

salesforce

Three (or more) things you can do to improve performance in Salesforce today out of the box

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Forward-Looking Statements



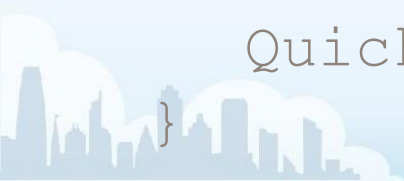
This presentation contains forward-looking statements about the Company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, earnings per share, operating cash flow growth, operating margin 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 (such as the proposed acquisition of Slack Technologies, Inc.), 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 consummate the proposed Slack Technologies, Inc. transaction on a timely basis or at all; our ability to successfully integrate Slack Technologies, Inc.'s operations; our ability to realize the anticipated benefits of the proposed 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.

Agenda



- Introductions
 - Your Name
 - Where are you now
 - Favorite Color?
- Platform Cache
- Platform Events
- External Services
- Wrap Up

```
// Nerd Humor
for each topics {
    What is it?
    When would you use it?
    Quick Demo
}
```



Platform Cache

Deliver top application speed through rapid data access

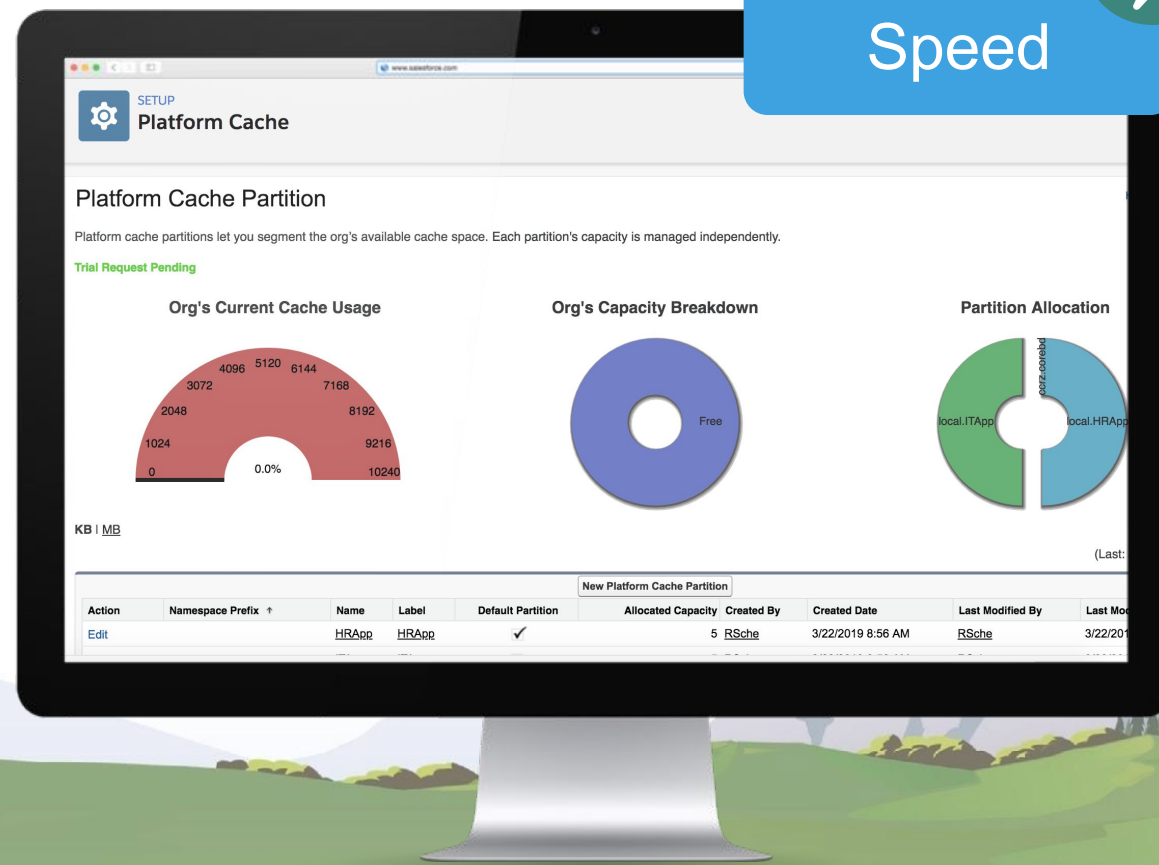
Store and quickly retrieve commonly used data in Salesforce

