



SELL. SERVICE. MARKET. SUCCEED.

Heroku Compilation Deck



Heroku is the platform for engaging customer-facing apps

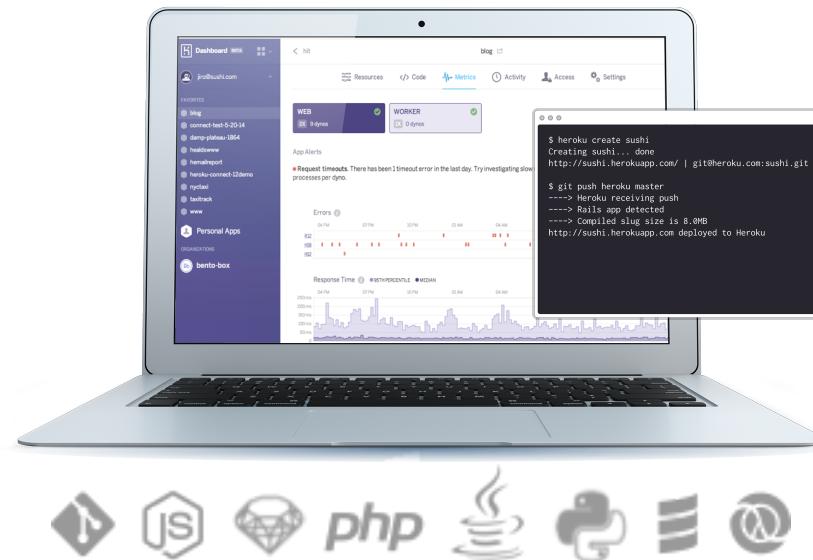
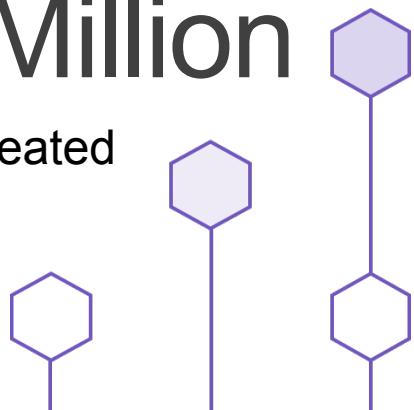
Trusted
by Enterprises

Technologies
for Developer Productivity

Integrated
with Salesforce Data

4+ Million

Apps Created



Westfield

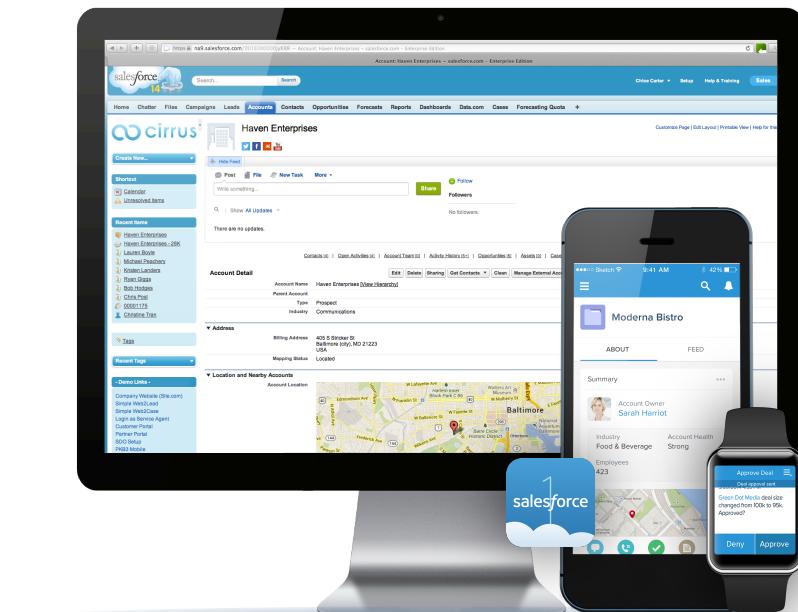
macy's

TOYOTA

LUTRON

ge

CODE for
AMERICA



What are leading brands using Heroku for?

Marketing
Campaigns



Websites
& Media



eCommerce



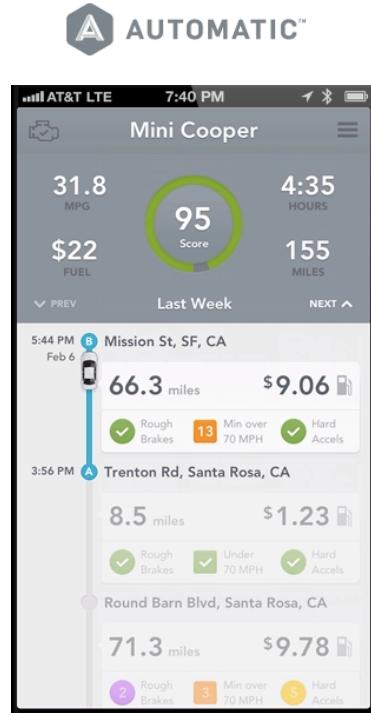
Loyalty
& Engagement



Internet
of Things



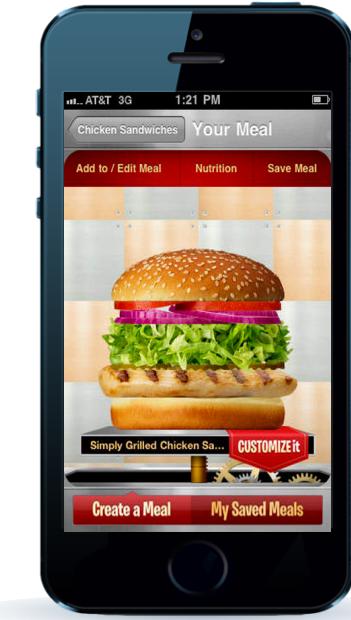
When to use Heroku?



When building consumer or customer-facing apps
(B2B and B2C)



To leverage open source developer skills and frameworks

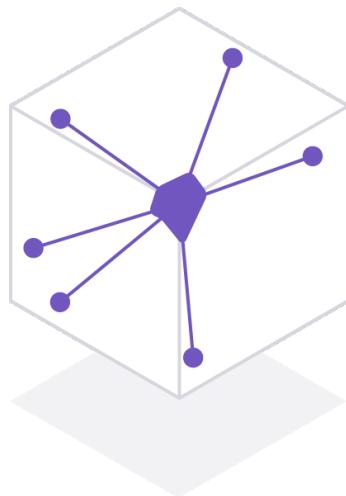


To easily integrate apps with Salesforce system of record



What is Heroku?

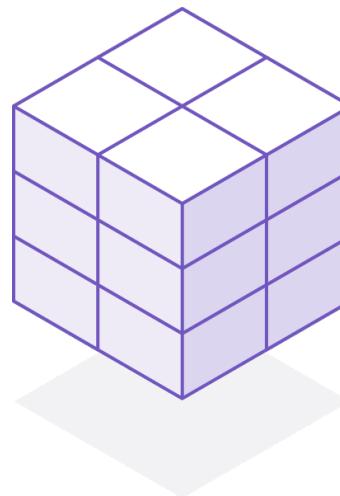
Everything you need to build, run and scale customer apps



Ruby
Node.js
Java
PHP
Python
Scala
Clojure

Dynos

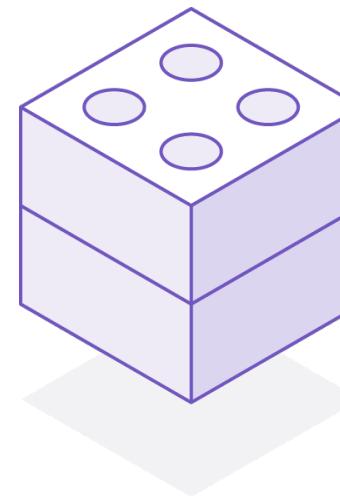
Run virtually any language at scale



24/7/365 Ops
Continuous Protection
Health Checks
High Availability
Encryption
Rollback

Database

Enterprise-Grade Postgres as a Service



Payments
Email
SMS
Search
Analytics
Monitoring
Logging

Add-ons

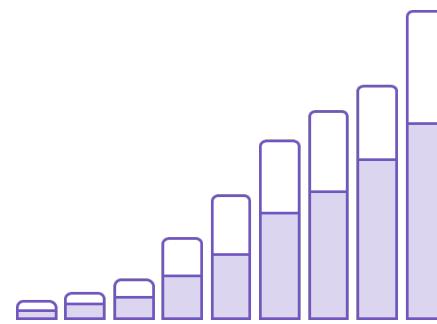
150+ App Plugin Ecosystem



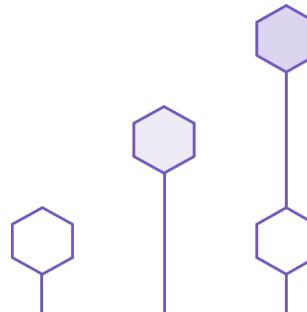
Proven Success on the Heroku Platform

“We rely on Heroku as the platform for mission-critical apps, and it is helping us transform how we connect and engage with our customers.”

