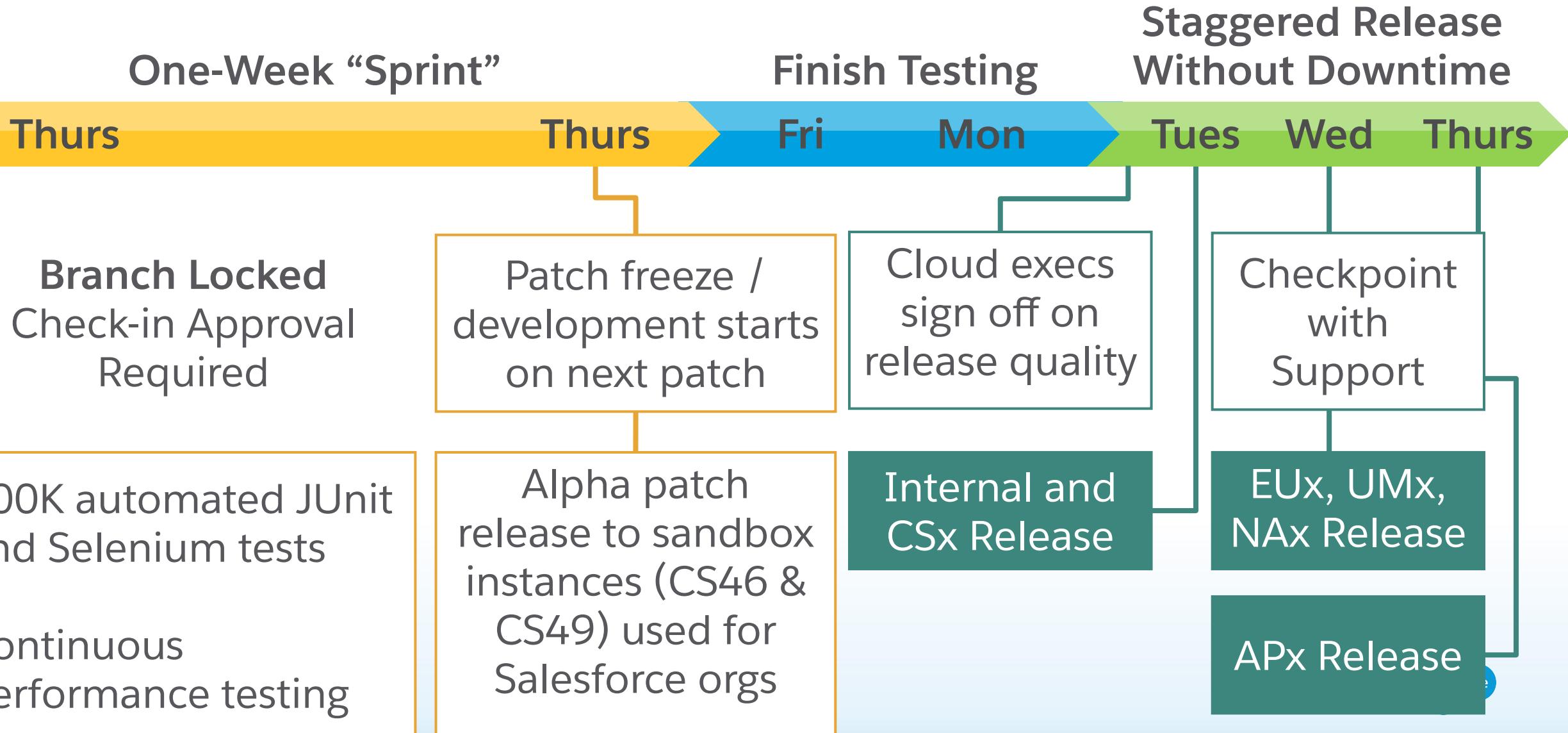
# Major Releases FAQ



Question	Major	Patch	Daily
All instances get the release?	Yes		
Frequency?	3/year		
DB schema changes allowed?	Yes		
Service interruption (downtime) needed?	Yes (<5-min. spin mode)		
Numbering (internal)	222, 224, 226		
Naming (customer facing)	Winter '20 Spring '20, Summer '20		
Is it possible to <u>roll back</u> ?	No		



# Patch Release Process



# Patch Releases FAQ



Question	Major	Patch	Daily
All instances get the release?	Yes	Yes	
Frequency?	3/year	~Weekly	
DB schema changes allowed?	Yes	Limited	
Service interruption (downtime) needed?	Yes (<5-min. spin mode)	No	
Numbering (internal)	222, 224, 226	224.6	
Naming (customer facing)	Winter '20 Spring '20 Summer '20	Spring '20 Patch 6.0 <a href="#">(Known Issues)</a>	
Is it possible to <u>roll back</u> ?	No	Yes	



# Daily Release Process



## 24-Hour “Sprint”

12 PM

Branch Locked  
Check-in Approval  
Required

Daily  
Release  
Freeze

Minimum 60K automated tests  
Performance testing as required

## Stage Release & Finish Testing

3 PM

Participating  
teams sign off  
on release  
quality

Internal, CSx,  
EUx, UMx  
Release

## Staggered Release Without Downtime

3 PM

6 PM

8 PM

APx  
Release

NAx  
Release

We plan for Daily Releases.

Releases outside of the Daily Release schedule are considered Emergency Releases.

# Daily Releases FAQ



Question	Major	Patch	Daily
All instances get the release?	Yes	Yes	Depends
Frequency?	3/year	~Weekly	~Daily
DB schema changes allowed?	Yes	Limited	No
Service interruption (downtime) needed?	Yes (<5-min. spin mode)	No	No
Numbering (internal)	222, 224, 226	224.6	222.6.1
Naming (customer facing)	Winter '20 Spring '20 Summer '20	Spring '20 Patch 6.0 <u>(Known Issues)</u>	Spring '20 Patch 6.1
Is it possible to <u>roll back</u> ?	No	Yes	Yes



# Top 10 Takeaways



1. Customer Trust is our #1 value.
2. Sandbox instances are **production** instances.
3. The release sprint is about the **customer**  
(not for sneaking in your last unfinished feature).
4. New features must be enabled within **24** hours of the major release.
5. Customer-facing distributed apps must meet the previous<sup>^</sup> rule.
6. Isolate risky changes in a daily release, not a patch release.
7. All releases are cumulative.
8. Get your DB schema changes into the major release.
9. Get to **DONE** in each sprint.  
10. Don't carry bug debt.

Help you meet FF and RF—and  
avoid emergency releases.

# Resources



## Change/Release Management

- [Salesforce Change Management Methodology](#)
- [Major Release Schedule](#) (Bookmark this!)
- [Patch Deployment Schedule](#) (Bookmark this!)
- [Core Release Management Confluence Space](#)
- [Release Management Training Modules](#)
- [Core App Branching - Auto-Integration Path](#)

## Chatter Groups for Following Release Activity

- On Org 62: [Release Command Center](#)
- On GUS: [Release Team](#)

## Public Cloud

### [Transition to the Public Cloud](#)

## Architecture

- [Airing of Architecture](#)
- [Platform Architecture](#)



thank  
you





# Intro to GUS

Agile Tools Built on Salesforce





# GUS Team (Tampa and San Francisco)

Eng



James Hatton



Sreedhar  
Karukonda



Mike McGinty

PO



Divya Ranjit

Eng Manager



Ray Pendyck



Alex  
Baden



Saran  
Govindan

Support Eng



Suneel  
Penumaka



Dustin  
Black

# What are Core Engr Products?

We make developers super duper



## PLATFORM TOOLS

- UDD
- SCHEMA SERVICES
- CANONICAL DATA MODEL
- GLOBALIZATION
- CENTRAL METADATA SERVICE

## CORE DEV TOOLS

- DEV HARDWARE VALIDATION
- CORE WORKSPACE SETUP (BLT)
- BUILD FRAMEWORKS
- DEPENDENCY MANAGEMENT
- PRODUCTIVITY EINSTEIN (SMART TESTING)

## SECURITY FRAMEWORKS

- SECRET STORAGE
- BLACKTAB
- PROD ACCESS / CHANGE MGMT
- COMPLIANCE & GOVERNANCE FRAMEWORK
- ACCESS CONTROL SERVICES (SHARING)

## CONTINUOUS INTEGRATION

- TEST FRAMEWORKS
- CODE COVERAGE
- MOBILE TESTING
- GIT CI
- PERFORCE CI
- AUTO BUGGING
- 24\*5 PRODUCTIVITY SERVICE OPERATIONS

## RELEASE SERVICES

- CORE APP SERVER & JDK
- SCONE & SERVICE MESH
- FEATURE GATES
- CACHE AS A SERVICE
- RUNTIME JAVA PROFILER
- BLOB CACHE
- GACK MONITORING

## APP LAYER SECURITY

- SHARING ACCESS CONTROL SERVICES
- APP DDOS PROTECTION
- MALWARE & ACCOUNT TAKEOVER
- WEB VULNERABILITY DEFENCE
- SECRET STORAGE

