

salesforce

# Scale Center

## Amplify Application Performance

Karishma Lalwani, Sr.Director of Product  
Twitter: @karishmalalwani



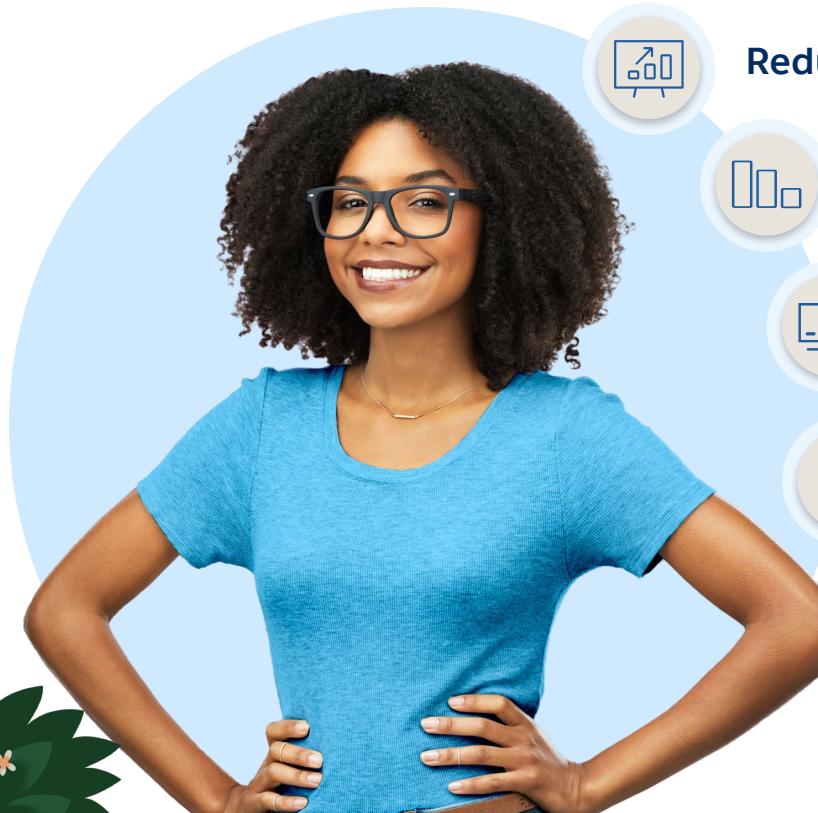


# Forward-Looking Statements



This presentation contains forward-looking statements about the Company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, environmental, social and governance goals, expected capital allocation, including mergers and acquisitions, capital expenditures and other investments, expectations regarding closing contemplated acquisitions and contributions from 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, the Company's results could differ materially from the results expressed or implied by the forward-looking statements it makes. 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: risks associated with our ability to successfully integrate Slack Technologies, Inc.'s operations; our ability to realize the anticipated benefits of the Slack Technologies, Inc. transaction; the impact of Slack Technologies, Inc.'s business model on our ability to forecast revenue results; disruption from the transaction making it more difficult to maintain business and operational relationships; the 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 service performance and security levels 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; our ability to secure and costs related to data center capacity and other infrastructure provided by third parties; 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; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau; 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 beyond the CRM market; the success of our strategy of acquiring or making investments in complementary businesses and strategic partnerships; our ability to compete in the market in which we participate; the success of our business strategy and our plan to build our business; 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; 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; our ability to protect our intellectual property rights; our ability to develop our brands; the valuation of our deferred tax assets and the release of related valuation allowances; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property; uncertainties regarding the effect of general economic conditions; and risks related to our debt and lease obligations.