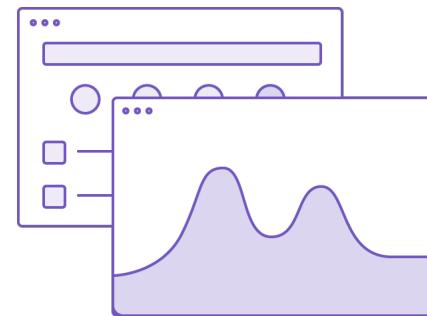
- Pierre Masai , CIO, Toyota Motor Europe



5 Billion
Requests per day



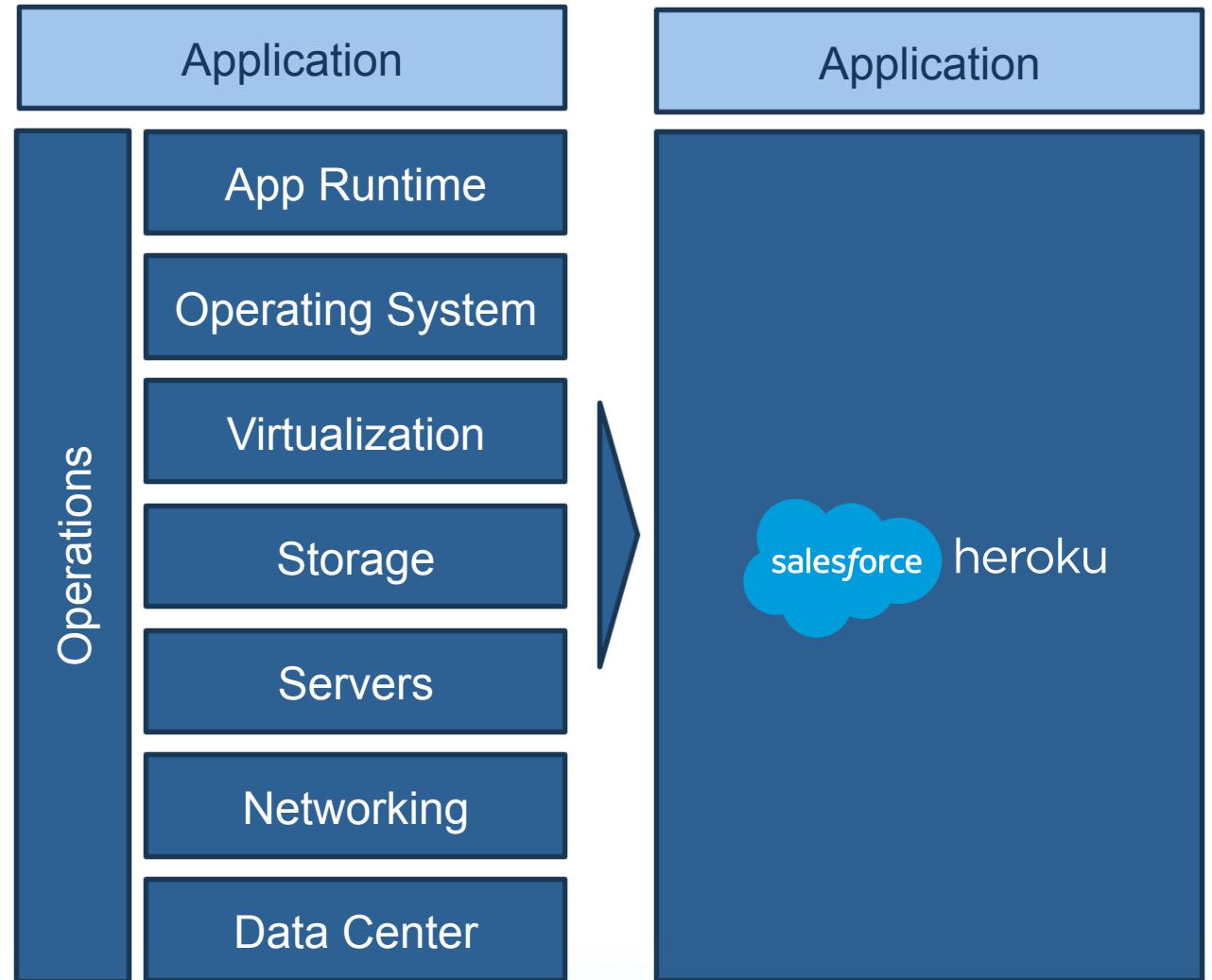
4+ Million
Apps Created



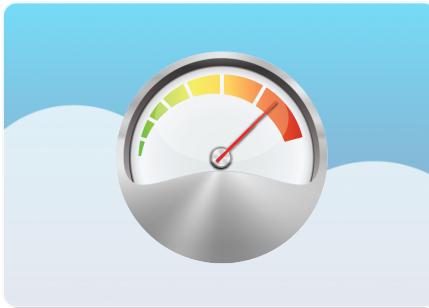
150+
Add-on Services

Change how you build and run customer apps with Heroku

- Spending more time building new customer features
- Stop spending time setting up infrastructure



Enterprise value propositions for Heroku



Time to Market



Business Agility



Delivery Capability



Trusted Operations



Data Integration

Enterprise value propositions for Heroku



Time to Market

No more waiting for infrastructure to be setup. Build and release apps instead.



Business Agility

Add new features faster with 150+ Heroku Add-ons to extend app functionality



Delivery Capability

Leverage the languages and frameworks of consumer web for more engaging apps



Trusted Operations

Global 24/7/365 DevOps. Handles Superbowl Scale. Heartbleed patched by Security in 24 hours

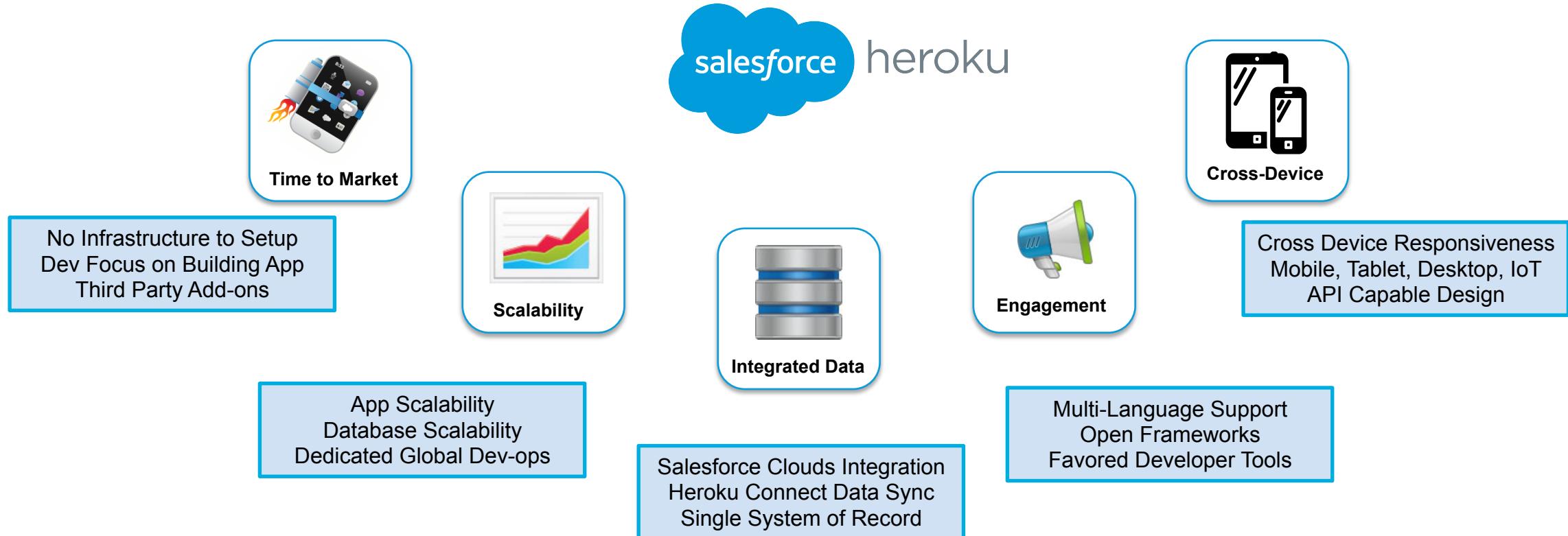


Data Integration

Sync millions of records with Salesforce in near real-time without any integration code



Customer facing applications delivered on Heroku



Salesforce & Amazon Web Services (AWS)

Delivering on all your technical needs



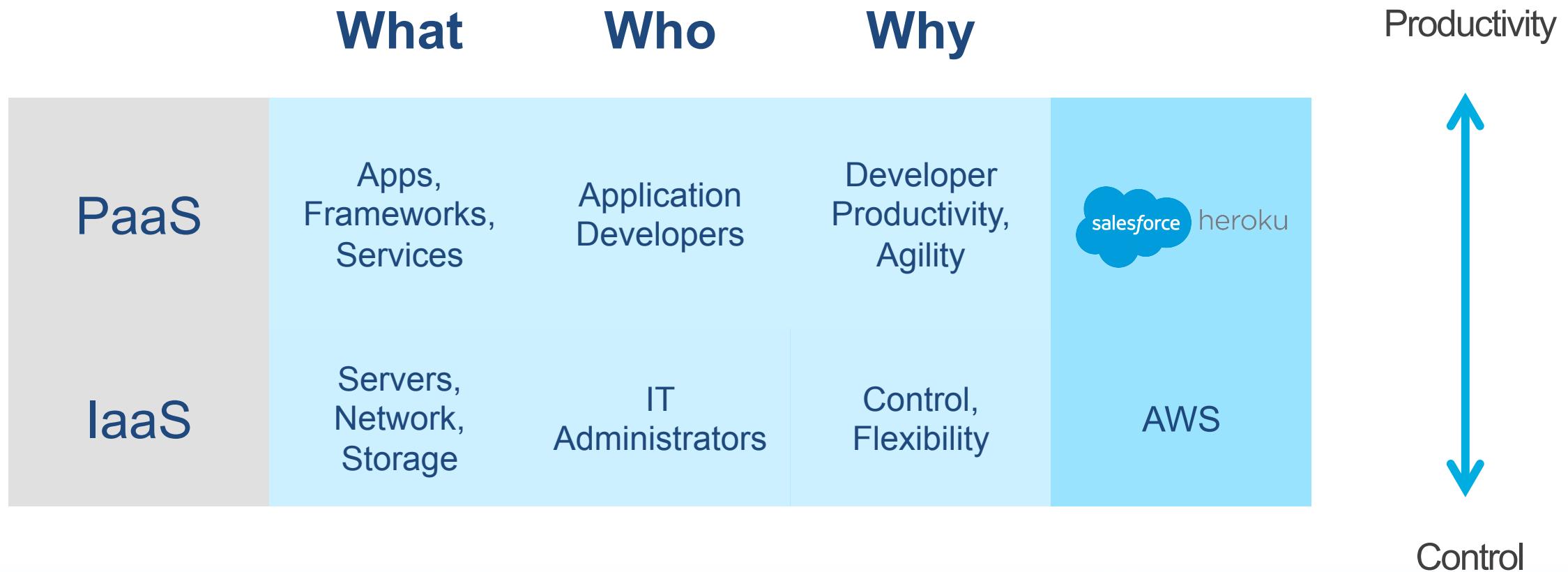
heroku +



- Developer friendly, easily scalable app development and management; running on powerful AWS infrastructure
- Robust infrastructure service that can be added to applications, for enhanced data, media and compatibility options