Easily create partitions to optimize performance across apps

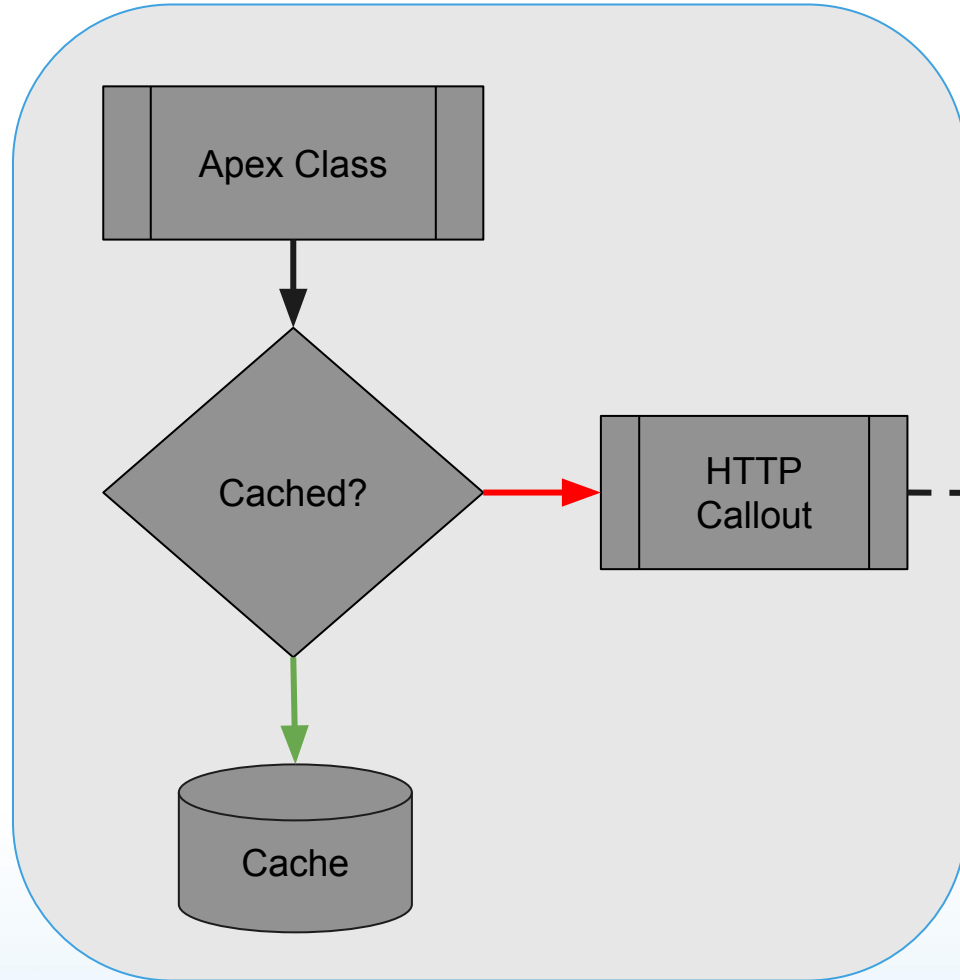
Flexibility to enable high usage sessions and orgs, ensuring reliability at scale



