

EBOOK:

Accelerate Your Application Lifecycle on the Cloud



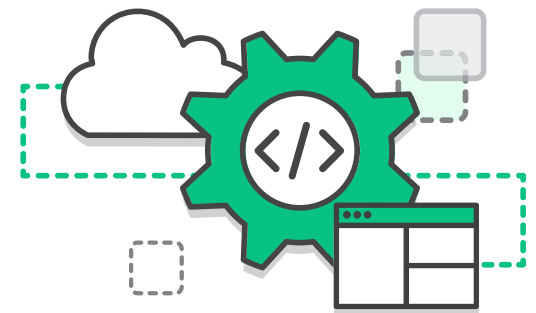
Contents

Introduction	3
Application Development Today	4
The Ideal Developer Solution.....	5
Salesforce and AWS	6
Amazon Web Services	7
Salesforce Heroku	8
Build Engaging Applications Based on Customer Context	9
Focus on Application Development, Not Infrastructure Management....	10
Developer-Centric Solution	11
About Salesforce Heroku and AWS	12
Getting Started	13

Introduction

Your team is currently working diligently on its next application release. But is your company standing out among its peers? Is it taking full advantage of customer data and the potential of the cloud? Are burdensome tasks such as infrastructure management slowing your development cycles?

In this eBook, we'll discuss how you can accelerate application development efforts and build more engaging, personalized applications.



Application Development Today

Challenges

Inefficient Development Cycles

One of the biggest burdens on application development is the associated infrastructure management, which requires businesses to leverage larger operations teams to handle security and operations. This puts many businesses between a rock and a hard place because, while it is necessary to ensure your app dev efforts are following best practices, this can add time and costs to your projects. Additionally, this forces you to divert critical resources away from your teams' core responsibilities.

Siloed Customer Data

Your goal is not to simply create applications, it's to create compelling experiences. To do that, you need insights, derived from customer data, and an understanding of user behavior. The data that drives these insights exists, but your challenge is incorporating this data into your app dev efforts, as the systems that store customer data are often siloed and difficult to integrate with your applications.

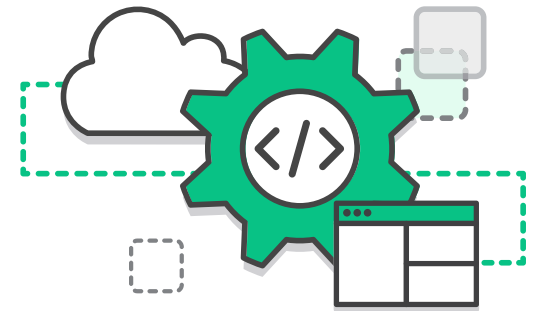
For each of these challenges, Amazon Web Services and Salesforce provide a proven solution that drives greater value from your application development efforts.

The Ideal Developer Solution

The ideal developer solution is the one that simplifies and streamlines all of the factors and considerations that developers work with. It reduces or, if possible, entirely eliminates tasks that don't fall under developers' core responsibilities, allowing them to focus 100% of their attention and resources on creating engaging applications.

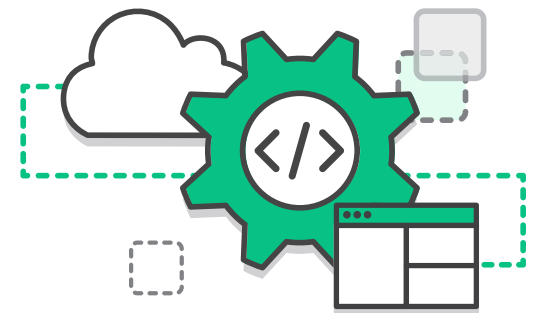
This solution needs to:

1. Reduce infrastructure management
2. Provide a seamless way to integrate customer data from disparate sources
3. Scale as needed to remain reliable, regardless of the type or size of application