IT Platform Cloud Application Abstraction

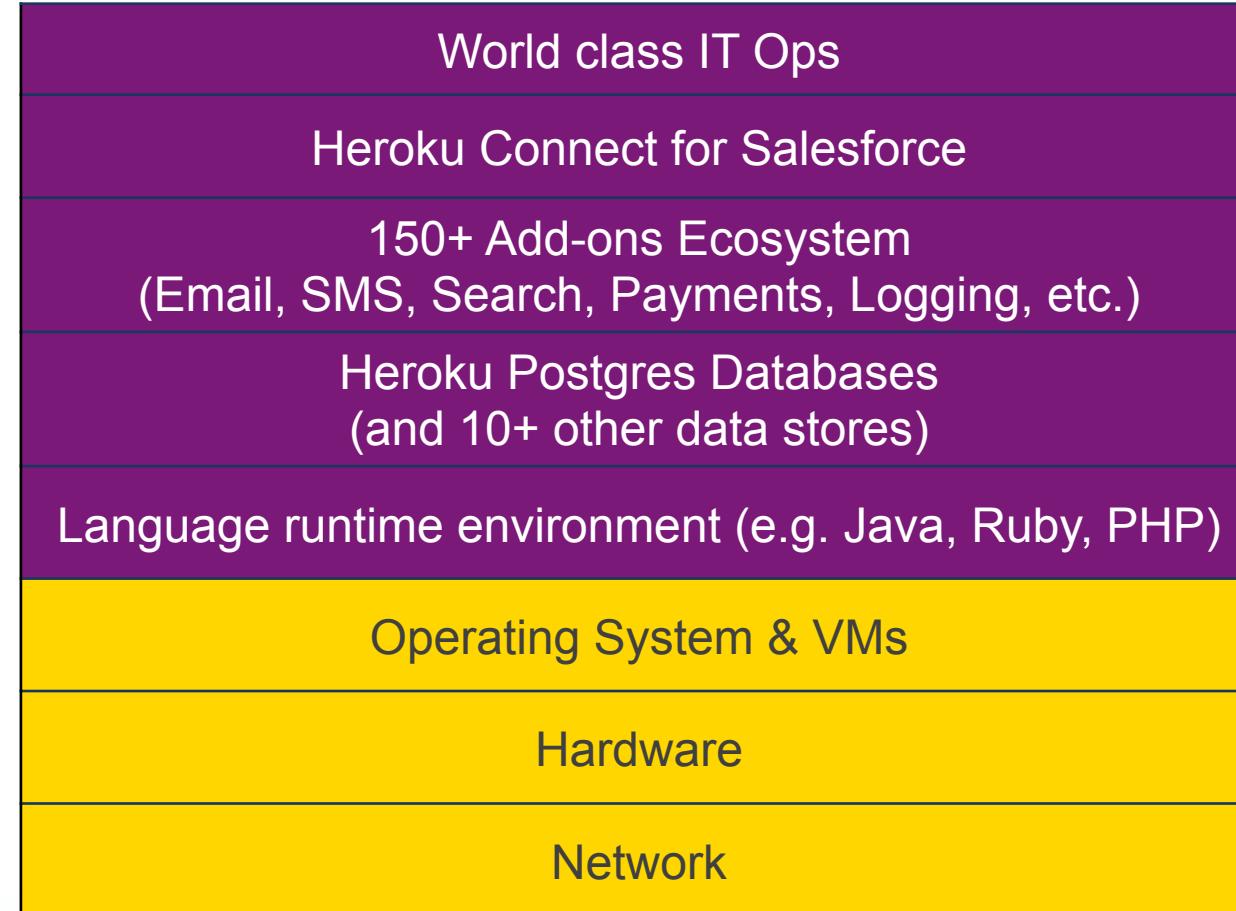


Heroku Platform-as-a-Service vs Infrastructure-as-a-Service



Platform as
a Service

Infrastructure as
a Service





Heroku: The Platform for Customer Innovation

“Heroku lets us focus on our app and deliver more value to customers.”

– Aaron Peckham, Urban Dictionary



Heroku allows companies to focus on developing applications

- No more:
 - Procuring virtual machines
 - Installing and managing code runtime environment
 - Installing web servers
 - Procuring, managing and tuning databases
 - Configuring and testing load balancing
 - Patching the software stack (e.g. Heartbleed)
 - Wearing pagers for the infrastructure stack



Heroku Business Value Drivers

Business Value	Business Impact	Heroku Capabilities	Business Metrics
Improved Top Line Revenue	<ul style="list-style-type: none">Faster delivery of appsIncrease focus on innovation	<ul style="list-style-type: none">Popular languages and frameworks for modern developmentRapid cloud deployment supporting any scale or workload135+ pre-integrated Add-on services for data, logging, caching, reporting etc.Simple, automated data synchronization with Salesforce	<ul style="list-style-type: none">Increase number of revenue generating apps delivered (↑)Improve time to value (business idea to revenue) (↑)Improve integration between systems of record and systems of innovation (↑)
Productivity Gains	<ul style="list-style-type: none">Increase developer productivityAdd powerful functionality quickly	<ul style="list-style-type: none">Support for preferred SDLC tools like Eclipse, Jenkins, gitBuildpacks optimize cloud deployment with zero developer effortAutomatic synchronization of dev, test, prod environments	<ul style="list-style-type: none">Increase in developer satisfaction and productivity (↑)Increase % of effort spent on new project vs. maintenance (↑)Decrease number of development hours required per app (↓)
IT Cost Savings / Avoidance	<ul style="list-style-type: none">Reduce DevOps resourcesScale on demand	<ul style="list-style-type: none">No on-premise infrastructure, maintenance, upgradesSecure cloud technology at global scaleSingle contract for 135+ components / services	<ul style="list-style-type: none">Increase IT focus on innovation (↑)Decrease hardware and infrastructure support costs (↓)Increased predictability of app deployment costs (↑)



Heroku Language Support



Ruby



Node.js



Java



PHP



Python



Clojure



Scala



Third-Party
Buildpacks



150+ App Add-ons

Extend App Functionality with one click

Payments
Email
SMS
Media
Mobile
Search
Analytics
Monitoring
Logging
Caching
Utilities
Data Stores
Workers
Queuing

Heroku supports...

Supported Languages

- Ruby
- Node.js
- Java
- Python
- PHP
- Clojure
- Scala

Buildpacks

- Perl
- GO!
- Erlang
- Dart
- [And more...](#)

Databases

- Postgres
- Redis
- Mongo
- CouchDB
- Hadoop
- TempDB
- MySQL
- Elasticsearch
- Neo4j

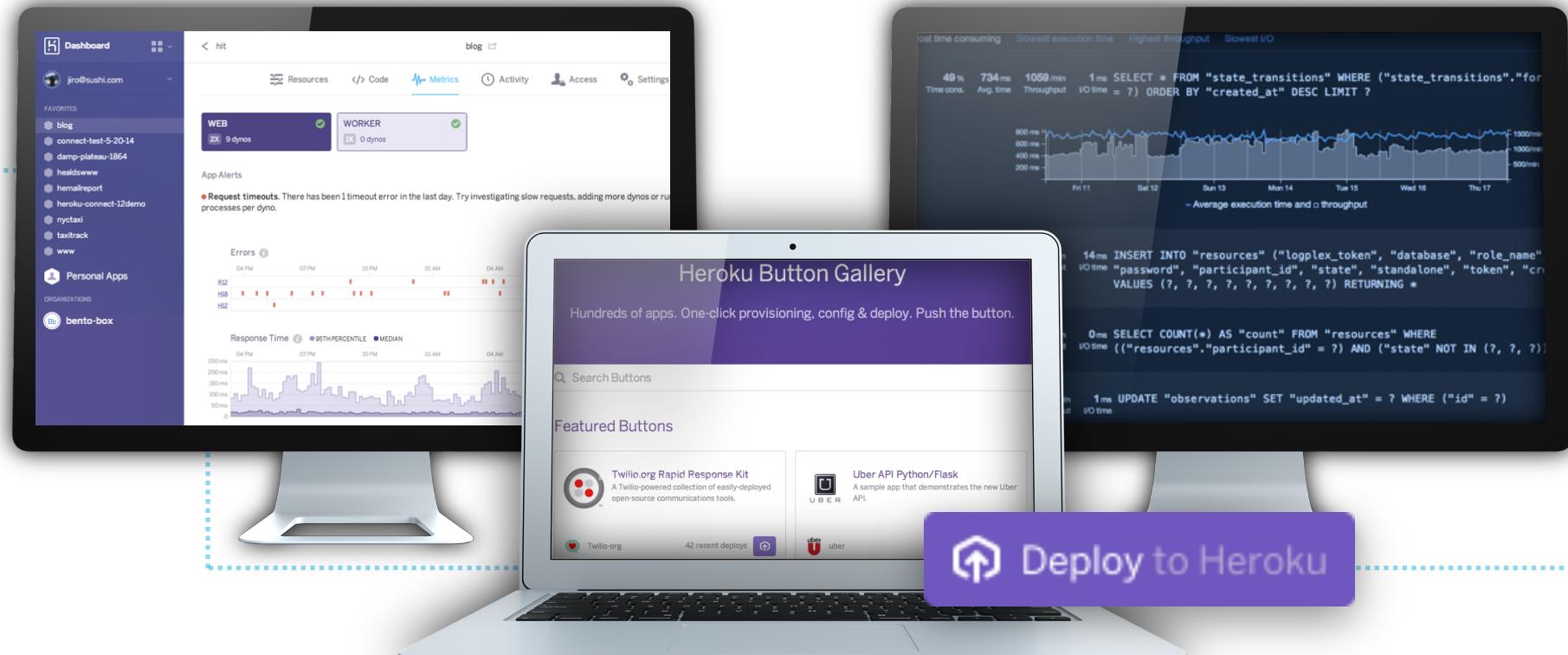


Heroku DX



Heroku DX has what you need to build great customer apps

DX - Developer Experience



Dashboard + Metrics

Heroku Button

Postgres DbX



Heroku Dashboard

Dynos/Addons

The screenshot shows the Heroku Dashboard for the app 'hit'. The left sidebar lists 'Dashboard', 'jpnguyen@heroku.com', 'FAVORITES' (blog, nibr2), 'Personal Apps', 'ORGANIZATIONS' (dreamforce-apps, hit), 'Apps', and 'sushi-inc'. A 'NEW DASHBOARD' message at the bottom encourages feedback. The main area shows two dynos: 'web' (bundle exec unicorn -p \$PORT -c ./config/unicorn.rb) with 2X dynos (9 total) and 'worker' (bundle exec rake jobs:work) with 1X dyno (0 total). Below this is a section for add-ons:

Add-on	Plan	Cost
Deploy Hooks	HTTP Post Hook	Free
Heroku Postgres :: Onyx	Premium Yanari	\$200.00
Honeybadger	Small	\$35.00
Librato	Bronze	\$29.00
MemCachier	100 MB	\$15.00
New Relic	Stark	Free
Papertrail	Fredrik	\$375.00
PG Backups Auto - One Month Retention	Auto - One Month Retention	Free

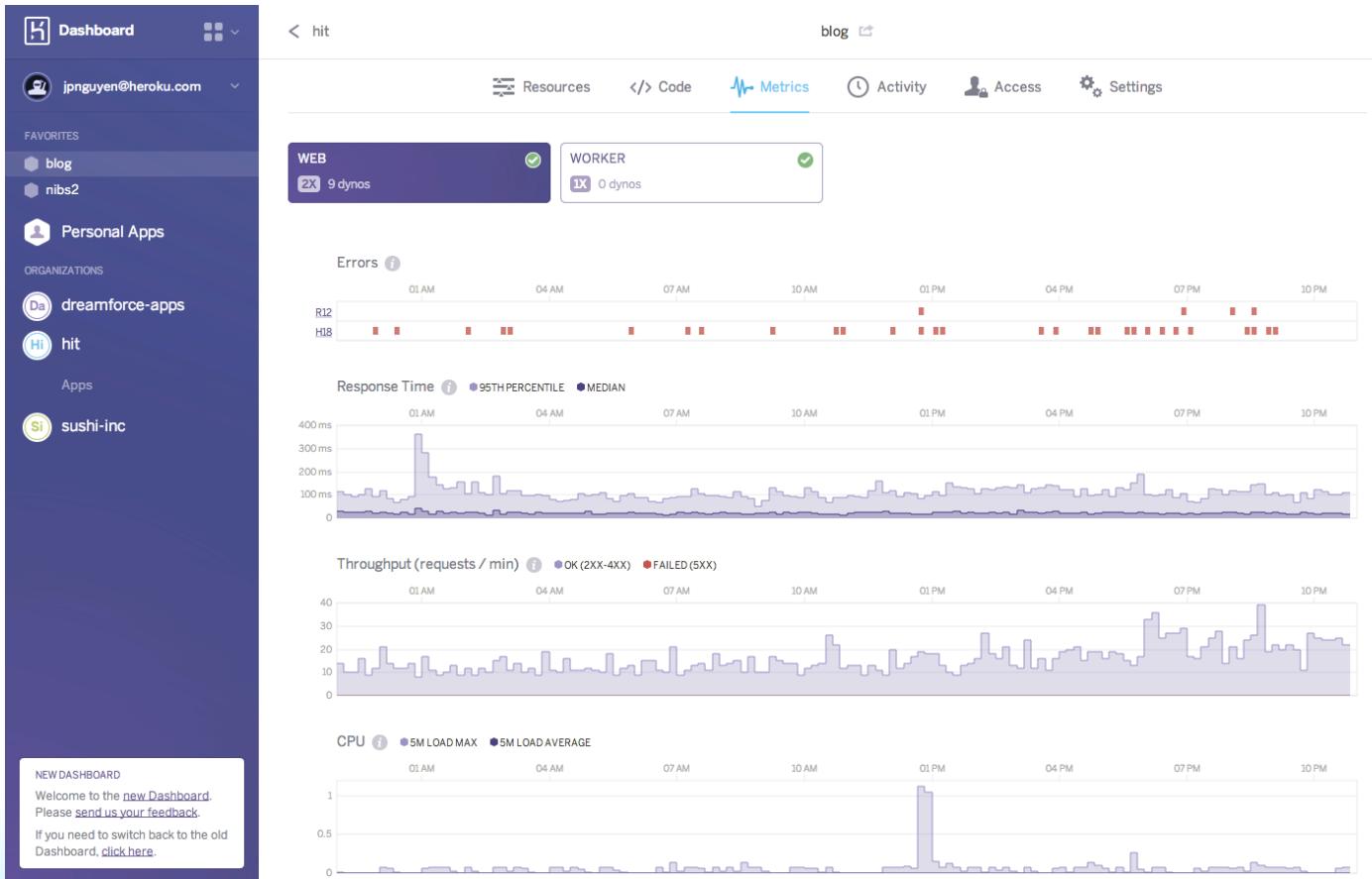
At the bottom, it shows 'Est. Monthly Dyno Hours' and 'Est. Monthly Add-on Services'.

- Scale apps and manage add-ons
- Manage apps, organizations and accounts on one dashboard



Heroku Metrics

Application Performance Insights



- View performance and tune apps
- Understand what is going with applications
- See when a new app release has been deployed

Heroku Postgres DbX

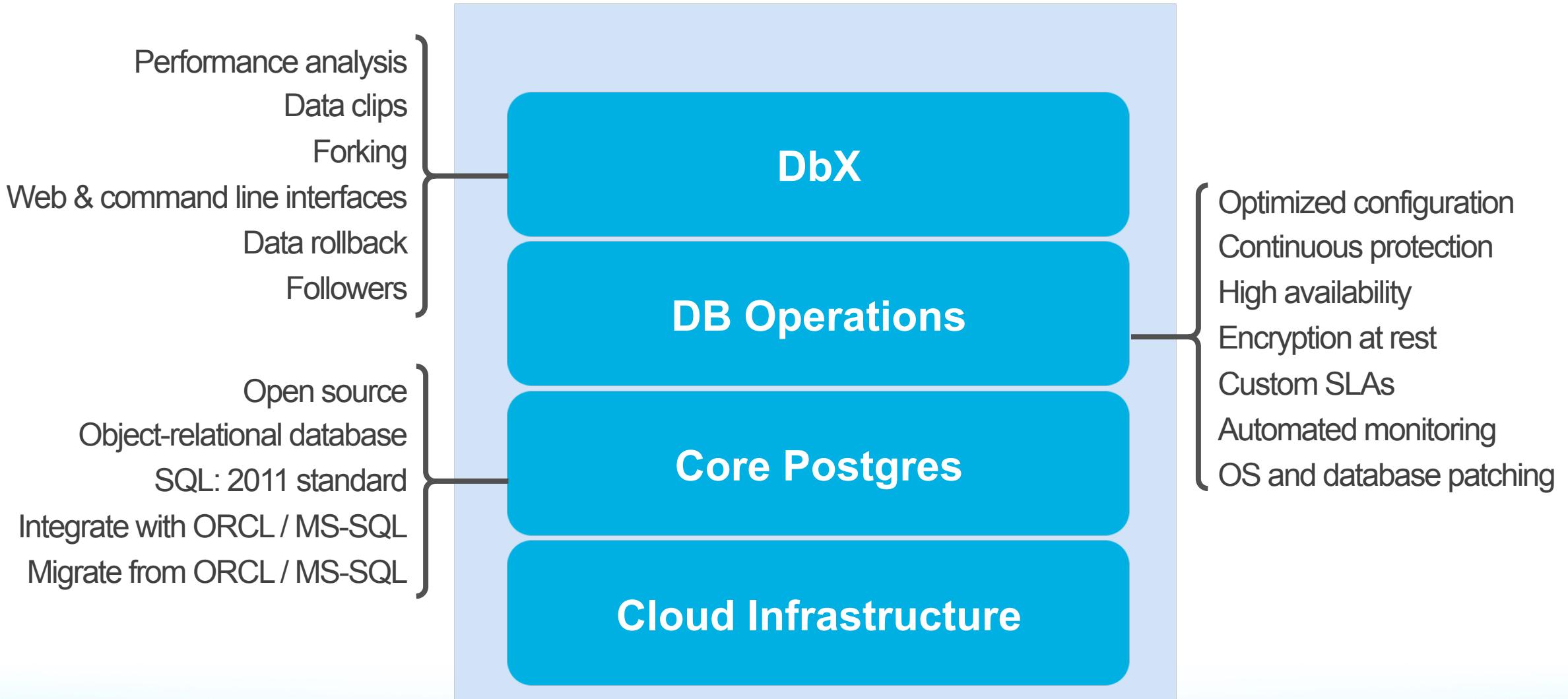
Database Experience - DbX



- View database queries that impact performance
- Understand how to improve application and database performance



Heroku Postgres



Heroku Button

One click deploys app to Heroku

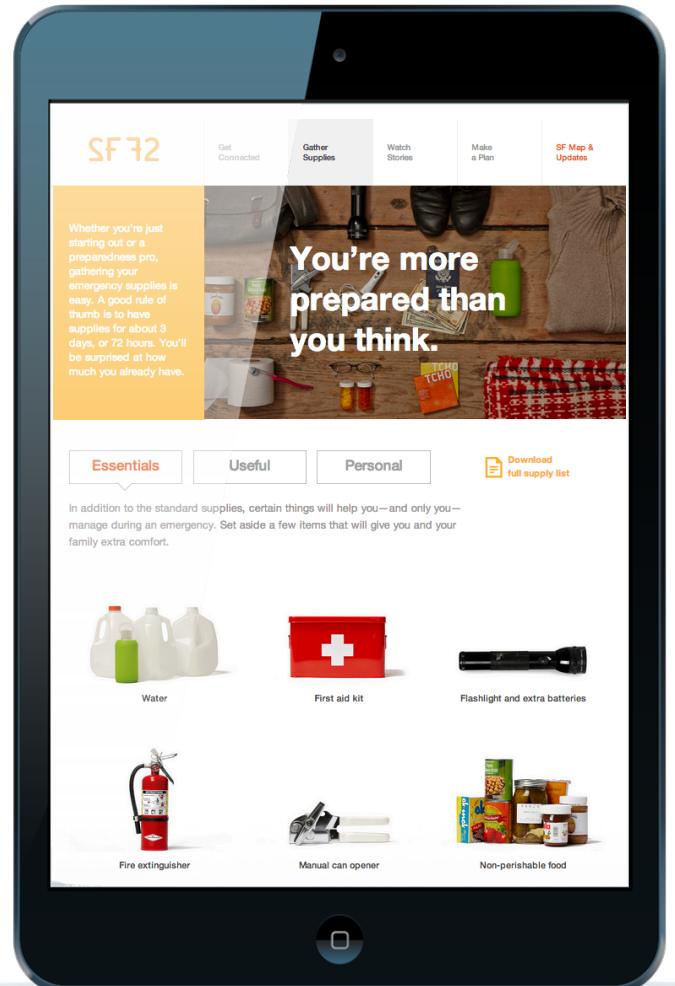
WordPress on GitHub

 Deploy to Heroku



- Copies Code Repository
- Sets up application deployment environment
- Provisions Database for App
- Provisions Addons (Search, Payments, Logging)
- Configure Environmental Variables
- Initiate Application Runtime