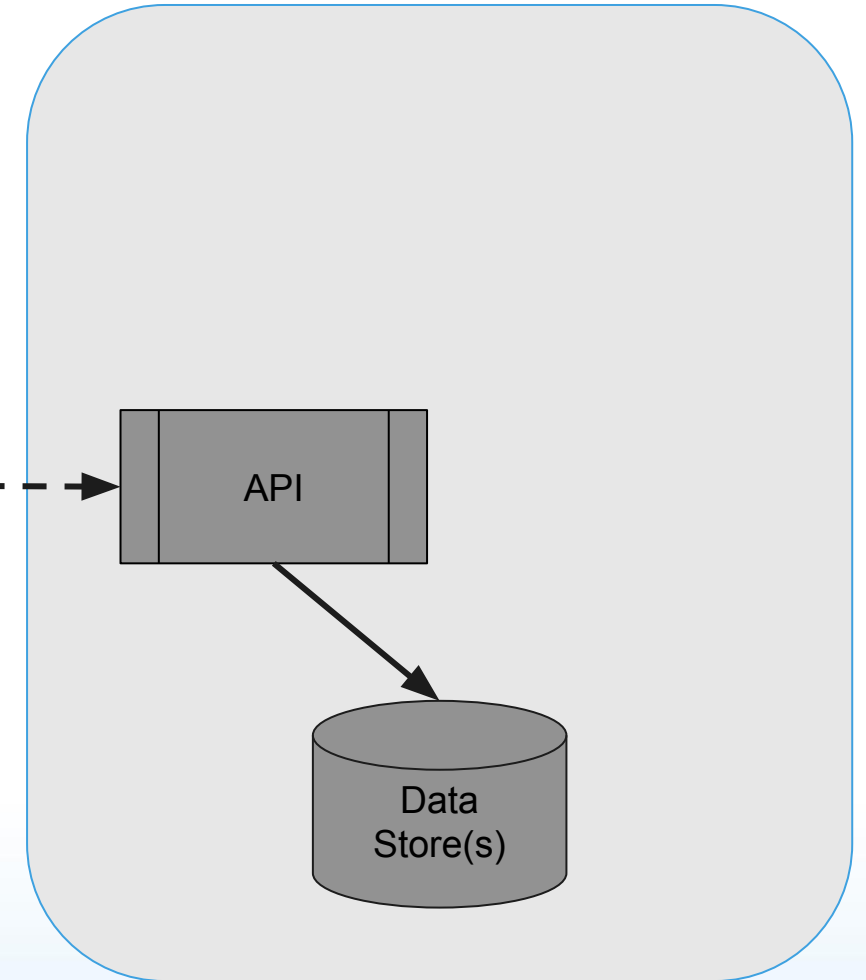
Speed



Salesforce



Hosted API



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Demo



Platform Events & Change Data Capture

Run business faster on an event-driven architecture

Deliver millions of events per day across your systems

Make Salesforce data a seamless part of your largest business goals

Event-driven workflows to augment your data

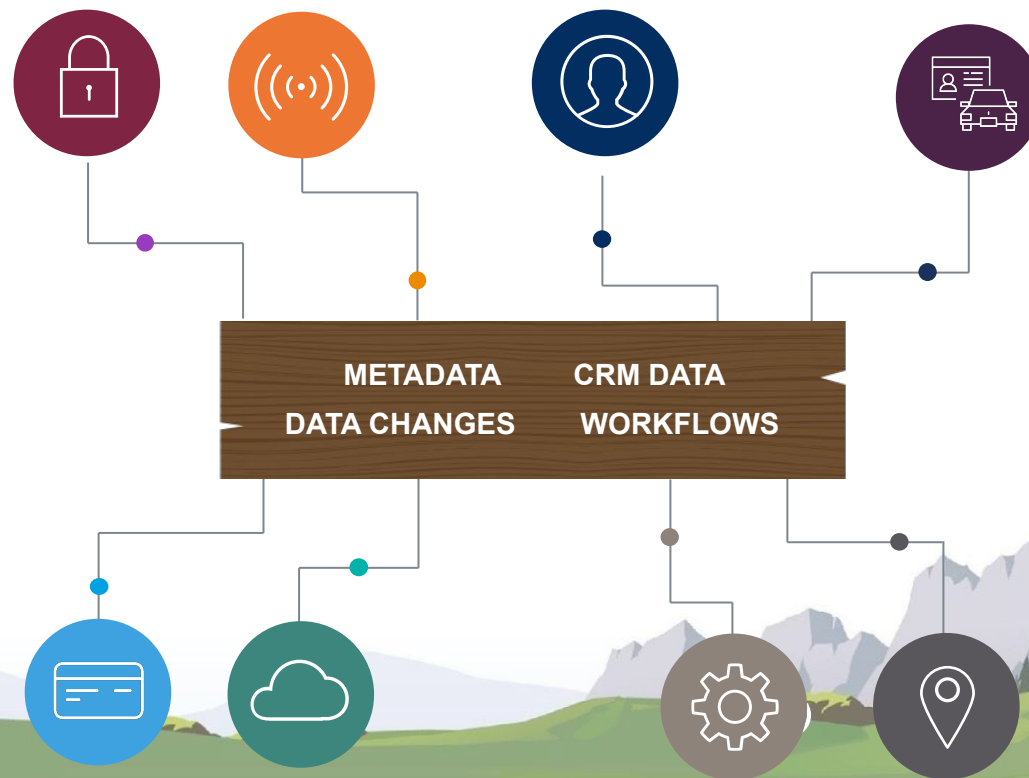
Kick off downstream logic as soon as events take place