## AGILE TOOLS

- SPRINTS
- KANBAN



## THREAT DETECTION & DEFENCE

- BEHAVIOR BASED DETECTION
- CROSSLINKS
- THREAT TOOLING

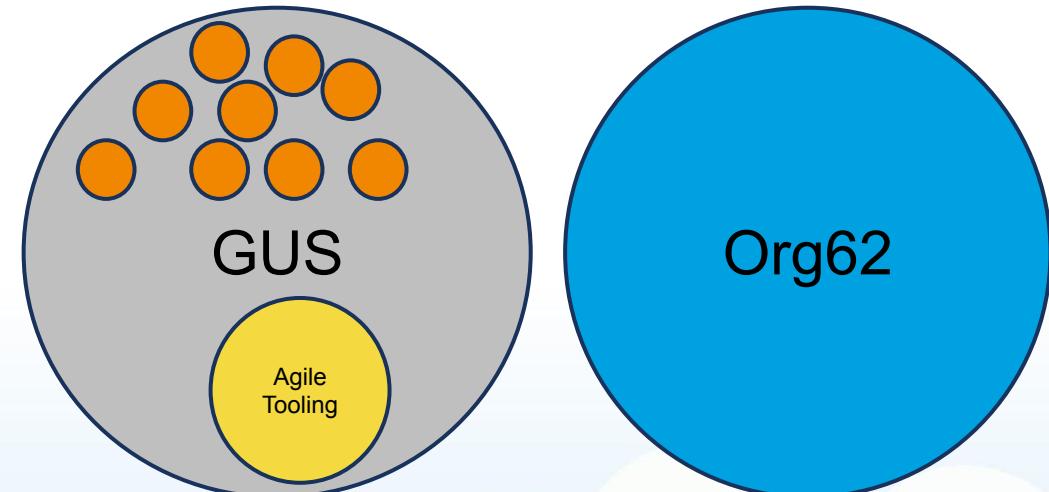
SERVING CORE, ACQUISITIONS AND ISV DEVELOPERS SINCE 2017

**CORE  
ENGR**  
salesforce

# GUS vs. Org62



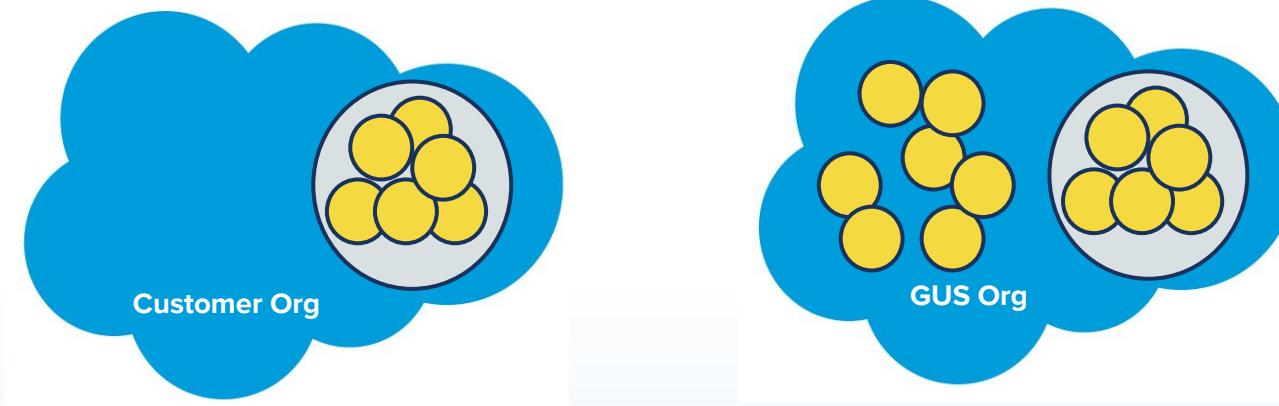
- GUS is an org used by all TMP staff for managing and collaborating
- GUS is always **one software release ahead** of Org62 and other customer instances
- GUS is where we “**dogfood**” our features
- GUS has its own instance/hardware (GS0)



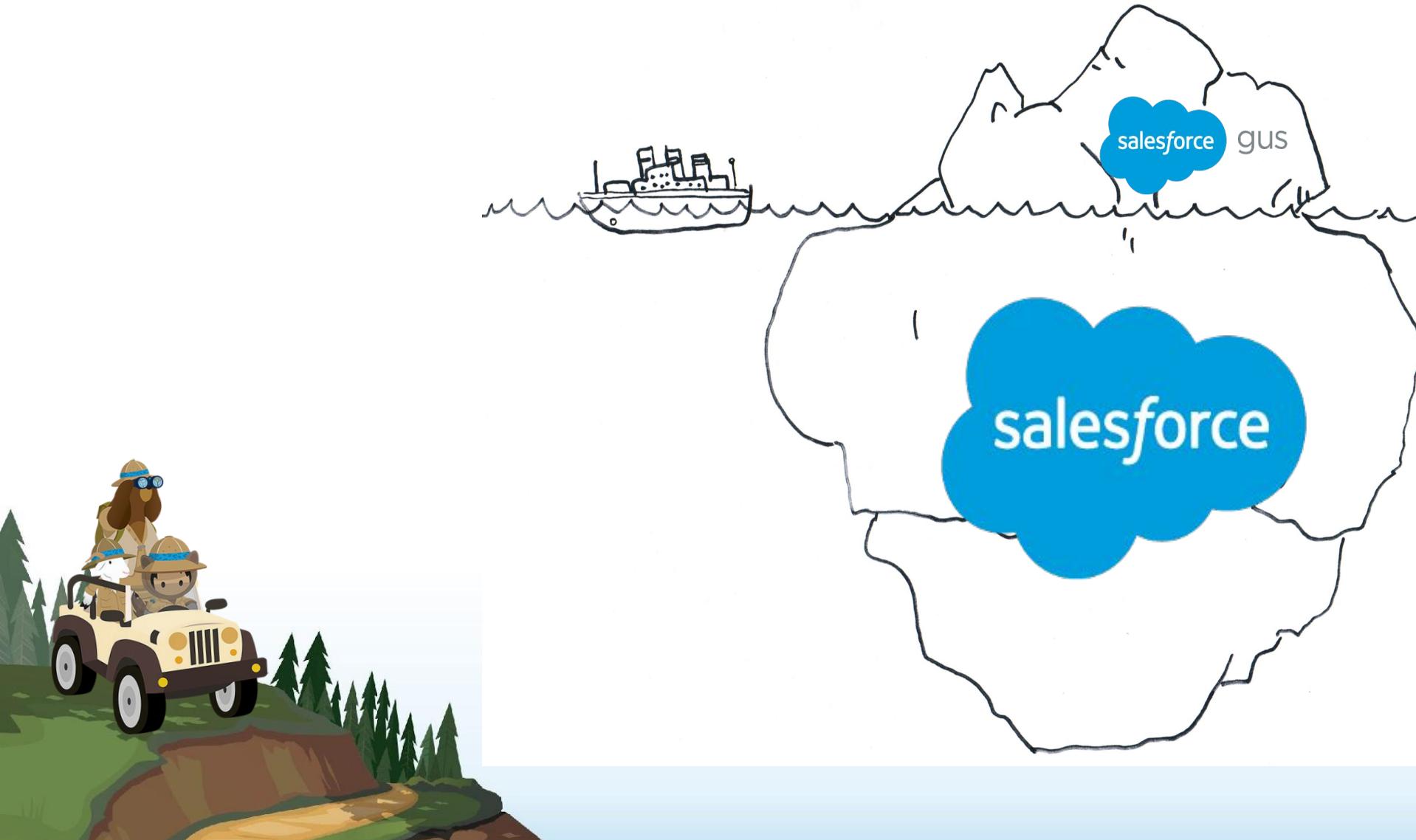
# Agile Accelerator vs. GUS



- GUS is an org used by all TMP staff for managing and collaborating
- GUS is where we “**dogfood**” our features
- Agile Accelerator is a subset of object from GUS
- GUS and Agile Accelerator are the same code line



# GUS is the Tip of the Iceberg





# GUS Quiz!

- What are product tags?
- Can a team have multiple product tags?
- What are some examples of record types for work?
- In GUS, what are two ways you can view chatter on a work item?
- What is the difference between an epic and a theme?
- What is the work structure hierarchy? Start with the lowest to the highest. Hint: lowest is “task”

# thank you



<http://sfdc.co/intro2tmp>



# Q2 New Hire Community Building

Grab a seat! Eat some food! Introduce Yourself!

Brought to you by TMP Innovation & Learning

Jose Mora & Zlata Balic



A small, brown cartoon character wearing a raccoon hood walks along a winding orange path through a green landscape. In the background, there are rolling green hills and a range of mountains under a clear blue sky. A thought bubble originates from the character's head, containing the text "Share your: Name, Team, 1 interesting Fact about yourself".

Share your: Name, Team,  
1 interesting Fact about  
yourself



# What's in store for today?

## **Networking 3:30-3:45PM**

Grab snacks join a table!

Introduce yourself: Name and Role

## **Welcome(s) 3:45PM**

Welcome from Onboarding Team

## **Volunteering 3:45PM**

DIY get well cards



[blog.lalasparty.com](http://blog.lalasparty.com)

# Guidelines for Greeting Cards



## Addressing the card:

If you want to address the card, here are some suggestions:

- "Hey there"
- "Hey you!"
- "To: a very special person"

## Verbiage on the cards:

We recommend writing the following uplifting messages:

- Stay strong
- You are awesome
- Never forget how amazing YOU are
- You rock
- I hope you have a great day today
- You shine brighter than the sun
- You inspire me
- Be Brave
- I believe in YOU

## Do not write:

- Religious comments like "God Bless You" or "I'm Praying for you."
- Personal information: address, phone number, email address etc.
- Do not sign with your sign *last name*.