<http://mywordpress.herokuapp.com>



Appendix – Heroku Connect

Integrate your Customer Application to your Backend

The Best Apps Connect Two Critical Elements

Customer Engagement

Personalized
Remembers Your Preferences

Immediate
No lags or emails

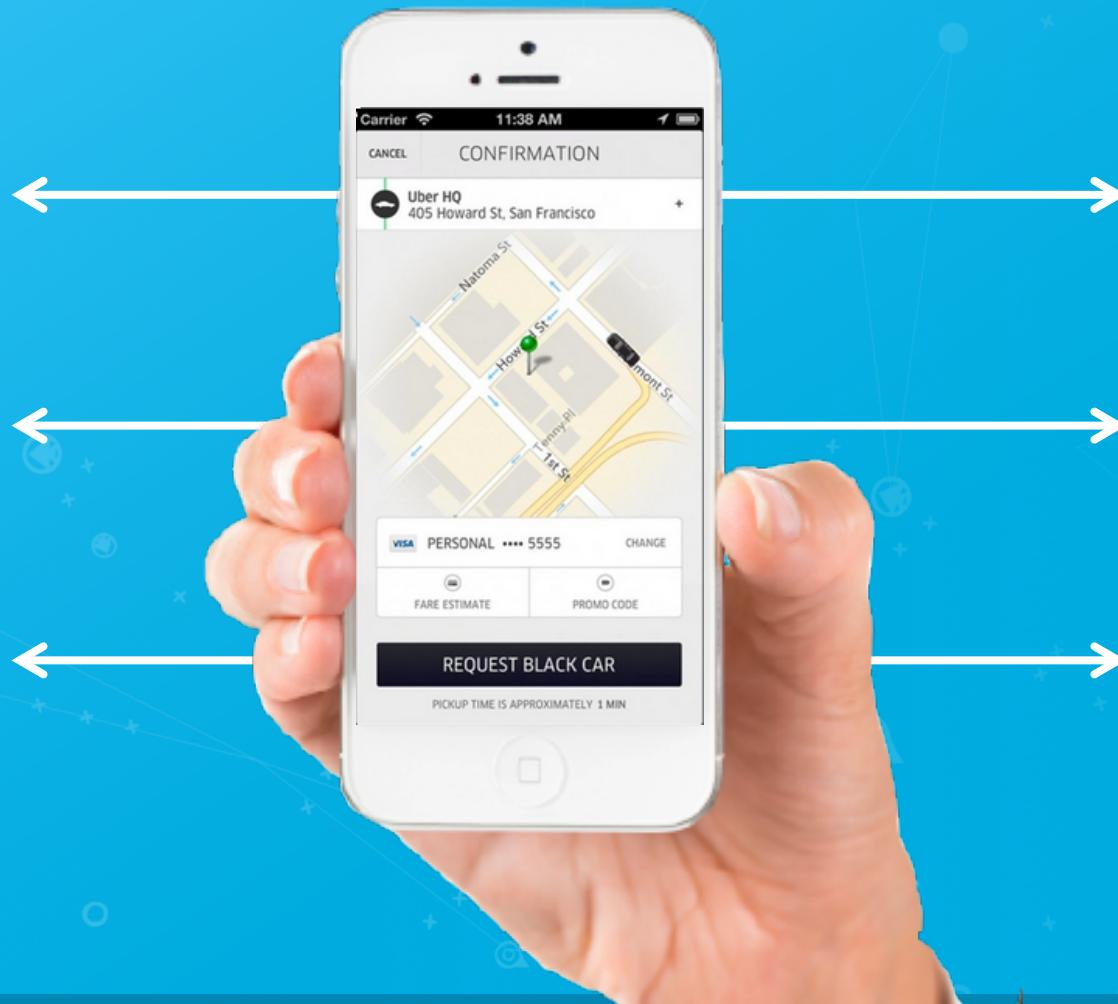
Beautiful
Inspiring design

Business Process

Customer Insight
Predict Customer Needs

Real-time Workflow
Automate Employee Responses

Marketing
Continuously build your brand

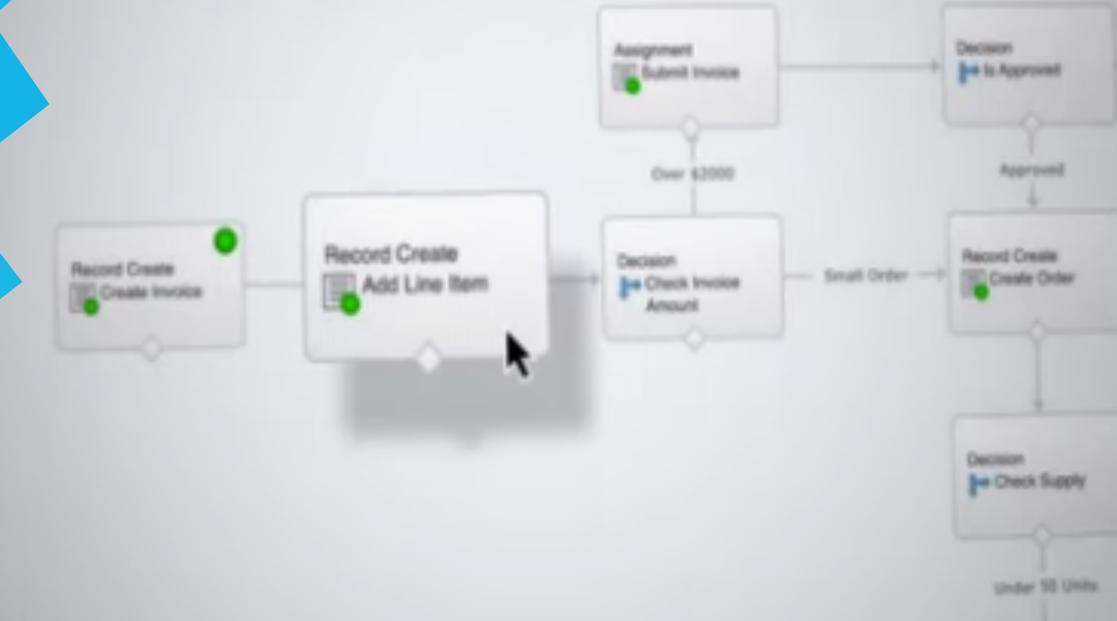


Integrating The Two Technologies To Build Customer Apps Is Hard

Customer Engagement Technology



Business Process Technology



Open Source Stacks