# Performance is Critical for Business Growth



Reduce Business Disruption

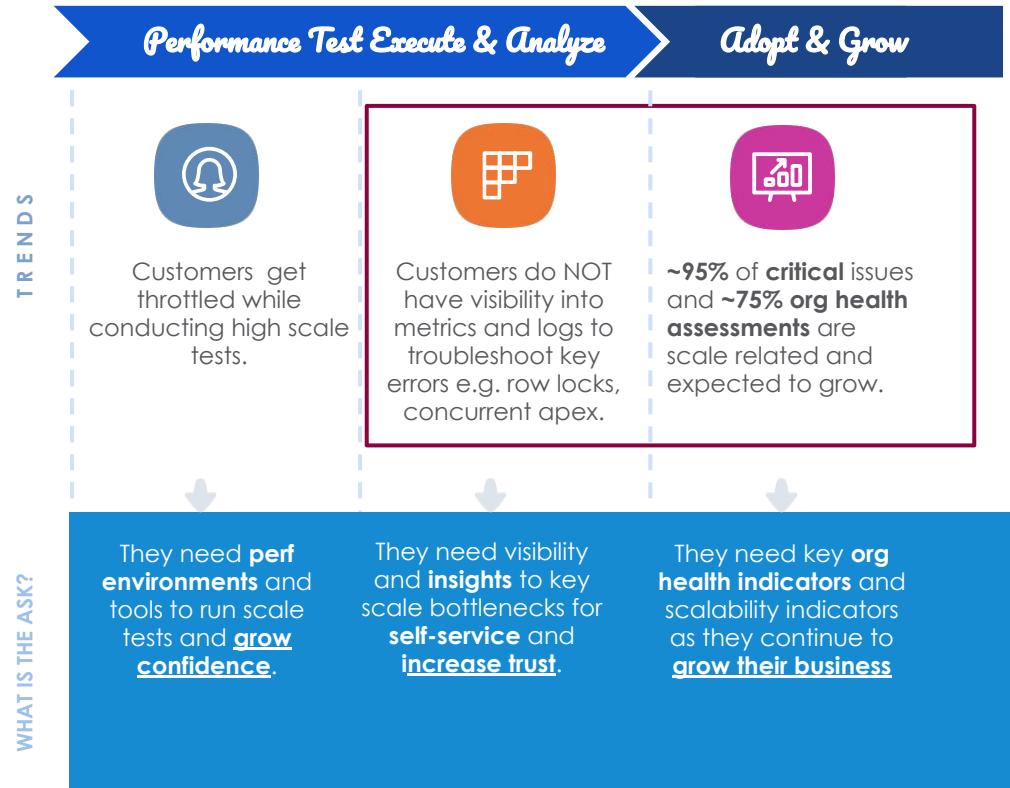
Improve User Experience

Increase Speed to Market

Boost Customer Trust



# Key Trends in App Life-Cycle Influencing Our Strategy

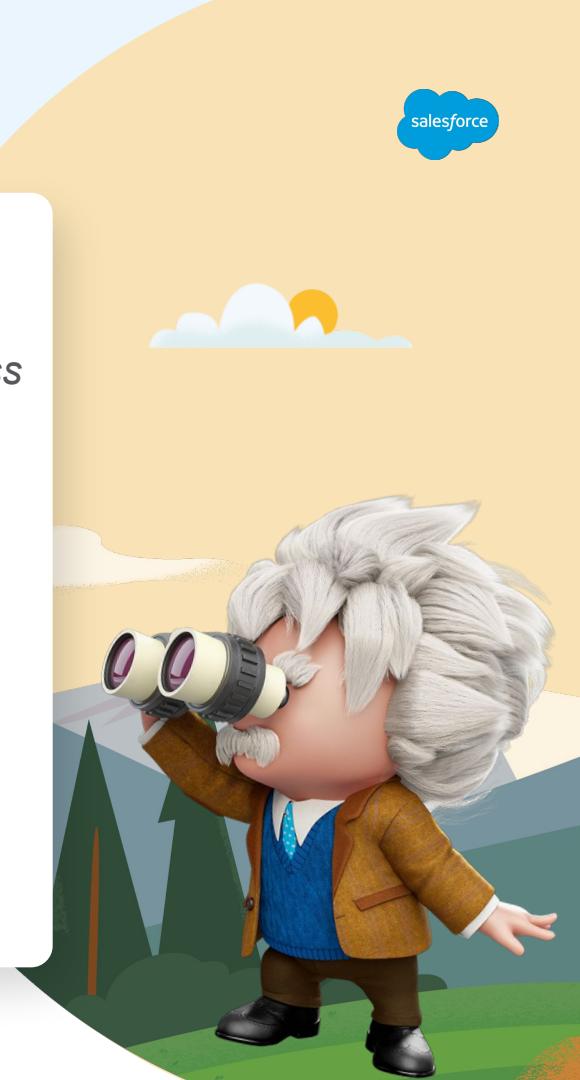


## Vision

We empower our customers, partners and ISVs to **proactively** assess performance and scale risks in their integrated apps.