### Suggestions:

- Jose from Salesforce
- Engineer from Salesforce
- Engineer Community

# thank you



[http://sfdc.co/Insidesf\\_fromuser](http://sfdc.co/Insidesf_fromuser)



<http://sfdc.co/insidesf2u>

# Technology, Marketing & Products: Parker's Team



Parker Harris  
Co-Founder



Srini Tallapragada  
President, Technology



Wayne Whitcomb  
Advisor



Phil Mui  
SVP, Architecture  
Strategy



Jim Alkove  
EVP, Security



# Technology Engineering Teams



**Sriniv Tallapragada**  
President,  
Technology



**Meir Amiel**  
EVP, Software  
Engineering



**Scott Hansma**  
EVP, Software  
Engineering



**Alex Hu**  
EVP, Software  
Engineering



**Richard Socher**  
Chief Scientist



**Sue Shanabrook**  
SVP, Infrastructure  
Engineering



**Andrea Leszek**  
EVP/COO,  
Technology



**Walter Macklem**  
Chief Architect



**Doug Scott**  
EVP, Software  
Engineering



**Darryn Dieken**  
EVP, Infrastructure  
Engineering



**Steven Tamm**  
EVP, Engineering



**Synam Nair**  
SVP, Software  
Engineering



**Raj Vemulapalli**  
EVP, Software  
Engineering



**Casey Cerretani**  
SVP, Infrastructure  
Engineering



# Technology, Marketing & Products: Bret's Team



Bret Taylor  
President & Chief  
Product Officer



John Storrner  
COO, Product Org



Hernán Asorey  
SVP, Chief Data  
Officer



Stephanie Buscemi  
Chief Marketing  
Officer



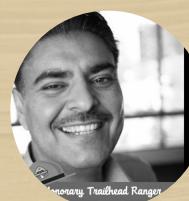
Sarah Franklin  
EVP+GM- Trailhead



Kevin Gibbs  
CEO, Quip



Mike Rosenbaum  
EVP Product



Jujhar Singh  
EVP & GM-  
Industries



Patrick Stokes  
SVP, Product  
Mgmt



Mike Micucci  
CEO,  
Commerce  
Cloud



John Taschek  
SVP, Market  
Strategy



Clarence So  
EVP, Salesforce1



Justin Maguire  
SVP, Product Design  
& UX



Ryan Aytay  
EVP, Global  
Business  
Development



Bob Stutz  
CEO, Marketing Cloud &  
Chief Analytics Officer



technology  
marketing  
product

# Technology Leadership Team



**Parker Harris**  
Co-Founder and CTO

6 | 8336



**Phil Mui**  
SVP, Architecture  
Strategy



**Jim Alkove**  
EVP, Security



**Srini Tallapragada**  
President, Technology



**Wayne Whitcomb**  
Advisor



**David Moellenhoff**  
Chief Architect



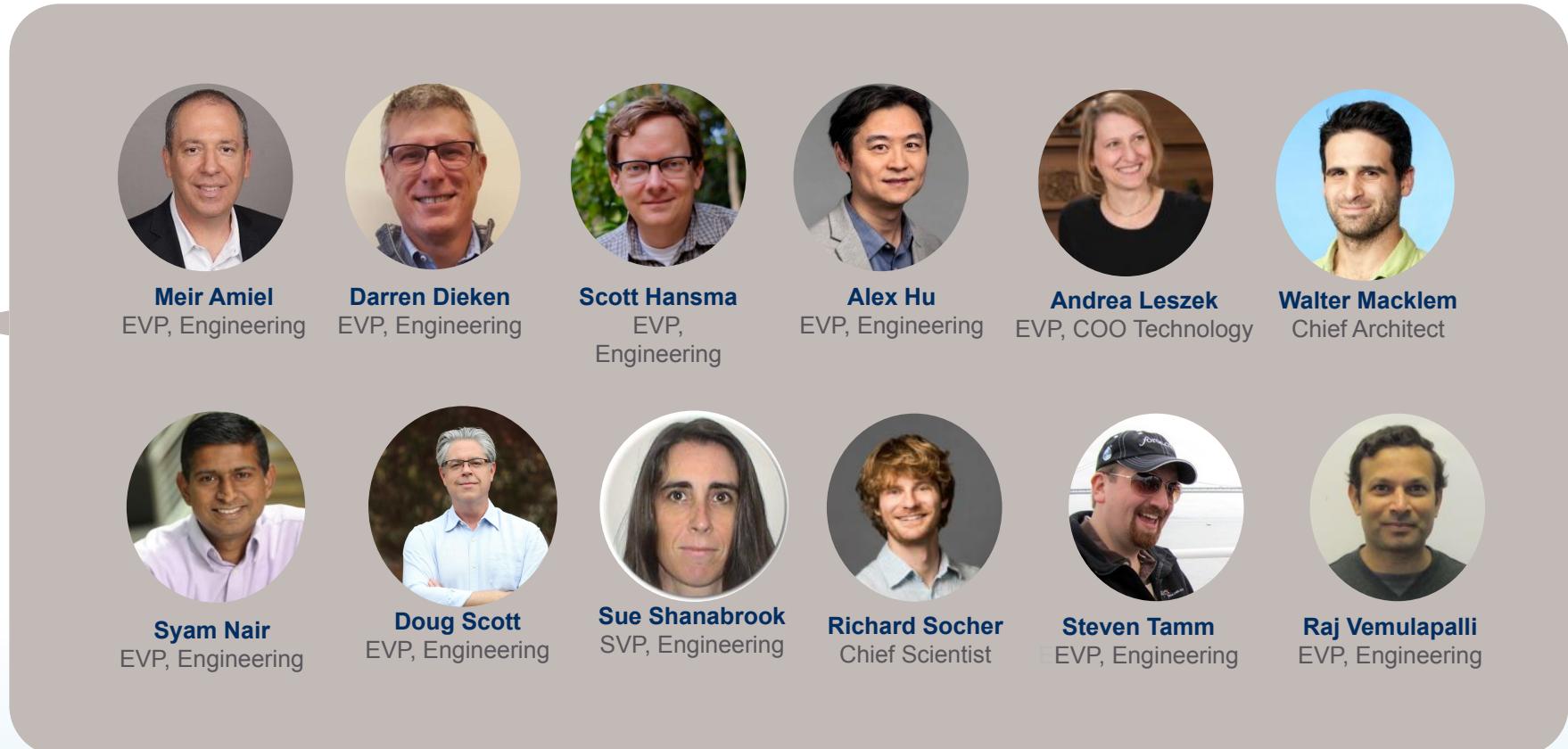
# TMP Product Engineering & Service Delivery Team

## Teams & Functions



**Srini Tallapragada**  
President, Technology

13 | 7256



# Product Leadership Team

## Teams & Functions



**Bret Taylor**  
President & Chief Product  
Officer

23 | 4606



technology  
marketing  
product



**Hernan Asorey**  
EVP, Chief Data Off.  
Co-CEO Quip & EVP  
Strategic Partnerships



**Ryan Aytay**  
Co-CEO Quip &  
EVP Strategic  
Partnerships



**Stephanie Buscemi**  
Chief Marketing  
Officer



**Ketan Karkhanis**  
GM - Analytics Cloud



**Sarah Franklin**  
GM - Platform



**Kevin Gibbs**  
Co-CEO Quip &  
EVP Strategic  
Partnerships



**Justin Maguire**  
EVP, Product  
Design+User Exp



**John Stormer**  
SVP, COO



**Mike Micucci**  
CEO, Commerce  
Cloud



**Meredith Schmidt**  
EVP+GM, Essentials



**Jujhar Singh**  
EVP & GM-  
Industries



**Adam Blitzer**  
CEO, Marketing  
Cloud



**John Taschek**  
SVP Market  
Strategy



**John Ball**  
EVP + GM,  
Einstein



**Bill Patterson**  
EVP+GM, Service  
Cloud



**Jonathan Sigler**  
EVP, Lightning



**Clarence So**  
EVP, Salesforce1



**Patrick Stokes**  
SVP, Cross Cloud  
Experience



# Salesforce Corporate Google Slides Template - Official

This template is designed specifically for online presentations. Google Slides is a great tool for real time collaboration, however there are design limitations. For best practices and to learn more, check out the Google Slides FAQs (FAQ Doc).

Updated November 11, 2018



# Create a Deck Using “New From Template” Feature



## New From Template

A screenshot of the Google Slides interface. The title bar says "Creating High Impact Slides - Google Slides". The "File" menu is open, showing options like "New", "Open...", "Rename...", etc. The "New" option is highlighted with a red box. A secondary menu "From template..." is also highlighted with a red box. The main content area shows a slide with a landscape illustration and some text.

## Delete Every Slide Except Cover

A screenshot of the Google Slides interface showing a presentation titled "Copy of Salesforce Corporate Google Slides Template - Official". The slide content includes a "salesforce" logo, the title, a description about the template being designed for online presentations, and a note that it was updated on October 5, 2018. The slide background features a cartoon illustration of a bear and a child on a bridge over a stream.

# Technology Engineering Teams



**Jim Alkove**  
EVP Security



**Meir Amiel**  
EVP, Software  
Engineering



**Scott Hansma**  
EVP, Software  
Engineering



**Alex Hu**  
EVP, Software  
Engineering



**Richard Socher**  
Chief Scientist



**Sue Shanabrook**  
SVP, Infrastructure  
Engineering



**Andrea Leszek**  
EVP/COO,  
Technology



**Walter Macklem**  
Chief Architect



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EVP, Software  
Engineering



**Darryn Dieken**  
EVP, Infrastructure  
Engineering



**Steven Tamm**  
EVP, Engineering



**Synam Nair**  
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Engineering



**Raj Vemulapalli**  
EVP, Software  
Engineering



**Casey Cerretani**  
SVP, Infrastructure  
Engineering



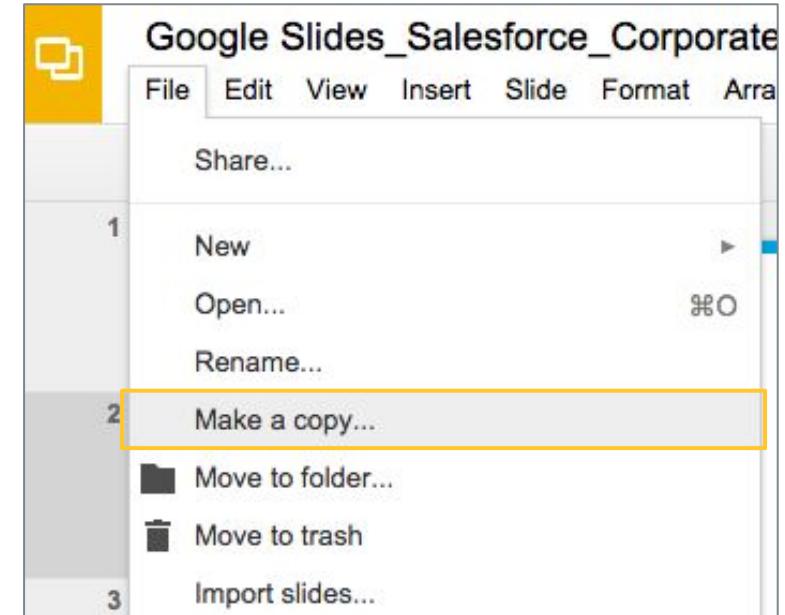
# Make a New Deck by “Creating a Copy” of the Template



## Make a Copy of this Presentation

Copy a version of this template into your Google Drive to begin working in it. This will not effect the master file shown here.