Rapid Iteration

Consumer Internet Scale

Customer Data

Dashboards and Reporting

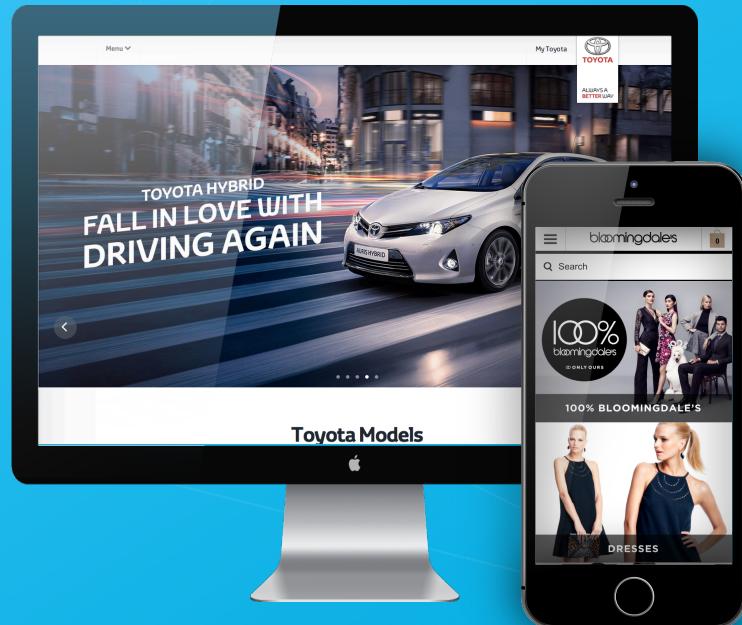
Workflows and Approval



Heroku Connect: Unified Customer Data Across Your Apps

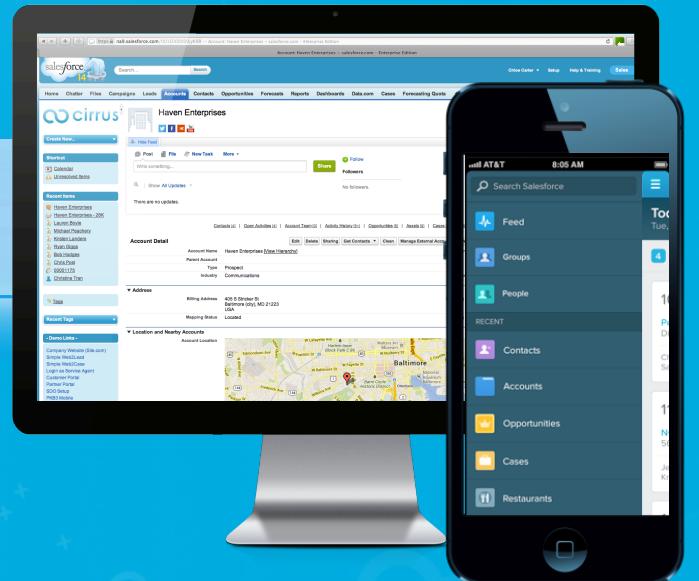
salesforce heroku

Customer Apps



salesforce force.com

Employee Apps



Heroku Connect

Sync your
Customer Data

salesforce | platform

Heroku Connect: Data Synchronization Technology



Heroku Connect

Heroku + Force.com

Connected

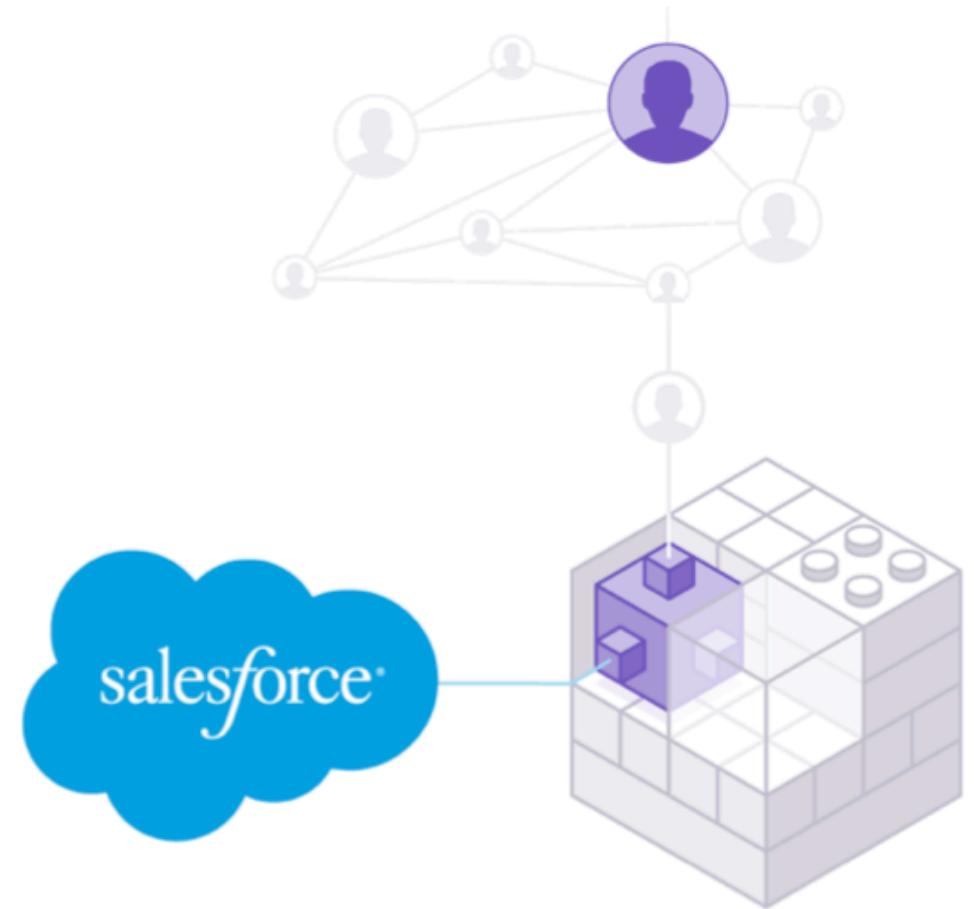
Your Salesforce data connected to your Postgres database

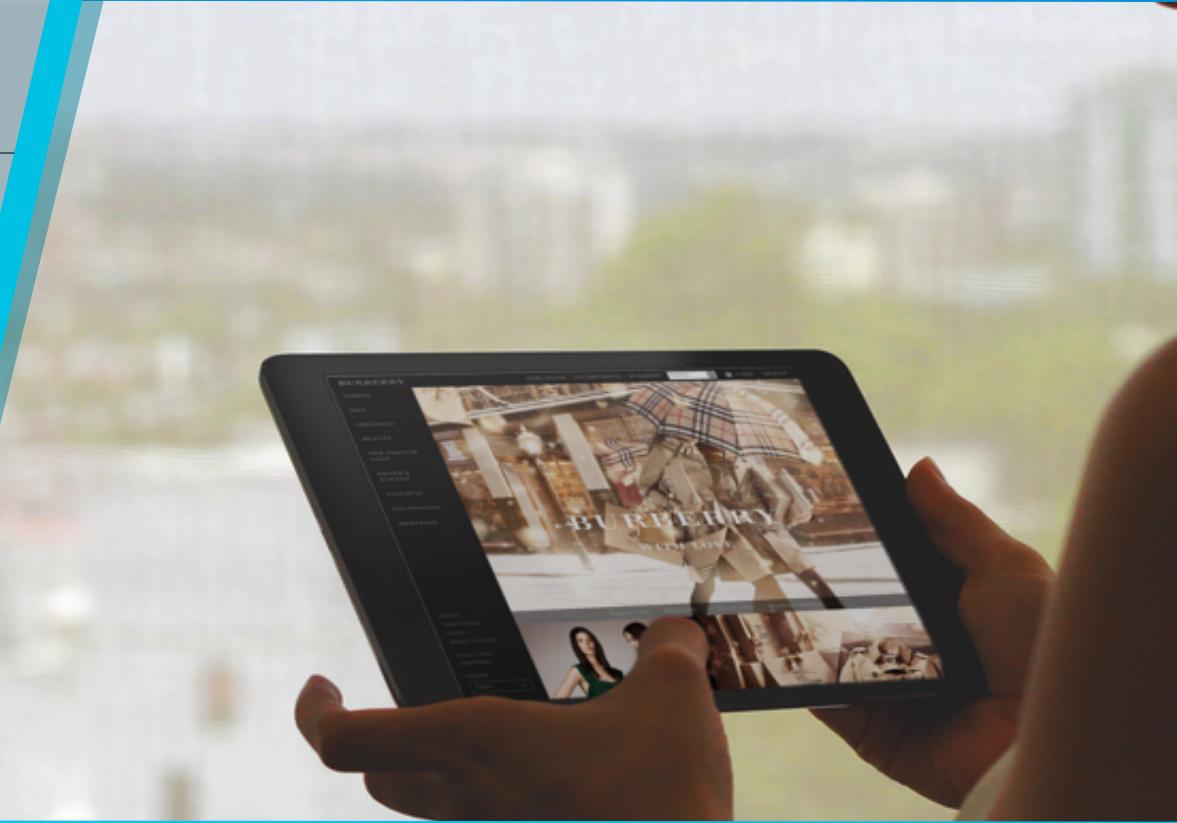
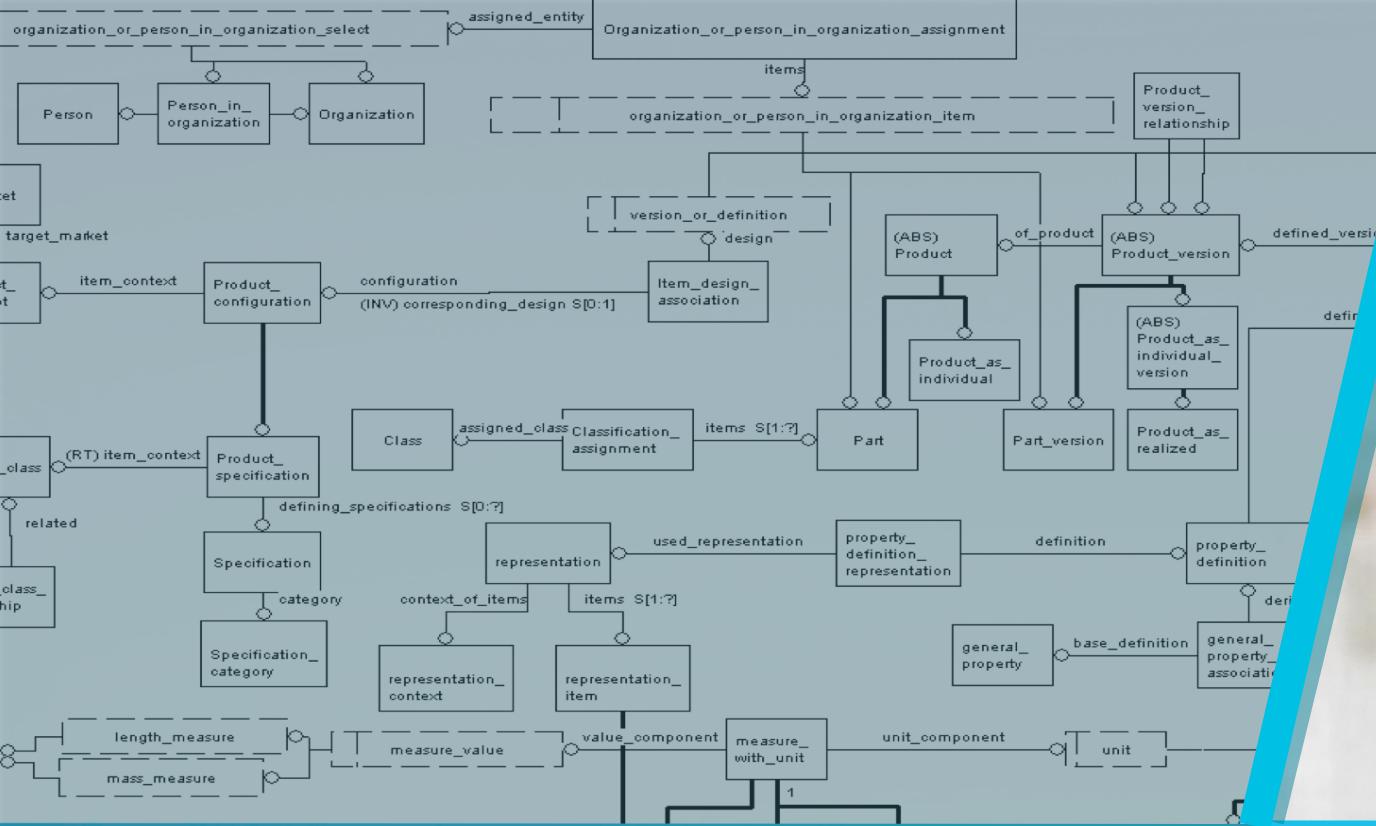
Cloud

