Product Overview and Partner Program

Partner team

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Agenda

R.A.B.I.T.
Rapid Application Build, Integrate, Test

- AutoRABIT Overview
- AutoRABIT Solution
- AutoRABIT Plans
- AutoRABIT Partner Program

AutoRABIT Overview

Global Reach:
USA, Europe, India Australia

Series A Funding From Full In Partners (USD 12.5 million)

Employees:
150

Among top 55 Salesforce ISV partners

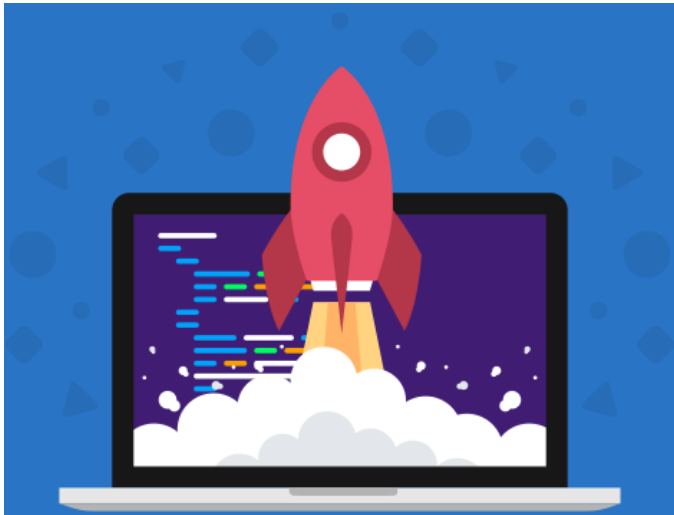**Salesforce Accelerate Program 2020**

ISV Partners

salesforce.org

Fonteva

Veeva

ncino

Vlocity

carahsoft

Global Reach

San Francisco, CA
(Headquarters)

New York, NY
(2019 - Sales)

Washington DC
(Service Delivery))

London, UK
(2019 - Sales)

Hyderabad, India
(R&D Center)

Sydney, Australia
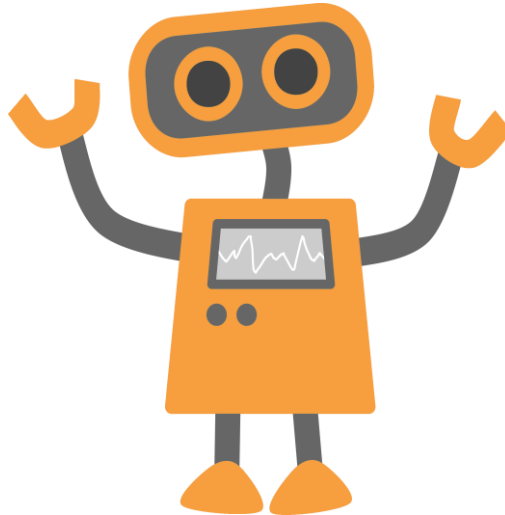**(Sales)**

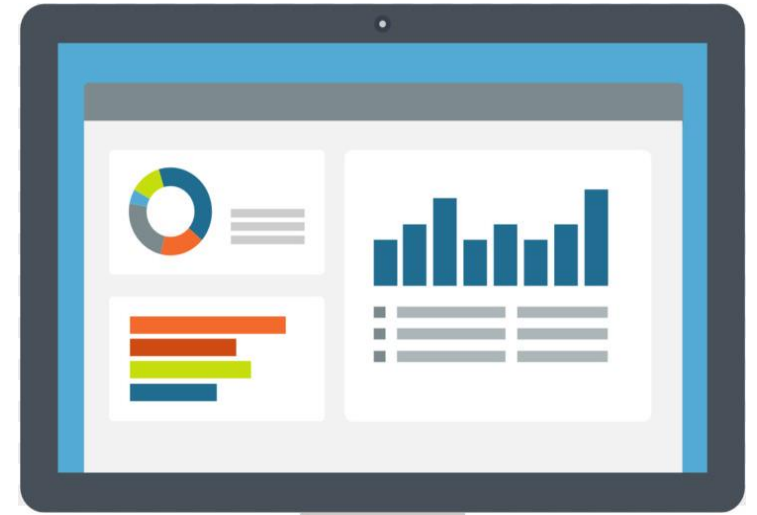# Digital Transformation for Salesforce DevOps