Keep external systems in sync with data changes

Capture change events and replicate them to any system



Sync



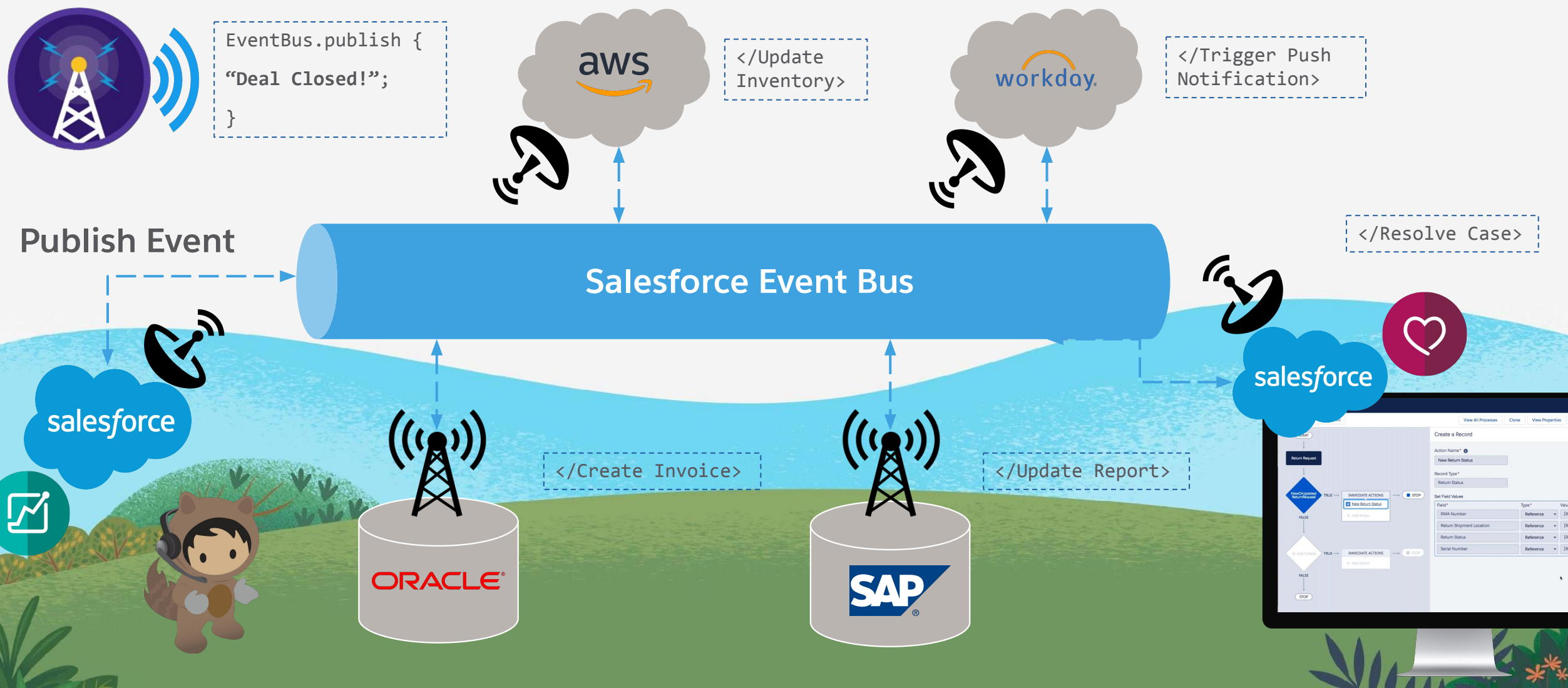
Events are Fully
Integrated with
MuleSoft