Refer back to this template for the most current version with updated, assets, examples and how-tos.



# Accessibility Considerations when Building Presentations



Our template has been made with accessibility in mind, please be thoughtful when editing content to ensure the integrity and readability is maintained for everyone.



## Text Contrast

Standards require a color contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Refer to [www.aremeycoloursaccessible.com](http://www.aremeycoloursaccessible.com) to test to ensure text and informational icons have a sufficient contrast ratio against their background

## Text and Images

Do not place text over non-solid or textured images

## Font Size

Avoid fonts smaller than 14pt (16pt recommended)

## Using Color

Avoid color as the only visual means for conveying information. Add a text label to graphs that use color to indicate status.

# Confidentiality Information Requirement

Is your information sensitive or confidential?



When creating a deck, consider whether any information in that deck is confidential, the level of confidentiality, and how broadly the information should be shared.

For decks containing confidential information, **mark all slides**, including the cover page, with a prominent, appropriate confidentiality notice, such as:

Salesforce Confidential - Not for External Distribution

Salesforce Highly Confidential - Do Not Forward

Examples of confidential information may include, but are not limited to:

Business plans or strategies

Financial results

Product designs and concepts

Sales goals and marketing plans

Terms and conditions, rates, or fees offered to particular customers

Add this text into the the slide master of each layout or manually on each slide in your deck

**Salesforce Confidential - Not for External Distribution**

# Working with Bullets on the Slide



By default all of our templates use the paragraph heading style (The first line of text does not have a bullet). For internal presentations that may not always be ideal. Here are instruction to add bullets to a layout paragraph if needed.

---

- Manually add a bullet by selecting bullet icon on toolbar and pressing return
  - Once you have added bullets you can press the indent icon button for the second level bullet

Indent Icon

Step 1



Step 1



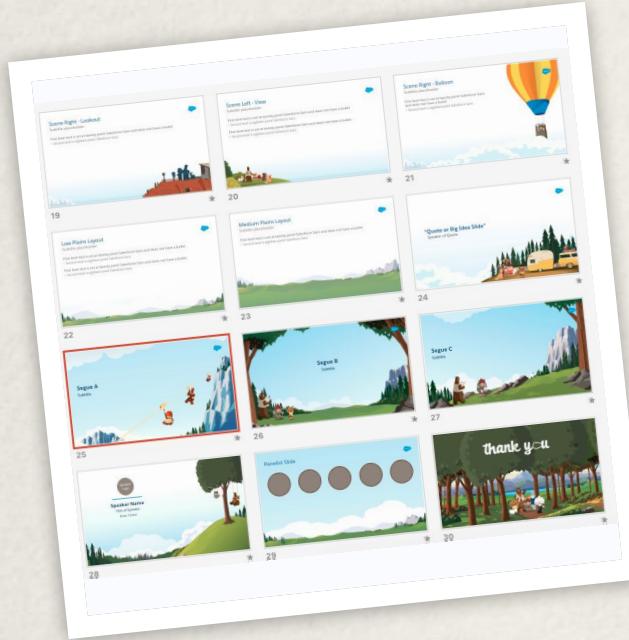
**NOTE:** If you don't want both levels to have a bullet, you can delete a bullet by pressing backspace until it is gone. If you want to use the indent tool to adjust font weights you can only use this feature when a line of text is associated with a bullet. If you remove a bullet, you will need to create hierarchy manually.

# Note About PowerPoint

This version of the Corporate Template was developed specifically for Google Slides. If you are principally working in PowerPoint use the version of the Corporate PowerPoint Template [here](#).



# Welcome to the Post Dreamforce 2018 Template



**Slide  
Layouts**  
Slide 3



**Trailhead Themed  
Graphics**  
Slide 36



**Salesforce Icons,  
Logos & Devices**  
Slide 51

NOTE: For working examples of this template and best design practices please refer to the [Corporate Presentation](#)

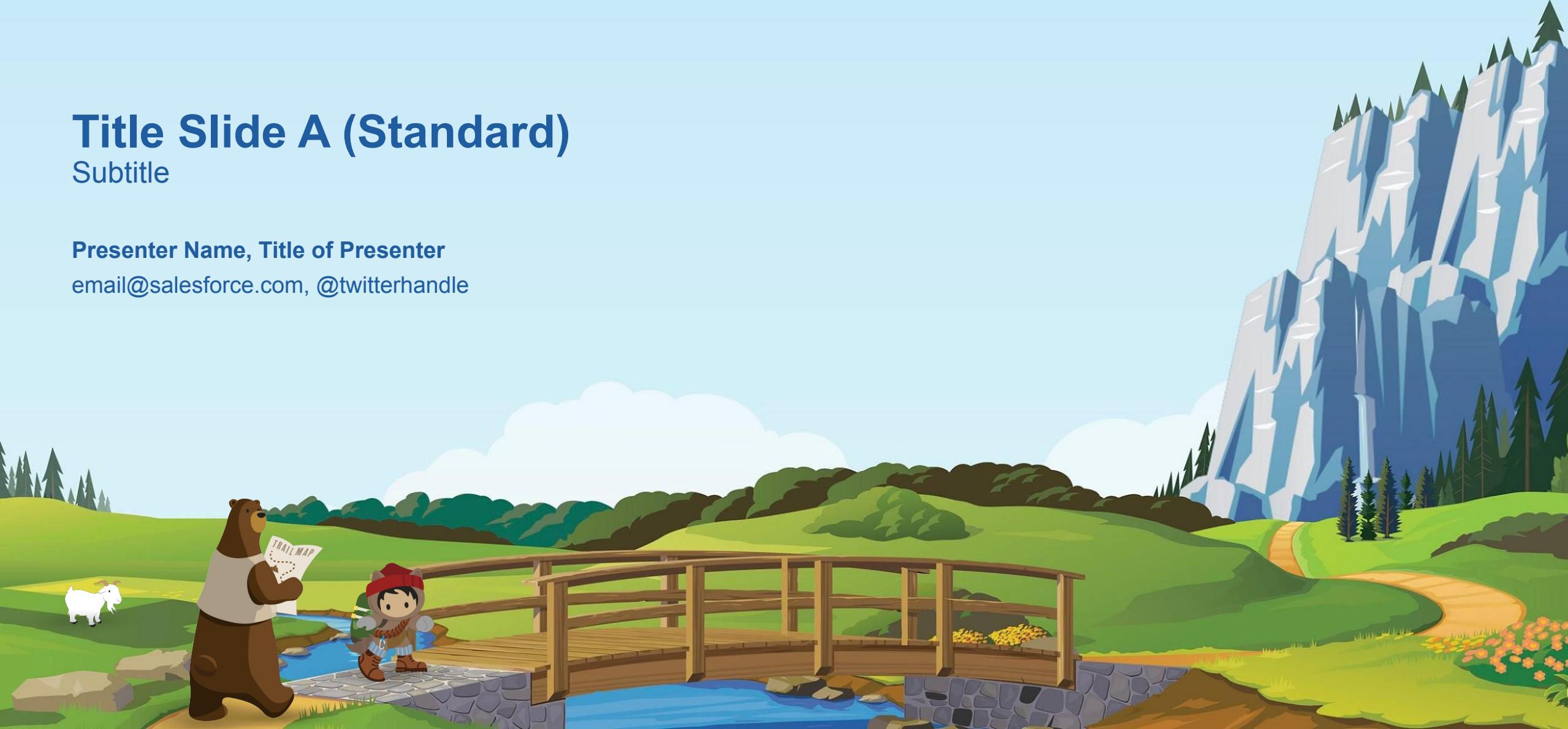


# Title Slide A (Standard)

Subtitle

Presenter Name, Title of Presenter

email@salesforce.com, @twitterhandle



# Basic Layout – Title Only

Subtitle placeholder



# Basic Layout

Subtitle placeholder

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Basic Layout

## Subtitle placeholder

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Basic Layout

## Subtitle placeholder

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Basic Mountain Footer

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Above the Trees

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Foothills

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Staging Area - Center

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Staging Area - Center Wide

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

# Sign Callout



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

# Scene Left - Mountain

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Scene Right - Mountain

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Scene Left - View

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Scene Right - Mountain Peak

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Scene Right - Astro Balloon

Subtitle placeholder

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Low Plains Layout

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# Medium Low Plains Layout

Subtitle placeholder



First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial

First level text is set at twenty point Arial and does not have a bullet

- Second level is eighteen point Arial



# “Quote or Big Idea Slide”

Speaker of Quote



# Paper Texture

Subtitle placeholder



# Paper Texture - No Logo

Subtitle placeholder

# Segue A

Subtitle



# Segue B

Subtitle



# Segue C

Subtitle



# Panelist Slide



Right Click  
and select  
Replace Image

Name

Title

Name

Title

Name

Title

Name

Title

Name

Title



# thank you



# Trailhead Themed Graphics



# Astro

## Branded characters



Drop  
Shadow



Astro  
Poses



Astro On The  
Trail/On the Go



Trailhead  
Astro & Misc.