Scalability and success of Force.com + Heroku, all in the cloud

Complete

Everything you need to build and run innovative customer-connected apps





Systems of Record Systems of Engagement

Manage Data Anonymous

One-Way Relationships
Independent Transactions
Mass Marketing

Manage Relationships Known

Two-Way Relationship Connected Experiences

1:1

Salesforce1 Platform for your customer and employee apps



force.com

**Build employee
apps fast**



heroku

**Develop customer
apps that engage**



Heroku Connect Dashboard

Heroku Add-ons

jpnguyen@heroku.com

Activity

Salesforce

Database

Account

herokuconnect → Docs

Services

Salesforce	State	Synced Rows	Authentication
Salesforce	Idle	203	OK (api@nibs2.com)

Display data for last: 24 Hours ▾ summarized by Hour ▾

291 Total

133 Total to Database

158 Total to Salesforce

Table	Pending Changes	Errored Changes	Recent Volume	Database Rows	Salesforce Rows	Last Read Activity	Description
Campaign	0	0	0	9	9	a few seconds ago	Idle: Data synchronized
Contact	0	0	33	34	34	a few seconds ago	Idle: Data synchronized
Inbox_c	0	0	0	-	-	a few seconds ago	Idle: Data synchronized
Interaction_c	0	9	100	142	128	a few seconds ago	Idle: Data synchronized
Product2	0	0	0	14	14	a few seconds ago	Idle: Data synchronized
Store_c	0	0	0	4	4	a few seconds ago	Idle: Data synchronized

Last Write Activity: a minute ago

[View Salesforce Schema Details](#)

- Bi Directional data sync between Heroku and Salesforce
- 500 million+ records synced with near real-time updates within 10 seconds
- No integration code needed
- Salesforce API Consumption Management and Visibility



Synchronized Data Between Heroku Apps and Salesforce



The screenshot shows a Salesforce contact record for Joseph Navolo. The contact details include:

- Contact Owner: api user [Change]
- Name: Joseph Navolo
- Account Name: Nibs Users
- Title: Stories
- Phone: (415) 555-1212
- Mobile: (555) 555-5555
- Email: josephnavolo@gmail.com
- Reports To: [View Org Chart]

The contact's picture is a smaller version of the one shown in the mobile app. A section titled "Loyalty Points" shows 10,000 points and a Facebook ID of 100007750187600. The page also includes sections for "Address Information" and "Additional Information".



Heroku Connect: Salesforce data in any app you build

Connect with your customers in new ways

SQL Editor Graphical Query Builder

Previous queries UPDATE salesforce.contact

```
UPDATE salesforce.contact
SET title = 'Barrys test title'
WHERE
    lastname = 'Bronze';
```

Any app, e.g. SQL browser

The screenshot shows the Salesforce interface. At the top, the navigation bar includes Home, Chatter, Files, Campaigns, Leads, Accounts, Contacts (which is highlighted in purple), Opportunities, Forecasts, Reports, Dashboards, Data.com, People, and a plus sign. The main content area displays a Chatter feed for a contact named Barry Bronze. The feed header shows the contact's name and a profile picture. Below the header are social sharing icons for LinkedIn, Twitter, Facebook, and YouTube. A text input field says "Write something..." and a "Share" button is visible. To the right, there are sections for "Followers" (none listed) and "Recent Updates" (none listed). At the bottom, a "Contact Detail" modal is open, showing fields for Name (Barry Bronze), Title (Barrys TEST title), Account Name (Bronze Partners), and other contact information like Contact Owner, Email, Phone, and Mobile. A "Save" and "Cancel" button are at the bottom of the modal.

Your Salesforce Org(s)



Heroku - Reports

Forrester says

August 7, 2014

- Great customer experiences and engagement is a critical business priority
- Firms need a new architecture for cross-channel experience delivery
- Companies need a philosophy and culture of business agility and technical engineering to deliver these new experiences

FORRESTER®

The image shows a white rectangular document with a dark green header bar at the top containing the word 'FORRESTER' in white. Below the header, the title 'Closing The Experience Gaps' is centered in bold black font, followed by the subtitle 'by John C. McCarthy and Ted Schadler, August 7, 2014'. A section titled 'KEY TAKEAWAYS' follows, with three main bullet points: 'Improving Customer Experience Is A Critical Business Priority', 'Four Gaps Keep Businesses From Delivering Great Customer Experiences', and 'Firms Need A New Architecture For Cross-Channel Experience Delivery ...'. At the bottom, there is a small footer with the text 'Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA' and contact information.

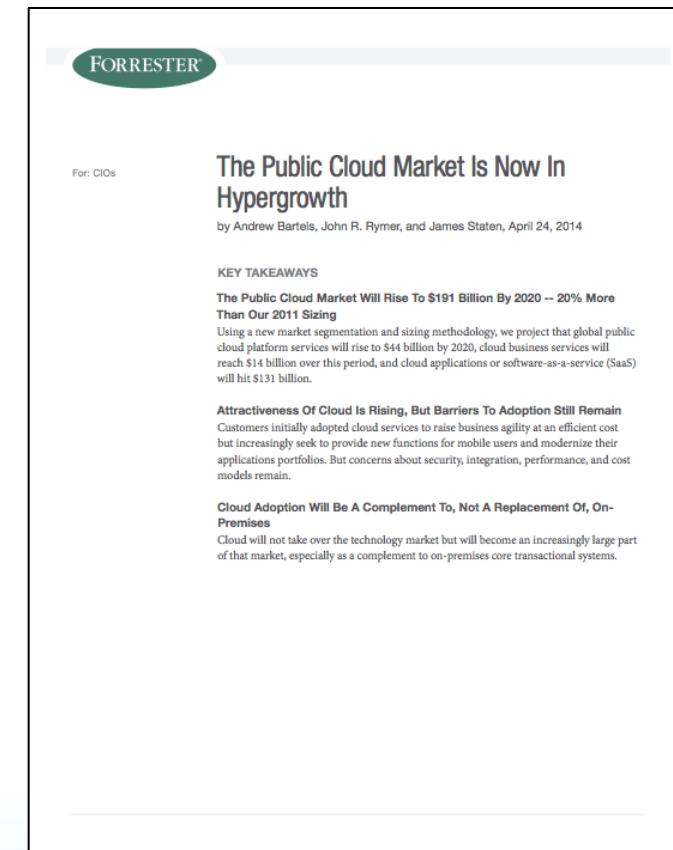


Forrester says

April 24, 2014

Public Cloud Market is in Hyper-growth and drives business agility that is changing companies:

- Enriching customer engagement
- Modernize for greater responsiveness
- Free back-office capital for customer-facing projects.



A thumbnail image of a Forrester research report titled "The Public Cloud Market Is Now In Hypergrowth". The report is dated April 24, 2014, and is intended for CIOs. It includes sections on key takeaways, such as "The Public Cloud Market Will Rise To \$191 Billion By 2020 -- 20% More Than Our 2011 Sizing" and "Attractiveness Of Cloud Is Rising, But Barriers To Adoption Still Remain". The report also mentions that cloud adoption will be a complement to on-premises systems rather than a replacement.



General Slides

Salesforce: #1 Enterprise Cloud Platform



This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Salesforce.com. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Figure 1. Magic Quadrant for Enterprise Application Platform as a Service



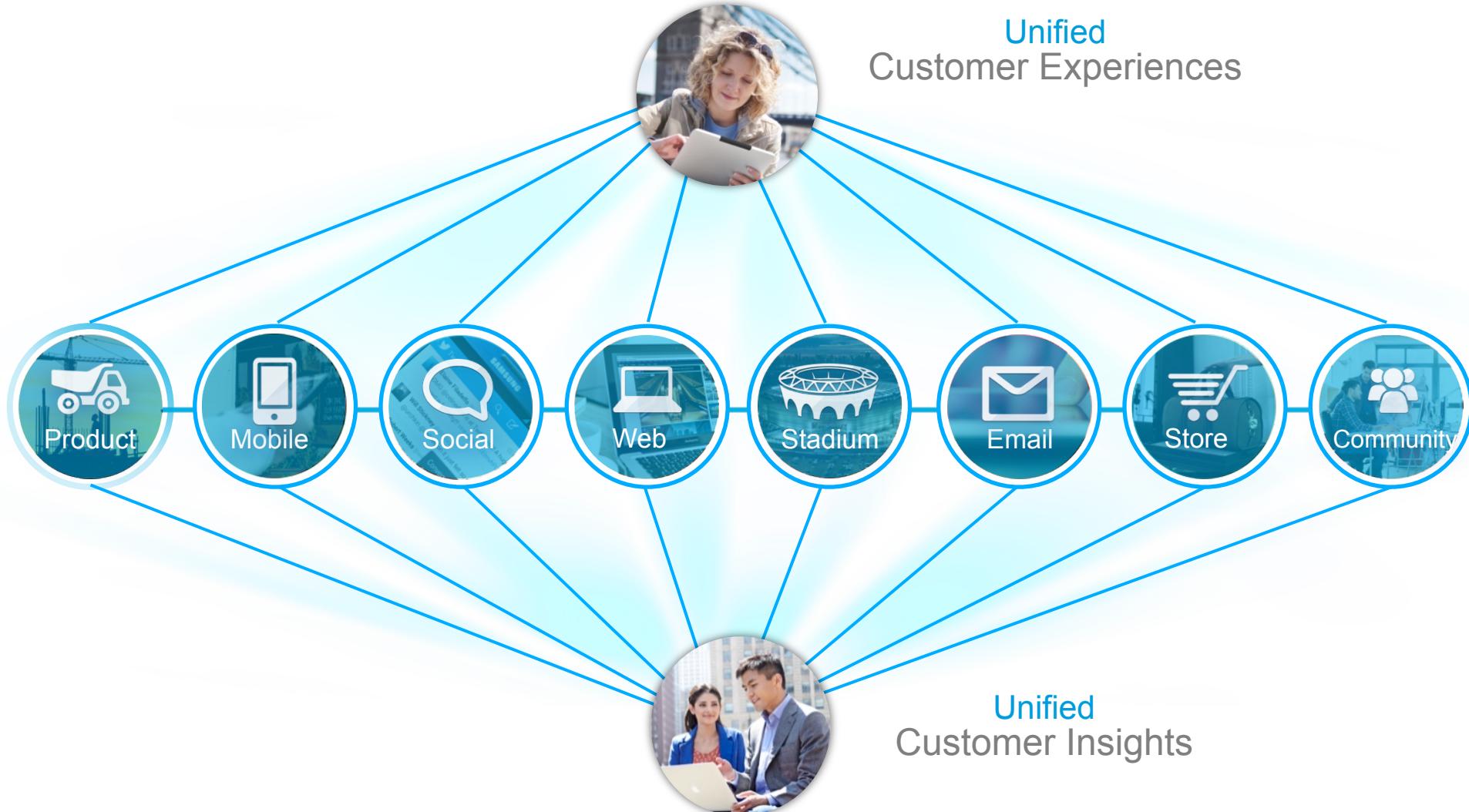
Gartner
INSTITUTE

January, 2014

Magic Quadrant for
Application Platform as a Service

Analyst: Yefim V. Natis

Engage your customers through every channel with a single system of record

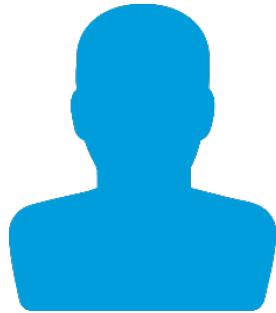


User Insight to drive your Business

- Connect to your users through multiple device and social media platforms without data silos and fragmentation
- Create unique and innovative customer experiences to deepen customer engagement with your brand and enhance retention
- Build brand loyalty and nurture a customer community around your offering