End-to-End Process Integration with Platform Events



Systems react to events in real-time on an event-driven architecture





Change Data Capture

Keep external systems in sync when data in Salesforce changes

Replicate data without custom code

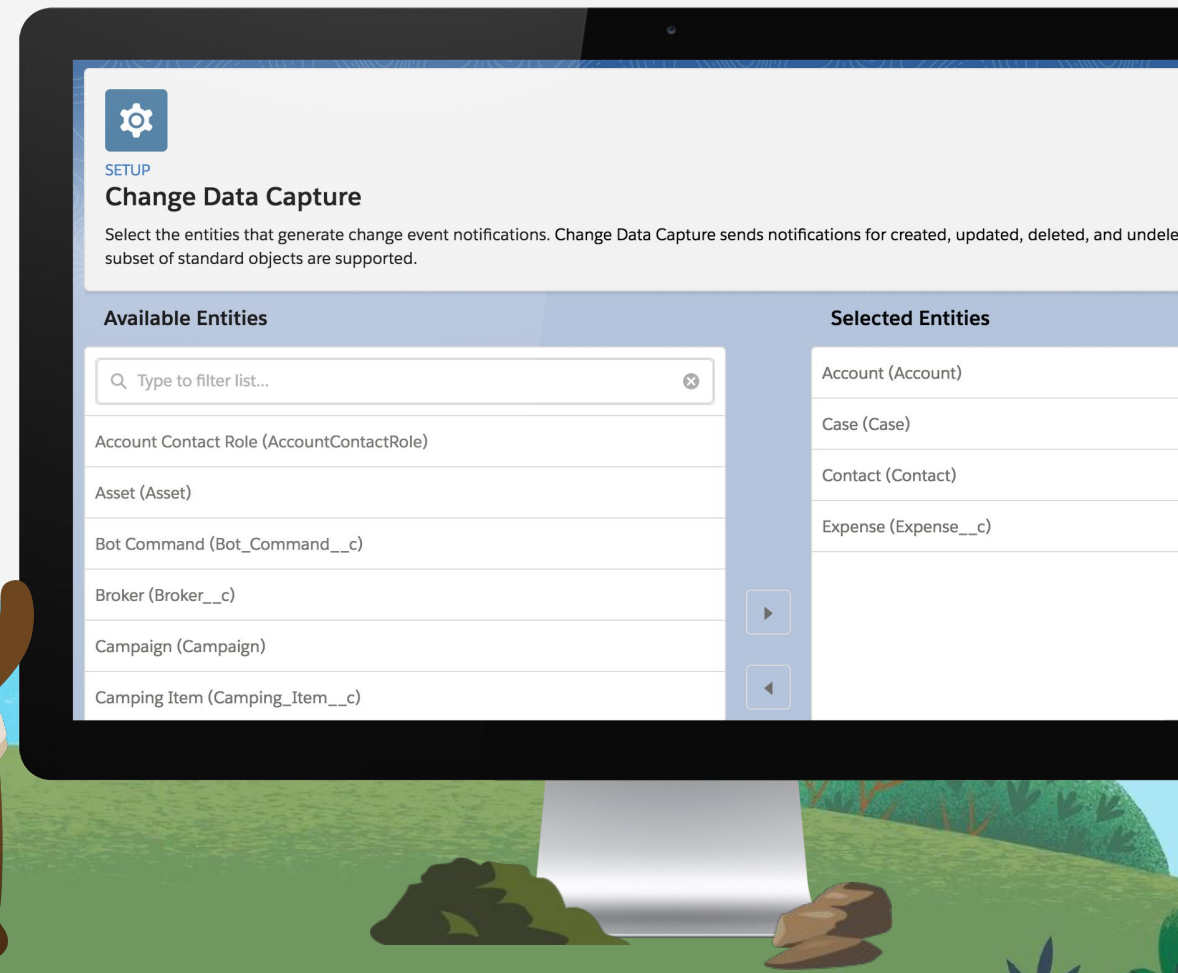
Easily select objects to capture data changes on with clicks