Salesforce and AWS

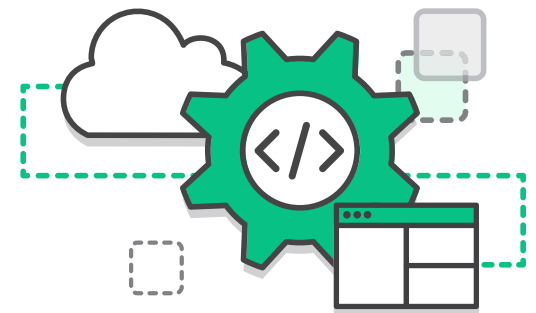
Salesforce Heroku Enterprise and Amazon Web Services (AWS) work together to provide an enterprise-class development platform that simplifies infrastructure management and accelerates your digital transformation. Leverage easy data integration between AWS and Salesforce to create personalized, context-driven applications.



Amazon Web Services

Businesses looking to support agile development processes should look no further than AWS. AWS eliminates the upfront investments and ongoing maintenance that accompany on-premises data centers by providing cost-effective IT resources which you can provision on demand, paying only for what you use. This enables you to scale your compute and storage instances up and down at will, rather than over-provisioning for your peak requirements.

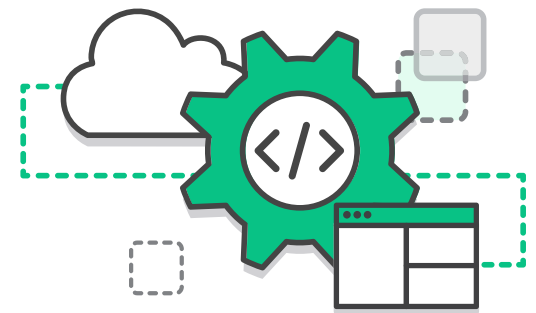
AWS provides the most extensive set of integrated services of any cloud provider and maintains a rapid pace of innovation by continuously updating services based on customer feedback. This makes it easier for your teams to adopt new technologies to drive greater efficiency from your app dev processes.



Salesforce Heroku

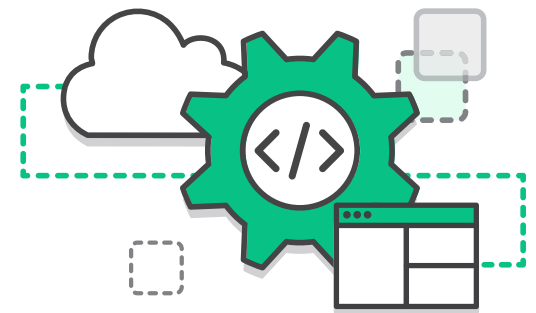
Heroku Enterprise, a Salesforce offering, is an AWS-native, developer-friendly Platform as a Service (PaaS) that removes the burden of infrastructure management from your dev team, allowing them to focus solely on creating, deploying, and iterating on enterprise-class applications at a disruptive startup pace. You can easily sync your applications with your Salesforce Clouds to integrate 360° customer profiles with your applications. This makes it easier to build more personalized and engaging applications.

Heroku Enterprise streamlines your ability to provision cloud resources and use AWS services as data sources. This solution provides an end-to-end, developer-friendly PaaS for building high performance applications quickly and securely. Adding Heroku to AWS enables enterprises like yours to innovate faster by adopting modern app dev processes, while letting Salesforce Heroku manage the underlying infrastructure to ensure operational and security best practices.



Build Engaging Applications Based on Customer Context

Customer satisfaction drives the success of every application, so understanding user preferences and trends is key to building and iterating engaging applications. By leveraging the fluid integrations with your Salesforce Clouds you can build personalized, engaging applications and enrich customer data across sales, marketing, and customer service. Heroku Enterprise 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 usage.



