Build Engaging Applications on the Cloud

salesforce | aws

⚠ Challenges

Siloed Customer Data

Your goal is not to simply create applications, it's to create compelling experiences that innovate within your industry. To do that, you need insight, customer data, and an understanding of user behavior. While that data may already exist, it is likely siloed and hard to integrate with your application development efforts.
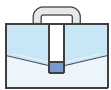
Inefficient Infrastructure Management

When resources are spent maintaining infrastructure, development cycle times can lag. In a world of consumers that expect new, innovative applications rapidly, splitting focus between forward-facing application development and internal infrastructure management can slow business initiatives.

Insufficient Tooling

Developers can create great applications when they have great tools at their disposal. Often, development teams find themselves without the toolset required to build the engaging applications they envision.

✓ The Salesforce Solution

Adopting an End-to-End Development Platform

Salesforce Heroku is an AWS-native, end-to-end application development platform. By reducing the amount of time your team must dedicate to infrastructure management, you can accelerate the speed in which you develop engaging, enterprise-grade applications. You can sync Salesforce Heroku with all of your Salesforce Clouds, making it easy to develop customer- and data-driven applications with 360° customer profiles.

This easy-to-use solution is fully integrated with AWS and helps your development teams align with digital transformation across your organization.

Financial Times Case Study

FT FINANCIAL TIMES

Challenge

- Needed a more agile, cost-effective development platform
- Had to stay at the cutting edge of news and technology at all times, with minimal to no downtime or latency
- Developers needed a lighter, simpler system to build new features and applications quickly

Solution

- Adopted Salesforce Heroku on AWS
- Transformed operations into a DevOps-led engineering culture
- Implemented API-first methodology and continuous delivery approach
- Integrated customer data as an integral part of app development

Outcome

- Release cycles went from about every three weeks to several times a day
- 72% increase in ad visibility
- 20% increase in customer engagement
- 50% increase in overall ROI (as a result of developer productivity, increased ops efficiency, and increased customer engagement)

Key Benefits

Build Engaging Applications Based on Customer Context

By leveraging the fluid integrations with AWS services and your Salesforce Clouds, you can build personalized, engaging applications with Salesforce Heroku and enrich customer data throughout your organization. With the expansive breadth of AWS services and the pace of innovation, you can streamline the integration of legacy and emerging technologies into your development environments, with a lower risk than you would traditionally have in on-premises environments.

Salesforce Heroku syncs directly with your Salesforce Clouds, so you are able to share customer data between disparate business units. This enables you to create more robust applications, built from real-time insights on customer issues.

Focus on Application Development, Not Infrastructure Management

As the pace of business and innovation has steadily increased in recent years, your development cycles must keep up. Salesforce Heroku is fully managed, meaning you no longer have to expend significant resources to infrastructure management, freeing up developer time for forward-facing, efficient development cycles. Once Salesforce Heroku is up and running, it is easier to build, test, and deploy applications that adhere to AWS best practices for security and operations.

To further operational efficiency, Salesforce Heroku provides you with a point-and-click dashboard that allows you to collaborate with and manage team members across different stages of development.

Developer-Centric Solution with Enterprise-Class Performance and Reliability

Salesforce Heroku comes with a full developer tool-set to enable your team to rapidly build engaging applications. This solution helps organizations of all sizes adopt DevOps practices, with enterprise-level security and scalability.

Develop high-traffic applications that can scale in a single click. Utilize a robust partner ecosystem with Heroku Elements Marketplace to enhance processes and increase efficiency. Run several languages such as Node, Ruby, Java, Clojure, Scala, Go, Python, and PHP all from the same platform.

Salesforce and AWS

Salesforce Heroku enables you to leverage cloud architecture and a variety of AWS services as part of your development efforts. This integration provides an end-to-end developer platform for building high performance applications at a pace that was formerly very difficult to achieve. By reducing the amount of infrastructure management required, you can focus instead on building enterprise-class applications that are scalable, secure, and more deeply engaging for users.

Learn More

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