Trailblazer Hoodies



# Astro

## Branded characters



Astro On  
The Job



Astro  
Shopping



Mountain  
Climbing



Astro  
Misc

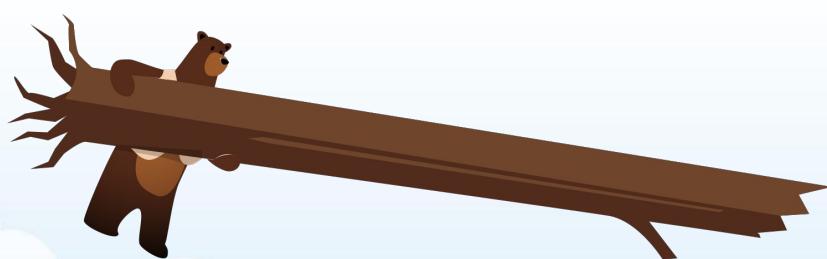
Astro  
Transportation



Astro As  
Yeti

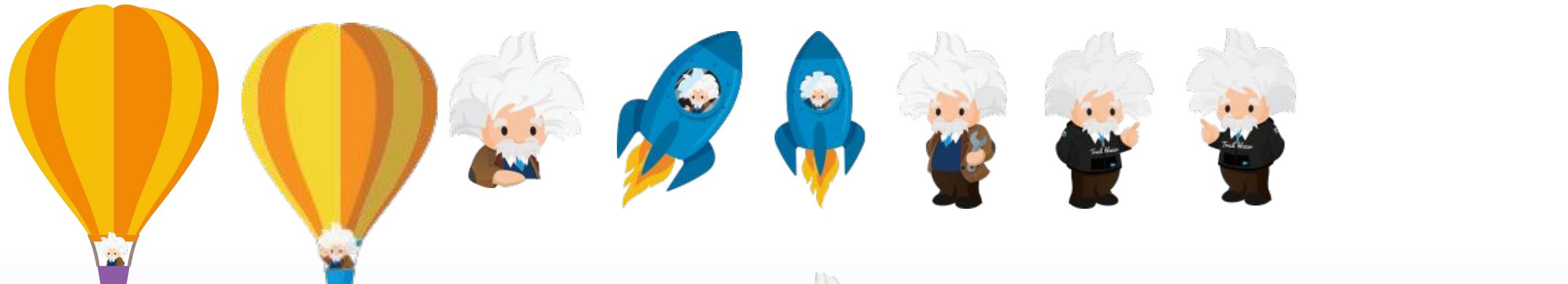


# Codey



# Einstein

## Branded characters



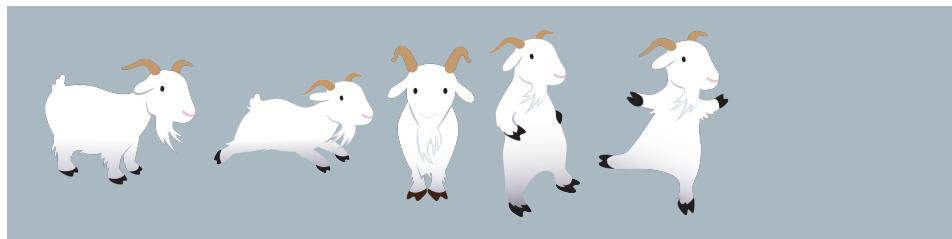
# Appy, Earnie, Cloudy, Codey, SaaSy & Blaze



Appy



Cloudy



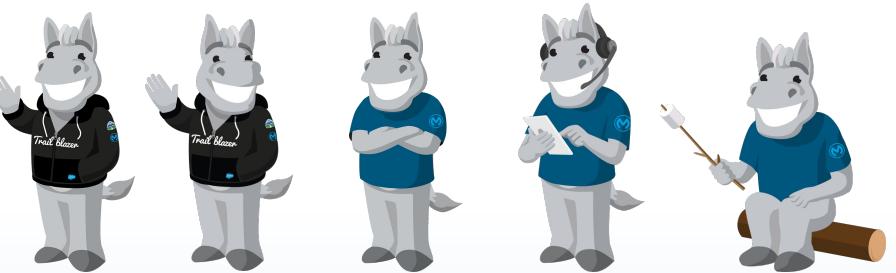
Blaze



SaaSy



Max



Hootie



Earnie the Badger



# Two or More Characters



# Foreground Elements (Use Sparingly)



Grasses



Birds



Touch of Color



Greenery



Stones



# Human Touch



Buildings



Wooden



Misc.



# Paths and Waterways



Align these on staging areas carefully to demonstrate journeys

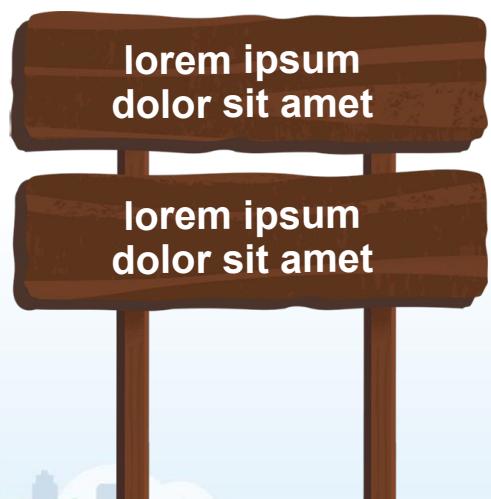
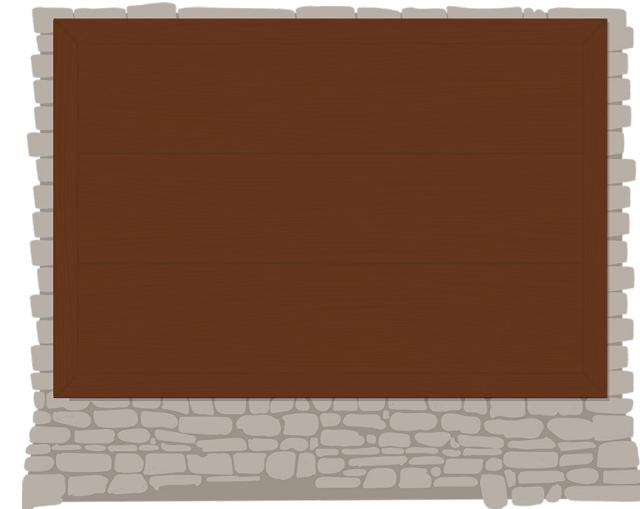


# Crack Slide Elements

Moveable graphics



# Callout Text



# Callouts & Stats

## Callout Banners

These can be used to call out text without interfering with primary content. Use sparingly.

Generally Available  
2019

Generally Available  
2019

Generally Available  
2019

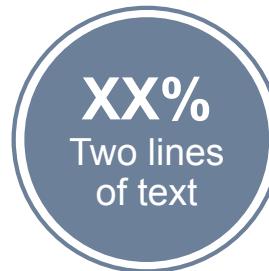
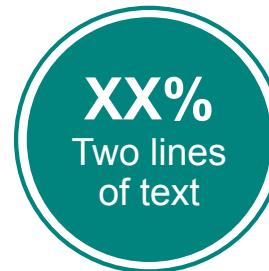
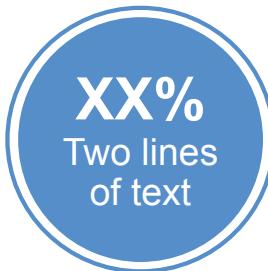
Generally Available  
2019



*Ideal placement for top banner is far right*

## Stat or Callout Stickers

These can be used for stats or to call out important secondary message on a slide. Use only one per slide.



## Large Stat Plaque

This can be used for a single stat when it's the primary message. Use only one per slide.

Recommend using free floating stat treatment to the right whenever you can.



## Large Stat

**2M**  
stat content

**\$2M**  
stat content

## Medium Stat

**2B**  
stat content

**22%**  
stat content

## Small Stat

**200K**  
stat content

**NOTE ABOUT SIZING:** Money and percentage symbols should always be 2/3<sup>rd</sup> the size of the number's font weight. M, B, T should always be the same size as numeric value