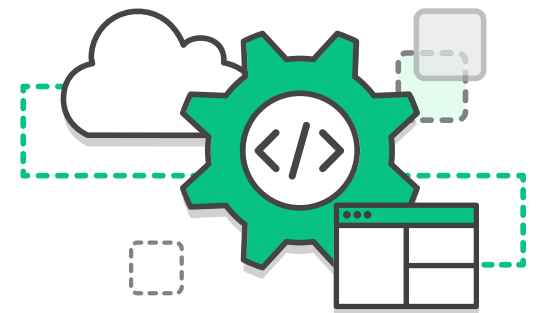
Focus on Application Development, Not Infrastructure Management

Heroku Enterprise is a fully managed PaaS offering, meaning you no longer have to expend significant resources on managing compute capacity, upgrades, adding memory, or troubleshooting security issues, freeing up developer and IT personnel for forward-facing, efficient development cycles.

Once you have adopted Heroku Enterprise in your app dev process, it is easier to build, test, and deploy applications that adhere to AWS best practices for security and operations. Salesforce's global operations and security teams provide 24/7/365 support, fast resolutions, and ensure you're leveraging best practices for security and operations at all times.

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

With Salesforce Heroku, you can experience 30-50% faster time to market.



Developer-Centric Solution

Enterprise-Class Performance and Reliability

Since developers are the backbone of every great application, Salesforce Heroku is dedicated to providing a great developer experience during every step of the app lifecycle.

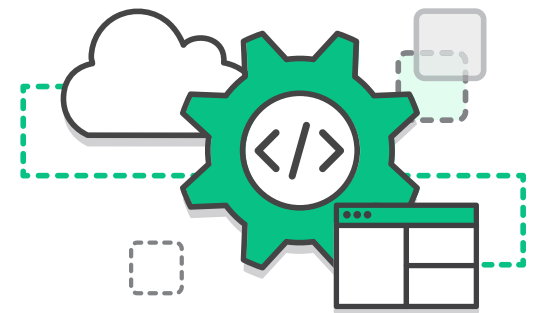
Leverage a full developer toolset — Heroku Enterprise provides a full developer tool-set to enable your team to rapidly build engaging applications.

Implement DevOps — This solution helps organizations of all sizes adopt DevOps practices, with enterprise-level security and scalability. Utilize a robust partner ecosystem with the Heroku Elements Marketplace to enhance processes and increase efficiency.

Scale — Develop high-traffic, resilient applications that can scale in a single click (or automatically) with no downtime.

Use your preferred language — Code in several languages such as Node, Ruby, Java, Clojure, Scala, Go, Python, and PHP, all on the same platform.

Collaborate — Enhance collaboration by bringing heterogeneous development teams together in shared application workspaces.



About



About Salesforce Heroku

Heroku, a part of the Salesforce Platform, is a cloud application platform with integrated data services and a powerful technology ecosystem that allows you to build, manage, and scale applications that drive customer engagement. Heroku takes responsibility for running, maintaining, and securing your apps and data, allowing you to focus on innovation and the things that differentiate your business. By delivering a world-class app and data platform that supports a polyglot development environment with powerful and intuitive developer tools, Heroku increases developer productivity by 30 to 50%, simplifies IT management and operations, and enables faster time to market while meeting critical compliance and security requirements.



About Amazon Web Services

For 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers more than 90 fully featured services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 42 Availability Zones (AZs) across 16 geographic regions in the U.S., Australia, Brazil, Canada, China, Germany, India, Ireland, Japan, Korea, Singapore, and the UK.

AWS services are trusted by millions of active customers around the world monthly — including the fastest growing startups, largest enterprises, and leading government agencies — to power their infrastructure, make them more agile, and lower costs.

To learn more about AWS, visit <https://aws.amazon.com>.

Getting Started

Salesforce Heroku and AWS deliver an end-to-end development solution that allows you to focus on building engaging applications. Reduced infrastructure management accelerates your development efforts, while easy data integration across Salesforce and AWS enables teams to deliver personalized and context-aware applications.

Learn More

[Salesforce Heroku](#)



© 2017, Amazon Web Services, Inc. or its affiliates. All rights reserved.