We do this by providing key performance metrics and **scale insights** during their app lifecycle in a single pane of glass.

Our product will enable our customers to “**scale their apps with confidence**”.



# Scale Center



Enabling customers to “scale with confidence” by providing insights at the right time.

## Access to Scale Metrics at fingertips

Provide visibility into key scale metrics during performance testing to diagnose & resolve scale issues

## Detailed Analysis on errors

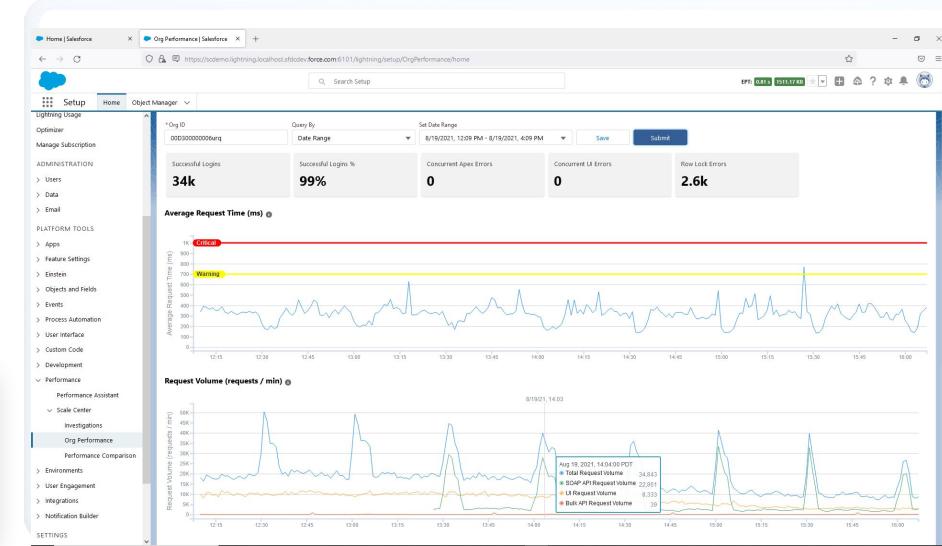
Investigate root cause of common errors by a user selected time interval and identify culprits

## Drive optimization by providing recommendations

Provide diagnostics of scale hotspots along with best action to improve scalability score

## Optimize app performance

Proactively identify bottlenecks to improve user experience.



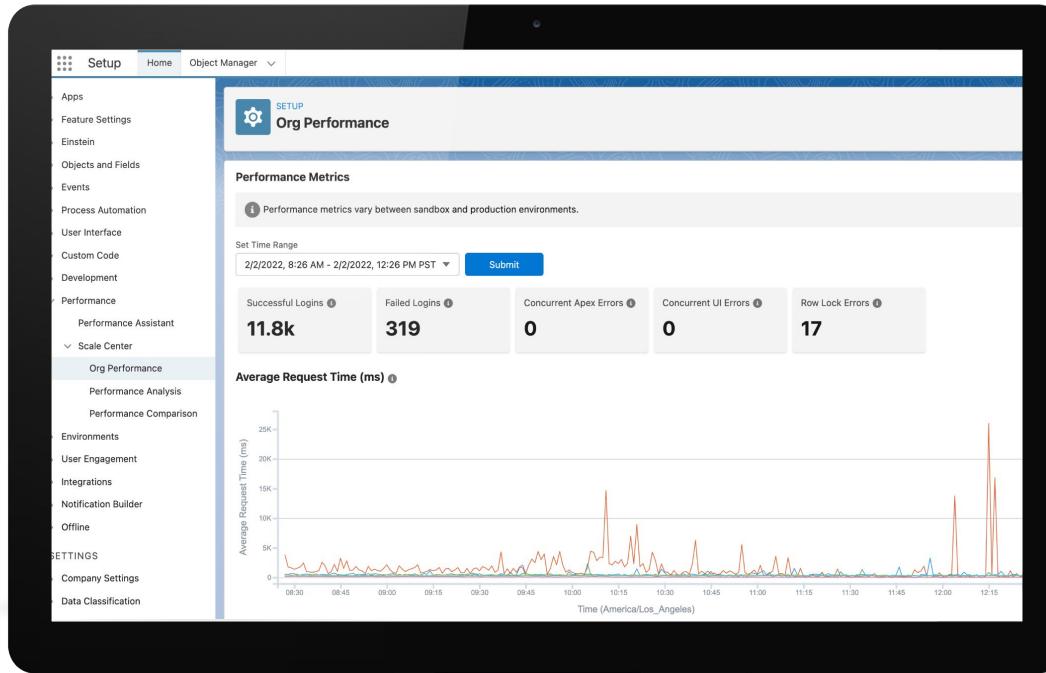
Available in  
Sandbox +  
Production  
(1P &  
Hyperforce)