# Elements for Paper Texture Slides



## Elements for Topographic Journey Map Treatment

Stops along a path

Banner for Maps

Stops along a path



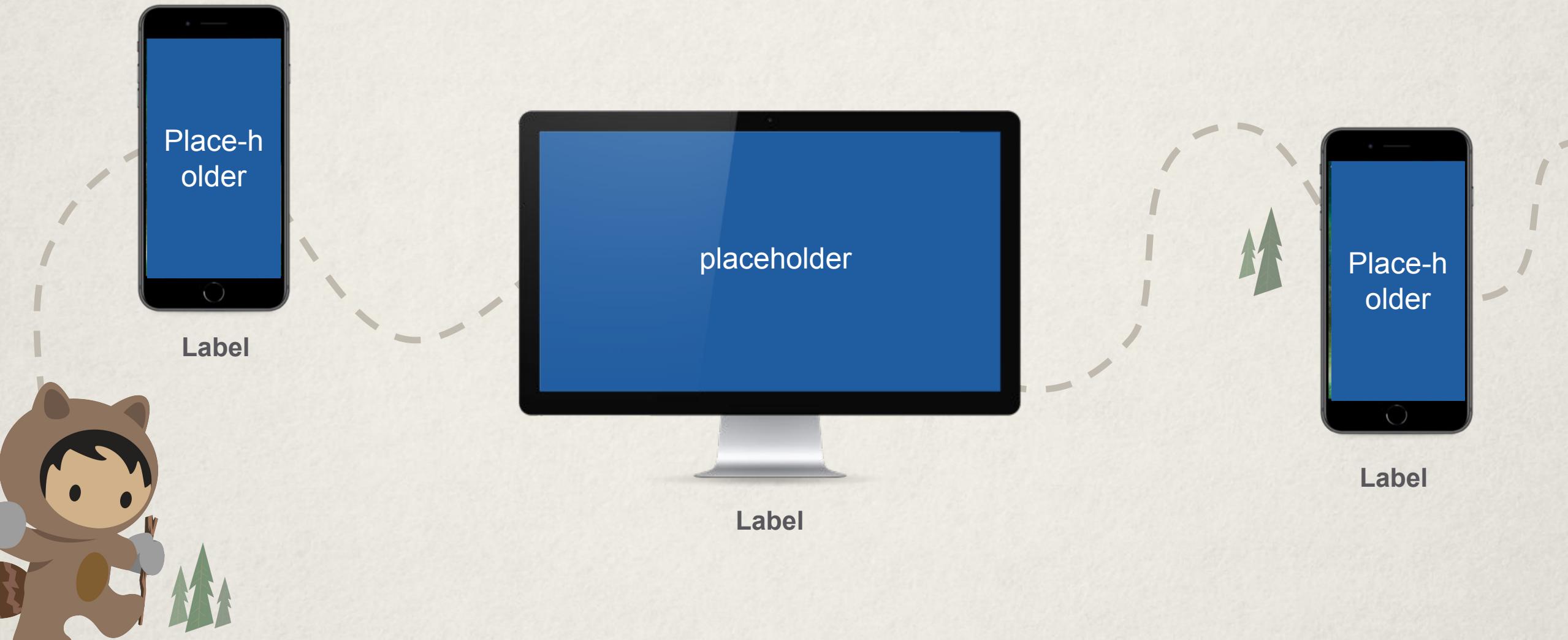
## Elements for Scrapbook Treatment



Picture frame with label



# Topographic Journey





# Salesforce Icons, Logos & Devices



# New Salesforce Product Icons



Branded square icons Launched at Dreamforce 2018

Sales



Inbox



Field Service

Marketing



Social Studio

Commerce



Communities



Collaboration



Platform & Ecosystem



IoT  
Heroku

Integration



Industries



Trailhead



Customer 360



Analytics



Analytics



Lightning

AppExchange



Einstein



Government



Media



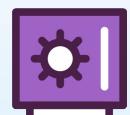
Consumer Good



Transportation & Hospitality



Financial Services



Automotive



Communications



Retail



Manufacturing



Health Cloud



Philanthropy



# New Salesforce Product Icons



Branded circle icons DF18

Sales



|

Inbox



Trailhead



Government



Service



|

Field Service



Marketing



|

Social Studio



Commerce



Customer 360



Communities



Collaboration



Platform & Ecosystem



|

IoT



Heroku



Industries



Industries



Lightning



Integration



Heroku



Analytics



AppExchange



Einstein



Analytics



Lightning



Retail



Manufacturing



Philanthropy

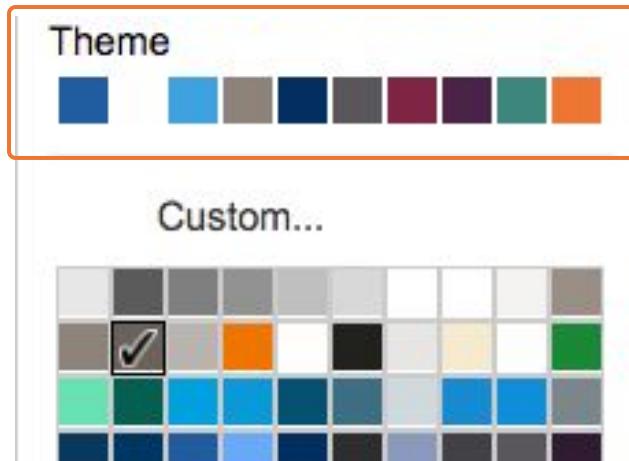


# New Color Palette



The new Salesforce branded colors have been built into this Google Slides template

New Color Palette



Headings are dark gray  
• Secondary text is lighter gray

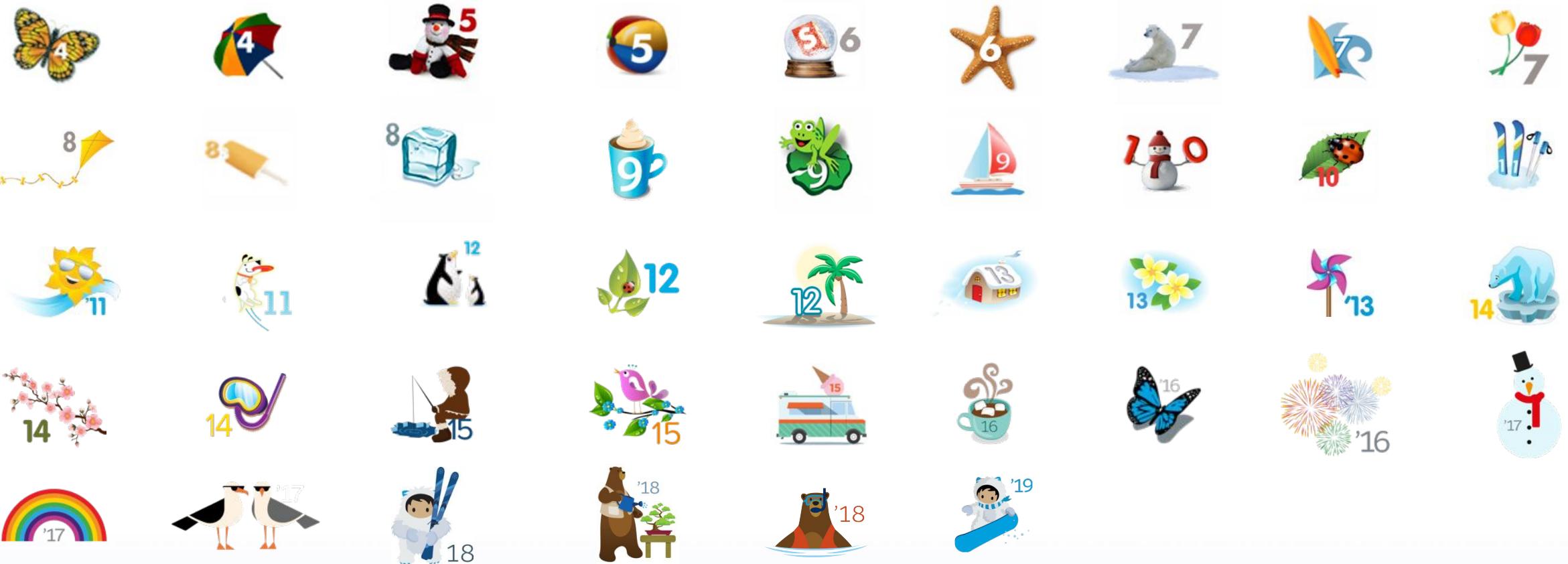
Default Line

Default shape

Theme Color Palette Key

1 White	2 Platform Secondary	3 Secondary Text Gray	4 Salesforce Blue	5 Platform Primary	6 Salesforce Neutral	7 Service	8 Industries	9 Sales	10 Marketing
#205ca0ff	#818181ff	#3ea1e0ff	#032e61ff	#59575cff	#7f2443ff	#4b2248ff	#3d867dff	#ee7600ff	

# Innovation Icons



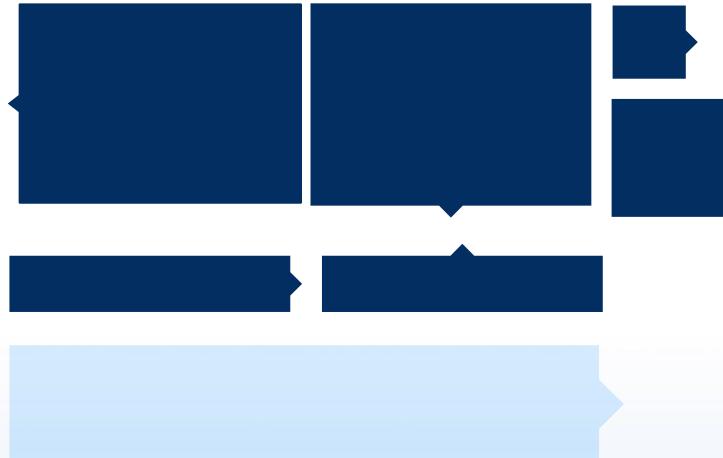
# Additional Callout Boxes and Elements



Use these styles consistently throughout so the visuals effectively support your presentation.

## Call Out Box Style

Call out boxes are a great way to highlight a piece of your layout using text. Hold the shift key when resizing to ensure aspect ratios stay the same



## Arrows

Use above arrow head for visual consistency.

## Lines

Standard lines are 1 pt thick

## Diagram Arrows

Use this style within movement diagrams: line and circle color can change with diagram use.