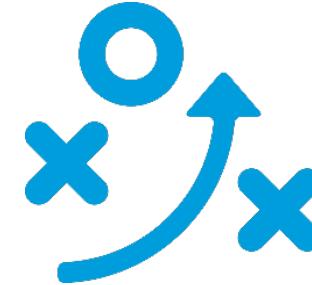
Four Questions about your connecting to your customers



Do you know
who your customers
are?



Do you know what
drives their
business with
you?



Are you building
engagement to
increase their
business with you?
?

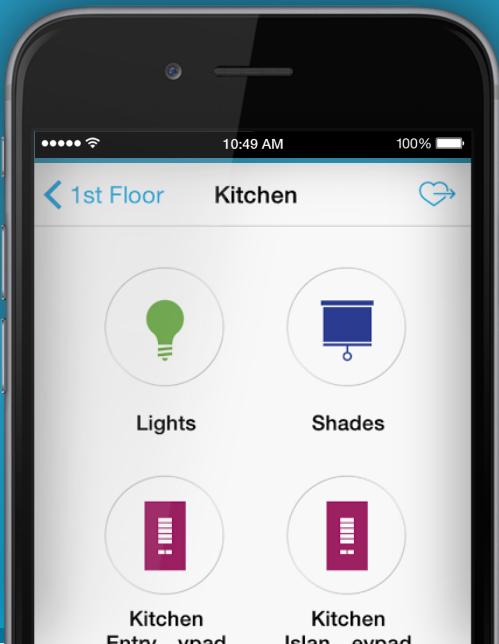


Are you able to
measure that
impact on your
business goals?

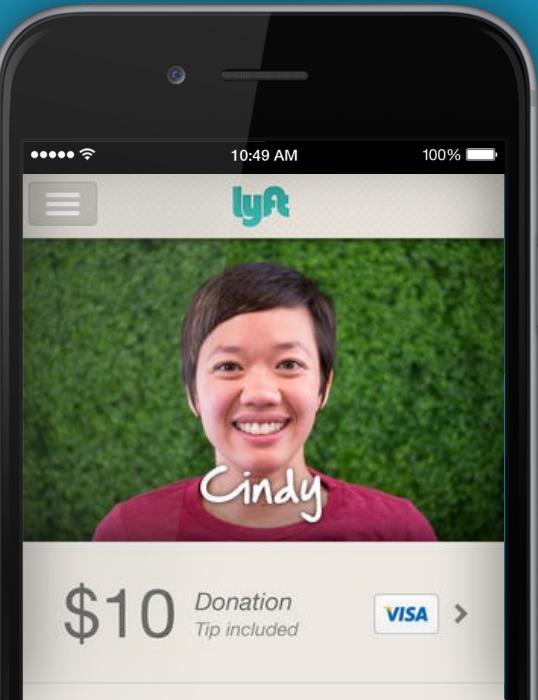
Apps are Redefining Industries



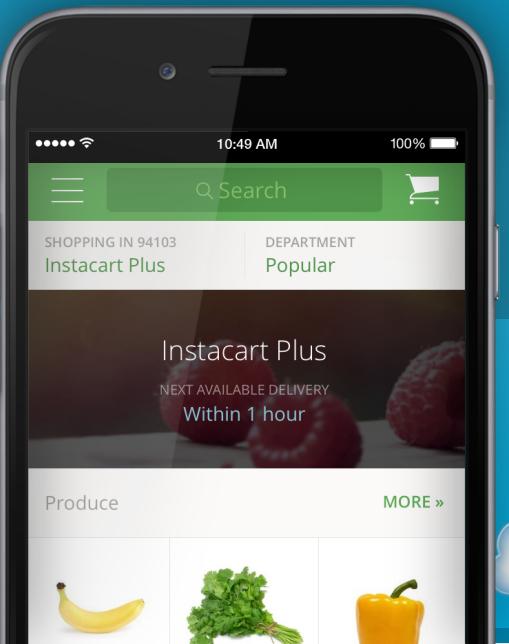
Lighting Transformed



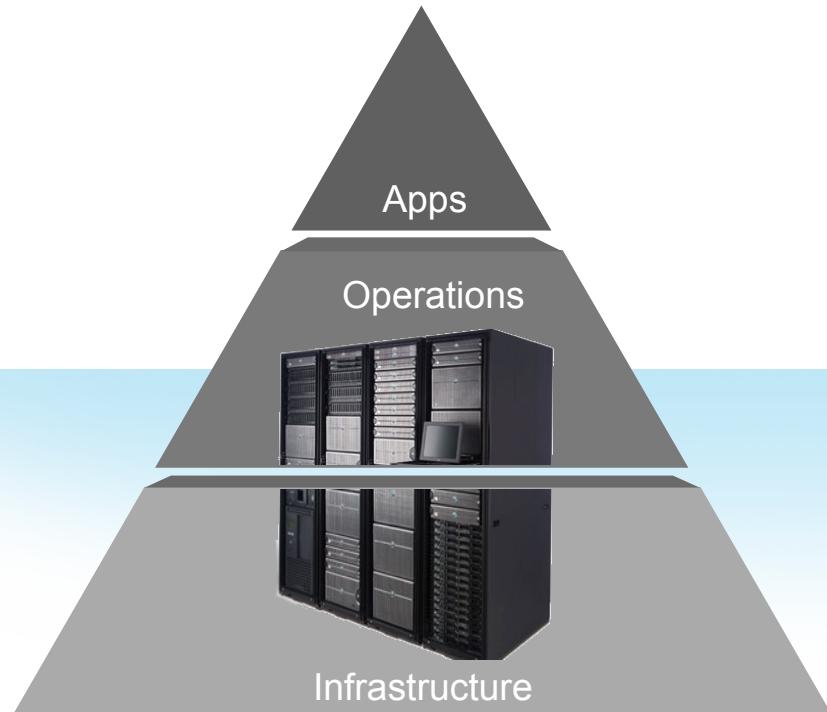
Transportation Reinvented



Shopping Redefined

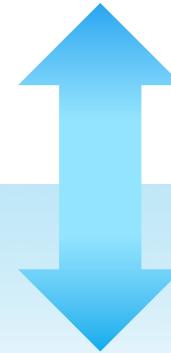


Change how you build customer apps and features

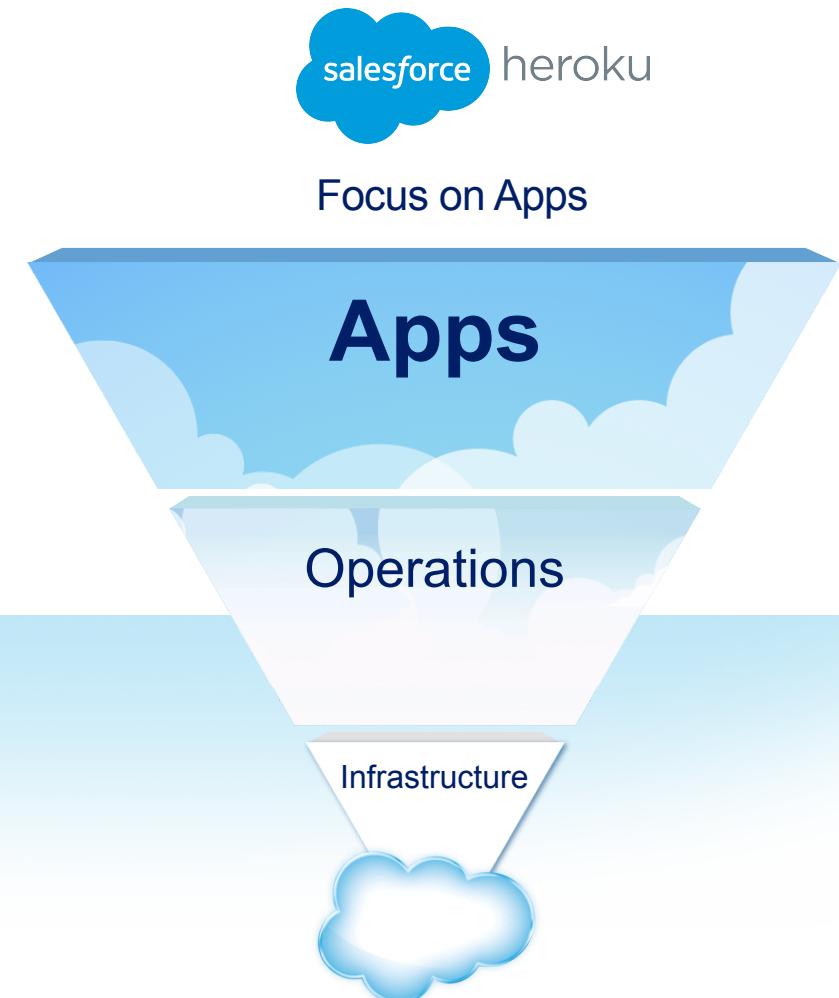


Legacy Platforms
Focus on infrastructure

New Apps and Features



“Keeping the lights on”



Focus on Apps