# Scale Center Spring '22 Pilot - Features



Visibility to key scale metrics after recent performance run

- Request time, request volume
- Total app cpu, total DB cpu
- Errors (row lock, concurrent APEX, concurrent UI)
- Logins (successful, failed)

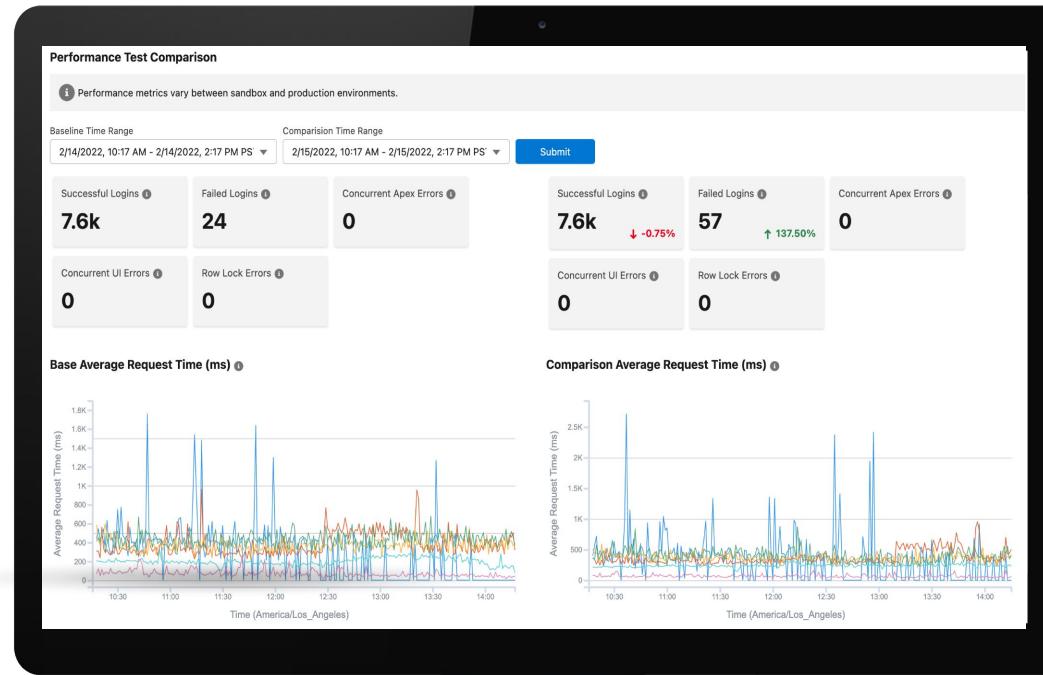


# Scale Center Spring '22 Pilot - Features



## Support 'compare and contrast' metrics

- Perf testing on sandbox
- Before and after performance scenario after implementation of a new feature