Keep your key systems up to date

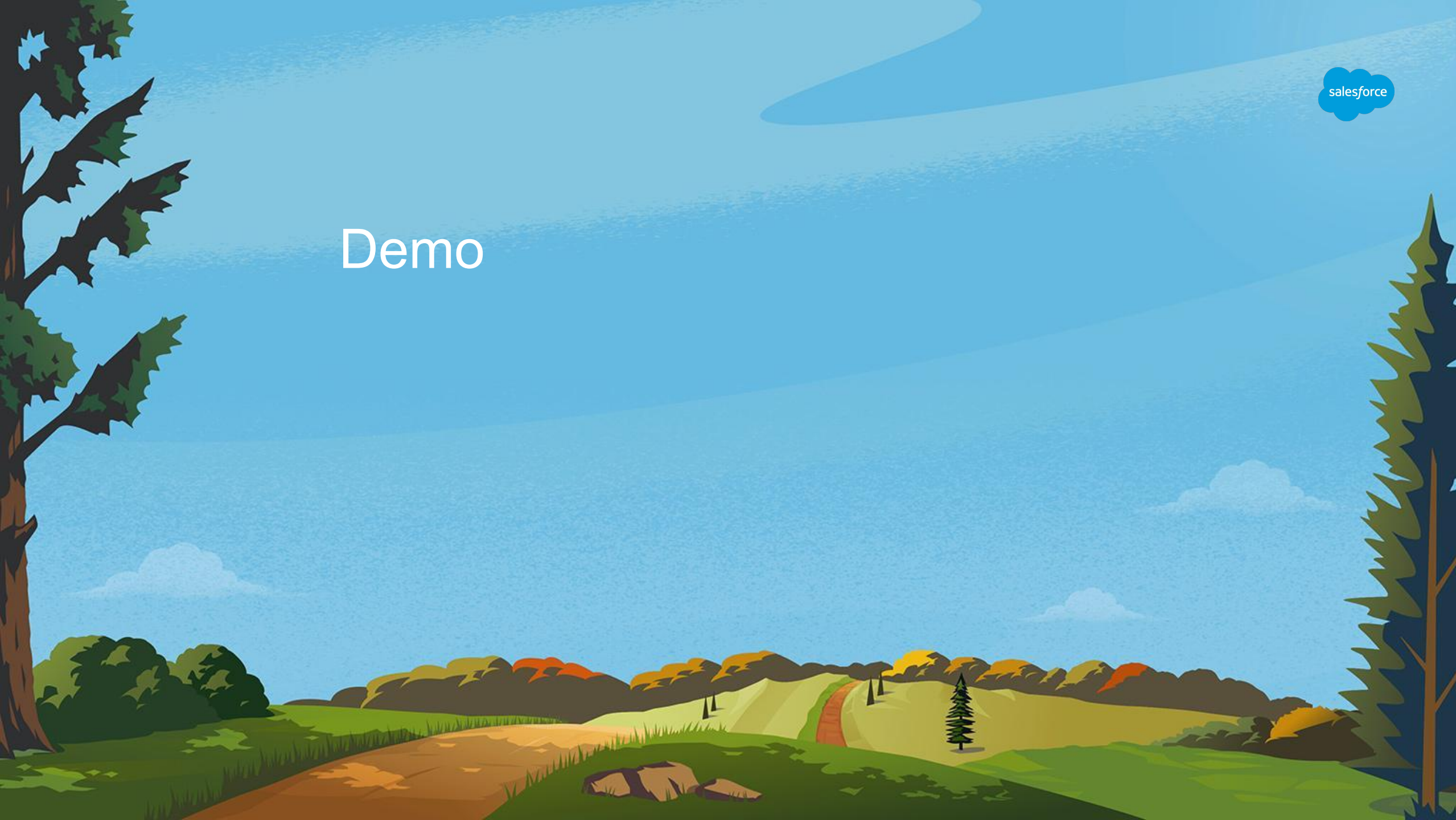
Ensure downstream systems always have the right data