# Line Art

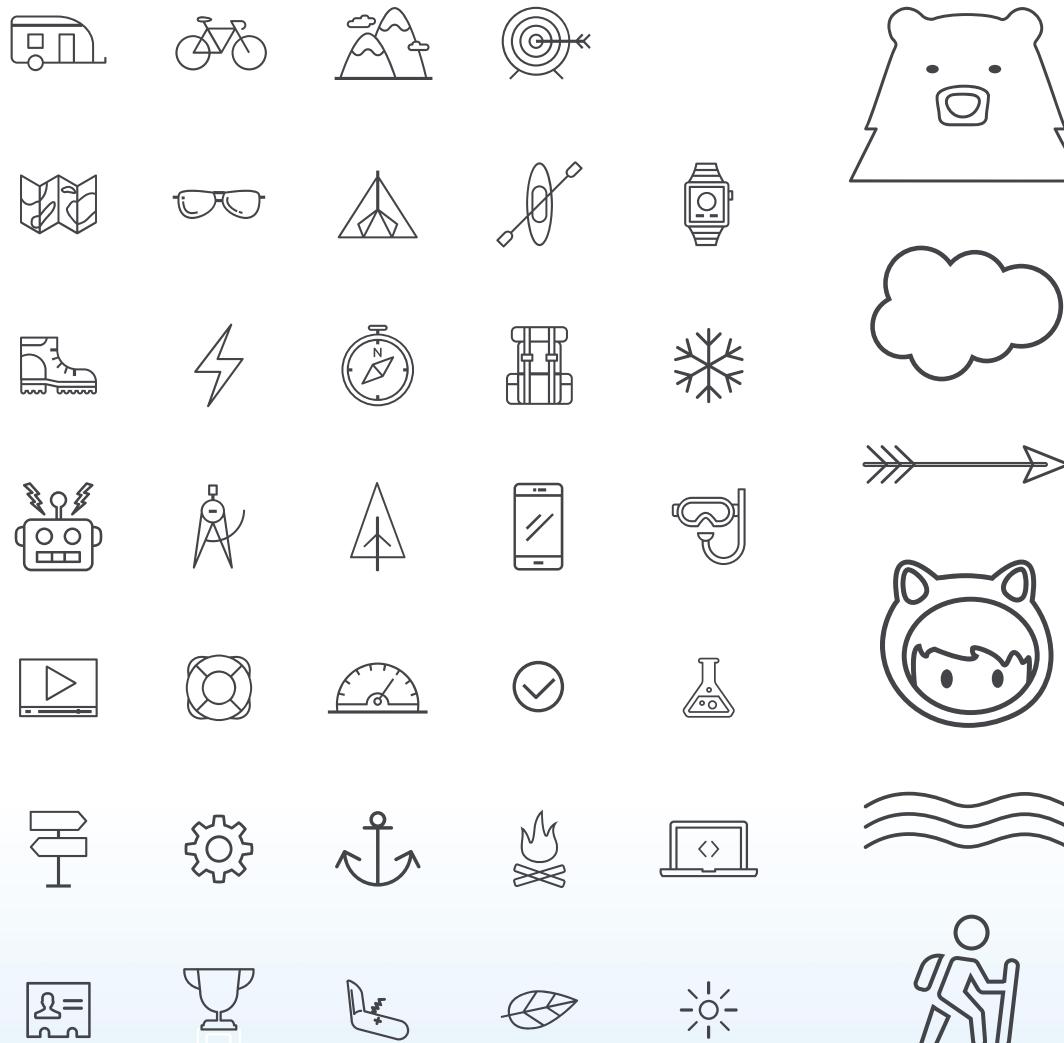


These icons play a big part in keeping things playful.

We've begun to use more line art in our design for contrast against the cartoon artwork direction.

If you choose line art, suggest being consistent throughout your deck.  
We've created a library on the following page for most other use cases.

These have been created to allow you to change colors etc. directly in PowerPoint



# Iconography



Productivity		Organization		
Computers & Tech		Social		
Network & Servers	Essential Elements			
Security		GUI Elements		
Marketing	Money & Finance		Healthcare	
Retail	Additional Industries			
Design & Drawing	Rewards		Sports	
Maps & Navigation		Transportation		

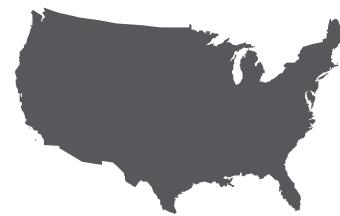
# Editable Maps With Editable Location Pin



North America



U.S



Europe



British Isles



UK



Ireland



World Map



South America



Germany



France



Africa



Canada



Netherlands



Australia



Asia



Japan



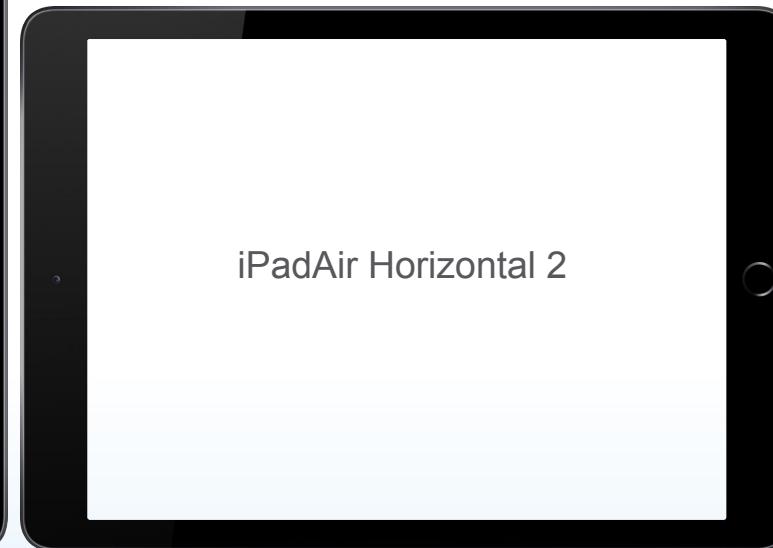
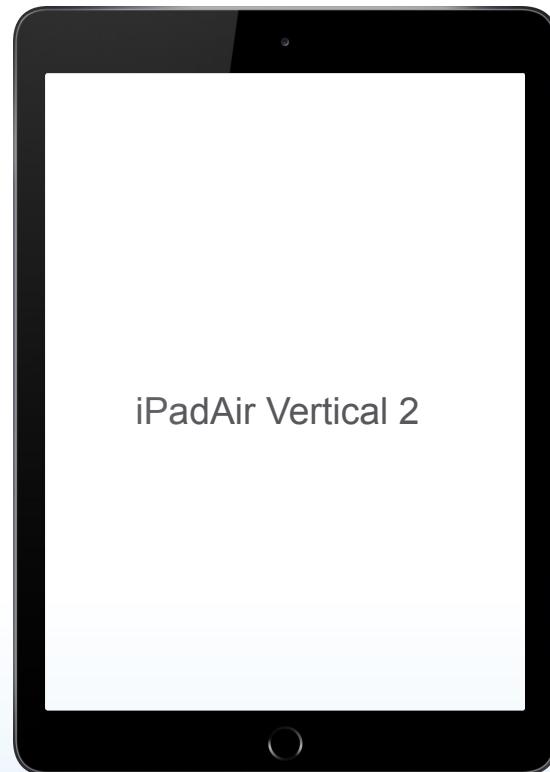
Location Pin



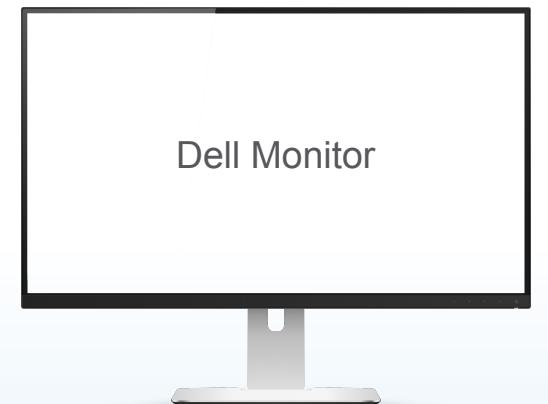
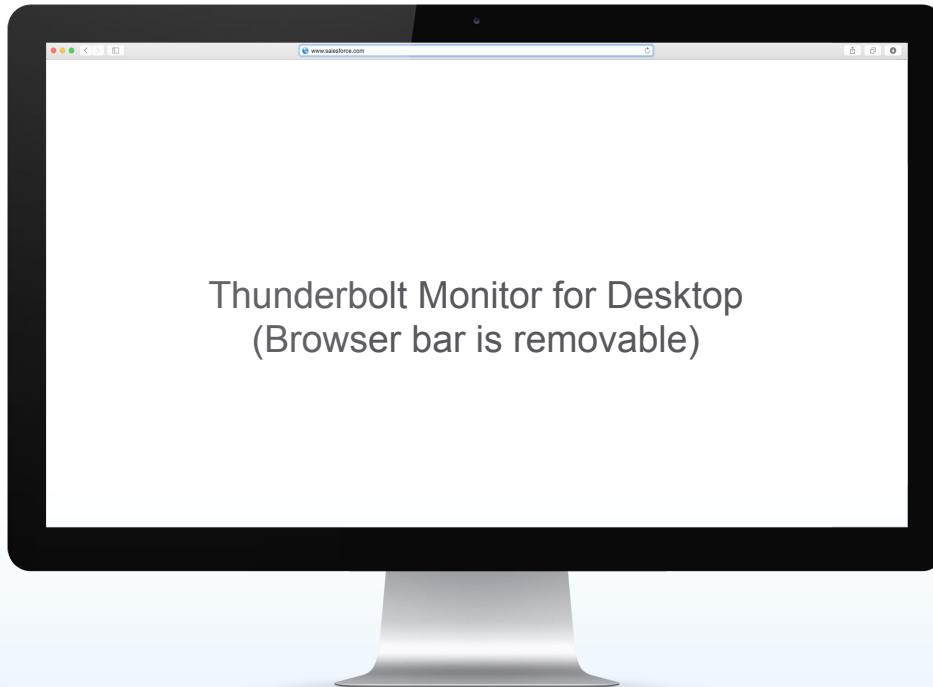
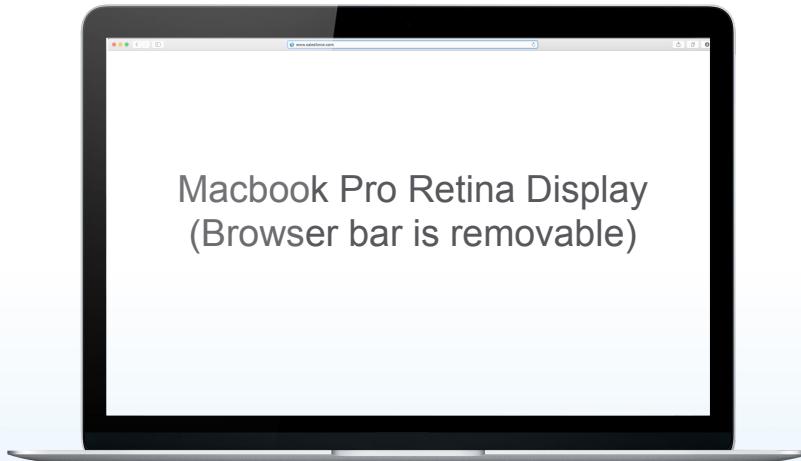
# Tablets, Phones and Watches



Devices are to scale in relationship to one another, use this slide as a reference



# Computers



# Salesforce Corporate Logo



# Core Product Logos



sales cloud

service cloud

marketing cloud

community cloud

financial services cloud

platform

commerce cloud

einstein analytics

**MuleSoft**  
A Salesforce Company

health cloud

sales cloud

service cloud

marketing cloud

community cloud

financial services cloud

platform

commerce cloud

einstein analytics

**MuleSoft**  
A Salesforce Company

health cloud

# Additional Logos



appexchange

quip

heroku

success cloud

CPQ

DMP

pardot

essentials

customer 360



appexchange

quip

heroku

success cloud

CPQ

DMP

pardot

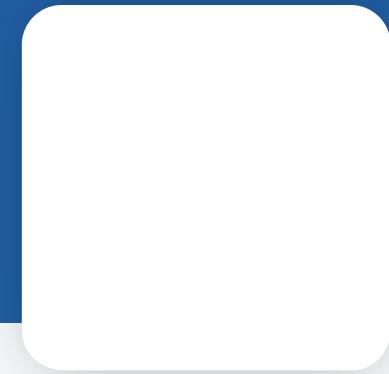
essentials

customer 360



[salesforce.org](https://salesforce.org)





### Devices and Product Screenshots

Whenever available, place product screenshots into devices and send to back. Device placement should overlap the white sidebar



# Customer Story Layout Graphic Resources

### Product Icon and Label Placement

Use this table and icons for exact alignment.  
Delete the product name and icon you are not using.