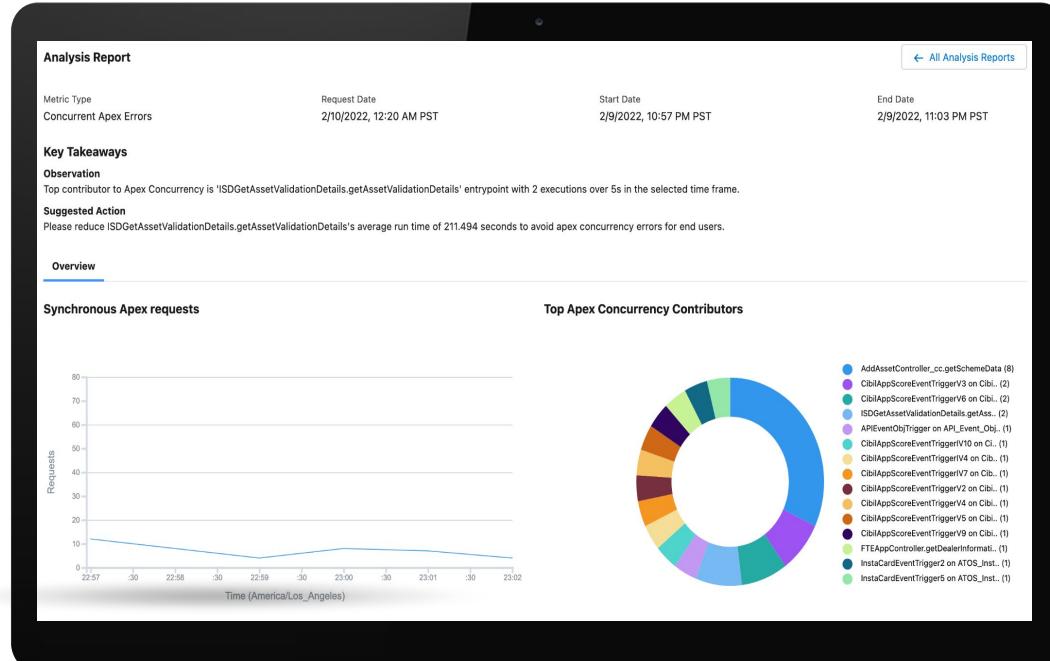


# Scale Center Spring '22 Pilot - Features



## Self-Service investigation for specific time period

- Row lock errors
- concurrent apex errors
- governor limits
- apex summary
  - (top contributors for errors & long running transactions)



# Availability, Pricing and Pilot Program



## When?

### Currently in Pilot

Partners & Customers in Pilot Program will get access to Scale Center.

## GTM?

### “To Be Decided”

Pricing and packaging is still being finalized.

## How?

### “Pilot Program”

Please reach out to your Account Executive to participate in pilot program.

# Timing & Next Steps



Spring '22 Pilot	Summer '22 Pilot	Winter '22
Feb 2022	March - May 2022	June - Sept 2022
<b>Introduce + Align</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Introduce pilot</li><li><input type="checkbox"/> View product demo</li><li><input type="checkbox"/> Align pilot goals</li><li><input type="checkbox"/> Sign pilot agreement</li></ul>	<b>Pilot Program</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Kick-off pilot</li><li><input type="checkbox"/> Provision pilot orgs</li><li><input type="checkbox"/> Establish cadence for weekly check-ins</li><li><input type="checkbox"/> Gather input/feedback</li></ul>	<b>Extended Pilot</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Gain access to initial Beta release</li></ul>



# Get Started Amplifying Application Performance

Continue your learning journey with these free resources



## How To



Scale with Confidence, Using  
Performance Assistant and Scale  
Center



## 'Scale with Confidence'

[Blog](#)



## Forum

Trailblazer Group: [scalability-group](#)



# How to Share Feedback



During the Scale Center pilot, there will be 3 ways to share feedback:

1. For customers who use Slack, a dedicated channel named 'pilot-scalecenter-<customer>' will be created with a workflow that will support feedback submission
2. Email '[scalecenter@salesforce.com](mailto:scalecenter@salesforce.com)' with the subject line 'Scale Center Feedback'
3. During bi-weekly feedback sessions

A screenshot of a user interface, likely from a Slack or similar messaging application. On the left is a sidebar with the following sections and items:

- Shortcuts**:
  - Create a post
  - Add from Google Drive
  - Open Workflow Builder
  - ... Browse all shortcuts
- Workflows for this channel**
- Submit SC Feedback** (This item is highlighted with a dark blue background)
- Attach**:
  - Recent files
  - Upload from your computer



# Thank You