Scale with ease to millions of events daily

Events are held for 72-hours to prevent data loss



Demo



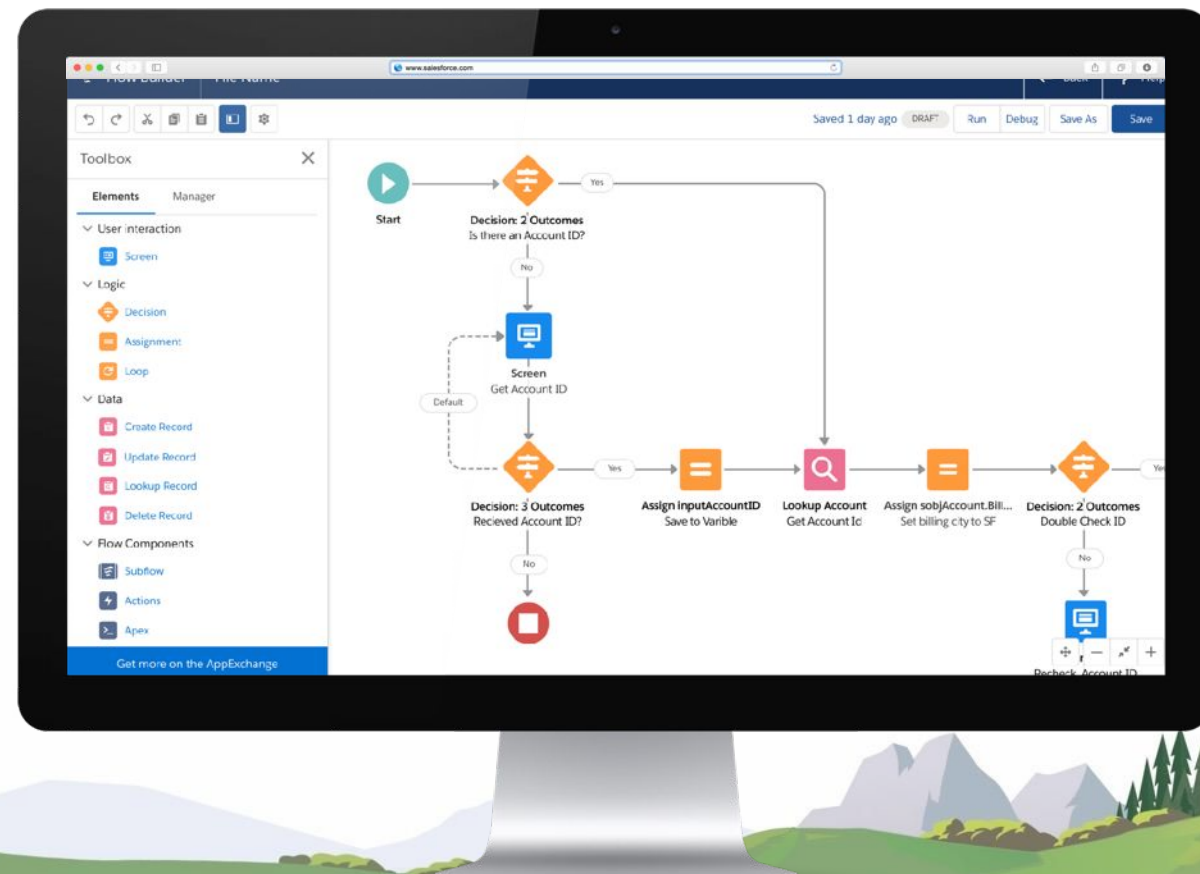
External Services

Connect to a service of your choice, invoke methods via a Flow

Supply a named credential, a URL, and authentication settings. Salesforce uses these items to make callouts to the external service.

Enter a schema URL path (or endpoint) or provide a complete schema.

Using Salesforce's point-and-click automation tool, create a flow using the Apex actions generated from your External Services registration.



Demo



thank you