Sales Cloud



Service Cloud



Marketing Cloud



Commerce Cloud



Community Cloud



Platform



Einstein Analytics

### Editable Stat Text Box and Key Line

Place key stat into text box and adjust the height within the sidebar.  
Place the key line between the product(s) name and the stat.



stat text



Logo

**Internal Only Bar**

Some assets should not be shared externally. Use this header bar to note content that is for internal audiences only.

# Customer Story Layout Graphic Resources

**Industry Product Icon and Label Placement**

Use this table and icons for proper text alignment when telling your Customer Story. Delete the products you are not using.



**XX**  
stat text

**Editable Stat Text Box and Key Line**

Place key stat into text box and adjust the height within the sidebar.  
Place the key line between the product(s) name and the stat.



# Deep Dive Customer Story Layout Graphic Assets

**Stat Text Box Placement**  
When using the additional deep dive slide, the stat text box should be place into the Business Results area, not on the white sidebar as in previous examples.



**Transparent Overlay for Wayfinders**  
Place this semi transparent box over all product names and icons that you are not speaking to on the slide. This will allow you to create a wayfinder model. Adjust for each consecutive slide in your cross cloud slide set.

**Product Icon and Label Placement**  
Use this table and icons for exact text alignment on deep dive customer story layouts. Delete the product name and icon you are not using.

-  Sales Cloud
-  Service Cloud
-  Marketing Cloud
-  Commerce Cloud
-  Community Cloud
-  Platform
-  Einstein Analytics

The Deep Dive Customer Story layout should only be used in conjunction with a cross cloud story set of slides.

# Trailblazer Font Text

Only use these words in the Trailblazer font



Text for Titles

*Trailblazer*

*Trailblazers*

Text for Titles

*Trailblazers*

*Trailblazer*



# Minimize File Crashing On Your Mobile Device!



## I. Be Sure to Convert All PowerPoint Decks You Upload into Google Slides

When PowerPoint slides are uploaded, they may look like Google Slides, however until you **manually convert the deck**, Google Slides can struggle with this other format.

Go to **File>Save as Google Slides** and this will automatically convert the PowerPoint deck into Google Slides.

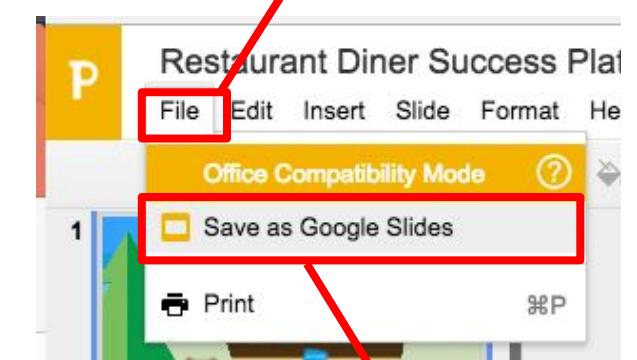
**Note:** The document name suffix, may still read .pptx once converted, despite being a Google Slides deck. At this time you may want to rename the file to avoid confusion.

## II. Make Sure Deck Is Completely Loaded Before Scrolling/Editing On Device

Some decks may take a while to be completely ready, give it a few minutes to limit deck crashing

## How to Convert PowerPoint Decks into Google Slides

### Step 1

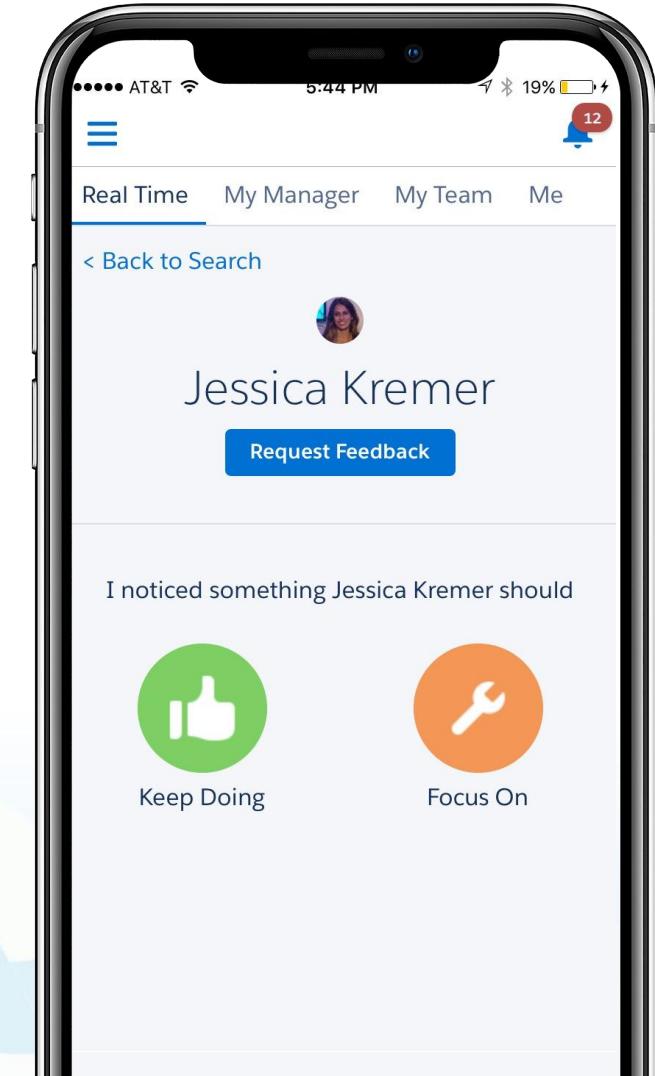


### Step 2

# I'd love your feedback on what I presented today

The best way to give feedback?

The Feedback App



# thank you





This template is maintained by the Corporate Messaging & Content team.  
Please send any questions to our [Chatter Group](#).

# TMP All-Star Awards



The TMP All-Stars Awards celebrates, encourages, and recognizes the All-Stars within Technology, Marketing, & Products and taps into the power of peer nomination to surface leaders & unsung heroes of the T&P Org.

The awards is based on these core values:

- Trust
- Customer Success
- Innovation
- Teamwork
- Equality





# LIFE @ TMP - Learning, Innovation, Fun & Engagement

Kathleen McKinnon - Program Manager



# Our Team



Alana Shain



Kathleen McKinnon



Jackie Perrine



Karen Morales



Laura Lindeman



Sindhu Gopalakrishna



Sanjeevani Bhardwaj



Candyce Hawkins

Visit the team, [Culture & Innovation chatter group](#) in GUS

# Culture & Innovation Programs



OOM



Tech Talks



Hackdays



VTO



# Opportunity Open Market (OOM)



Facilitates internal career changes within TMP



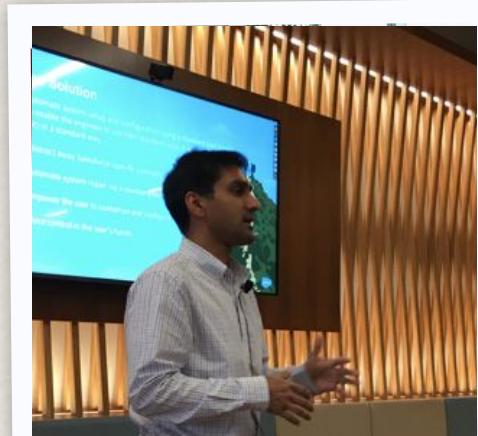
- find the position within TMP that's best for you
- need more of a challenge in your current role, switch teams
- explore new opportunities without leaving Salesforce

Timeframe:

- 3x/year
- Falls between Feature Freeze & Release Freeze



# Tech Talks



## Tech Talks

Forum to disseminate industry information that is relevant to all TMP

- Internal SME and external luminary speakers
- In-person audience and GoToWebinar
- Content totals between 45-60 minutes
- Slides and recordings available post-talk

### Upcoming Tech Talks:

- Open Source @ Salesforce.org
- The Metadata One Initiative: Helping Developers & Admins Make the Most of our Platform
- Querying Image Database
- Penetration Testing: How to get the “Sec” in DevOps



# Hackdays



**Hackdays**

24 hours to work on a project of YOUR Choice!

- 24 hours to hack (sleep optional)
- 3 minutes to present
- Top projects move to finals
- Prizes: Money! Trophies! Fame!

Categories Include:

- Productivity
- Culture & Trust
- Product Enhancement

CC Cloud Hackday:

- Hacking Starts Fri. Feb 4th



Visit the [Hacktivities chatter group](#) in GUS

# Volunteer Events



Help us reach our goal of 1 MILLION volunteer hours this year!



**VTO**

- 56 hours of vto/year
- Join us at locally adopted schools
- Participate in events planned around the holidays
- Check in with your GOC

HQ VTO + Charity Events:

- Hoops for Kids
- Goal Against Hunger
- Ping Pong for Light the Night



# TMP Social Events



# A Global Ohana: Over Half of TMP Outside HQ



# Global Office Council



Members of the GOC are in-the-know on initiatives that make TMP a great place to be an employee and are empowered to influence and drive the culture in their locations.



# Q & A



# thank you