Bringing the power of 3 to Transform DevOps

Speed and Agility

Automation

Business Intelligence and Reporting

AutoRABIT Product Suite

Salesforce Managed Packages Capabilities

CI/CD Platform Purpose Built for Salesforce

Backup & Recovery

Test Automation

Source Code Analysis

Version Control

ALM

Best Automated DevOps CI/CD Solution for Salesforce

Continuous Delivery To The Cloud
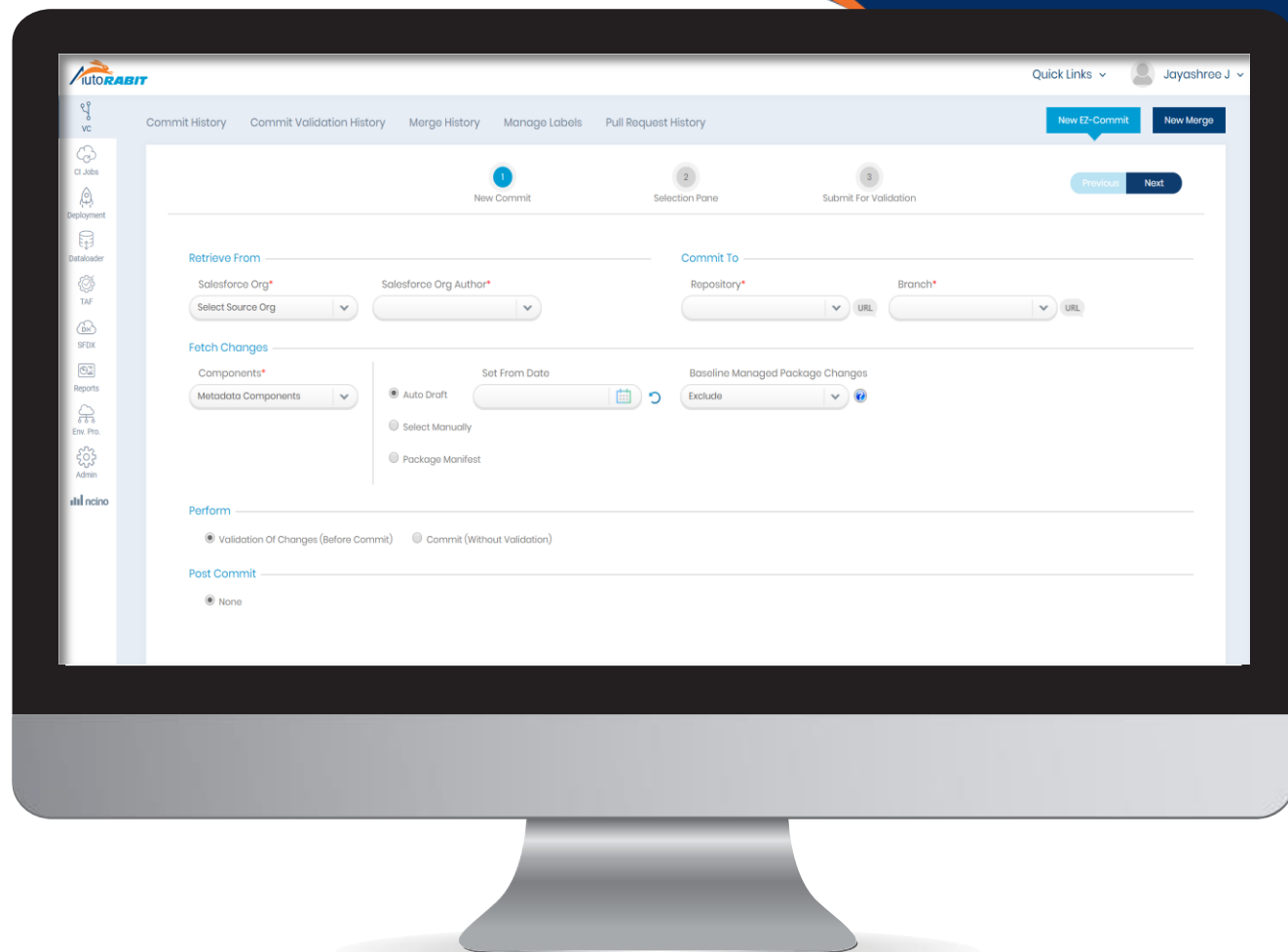
Total Automation for your Salesforce CI/CD Pipeline

- More Deployments
- Shorter Lead Times
- Faster Innovation

ARM Data Loader Pro

AutoRABIT Data Loader Pro is the perfect complement to the AutoRABIT ARM solution. Leveraging metadata awareness, Data Loader Pro supports seamless transfer of million of records across multiple environments.
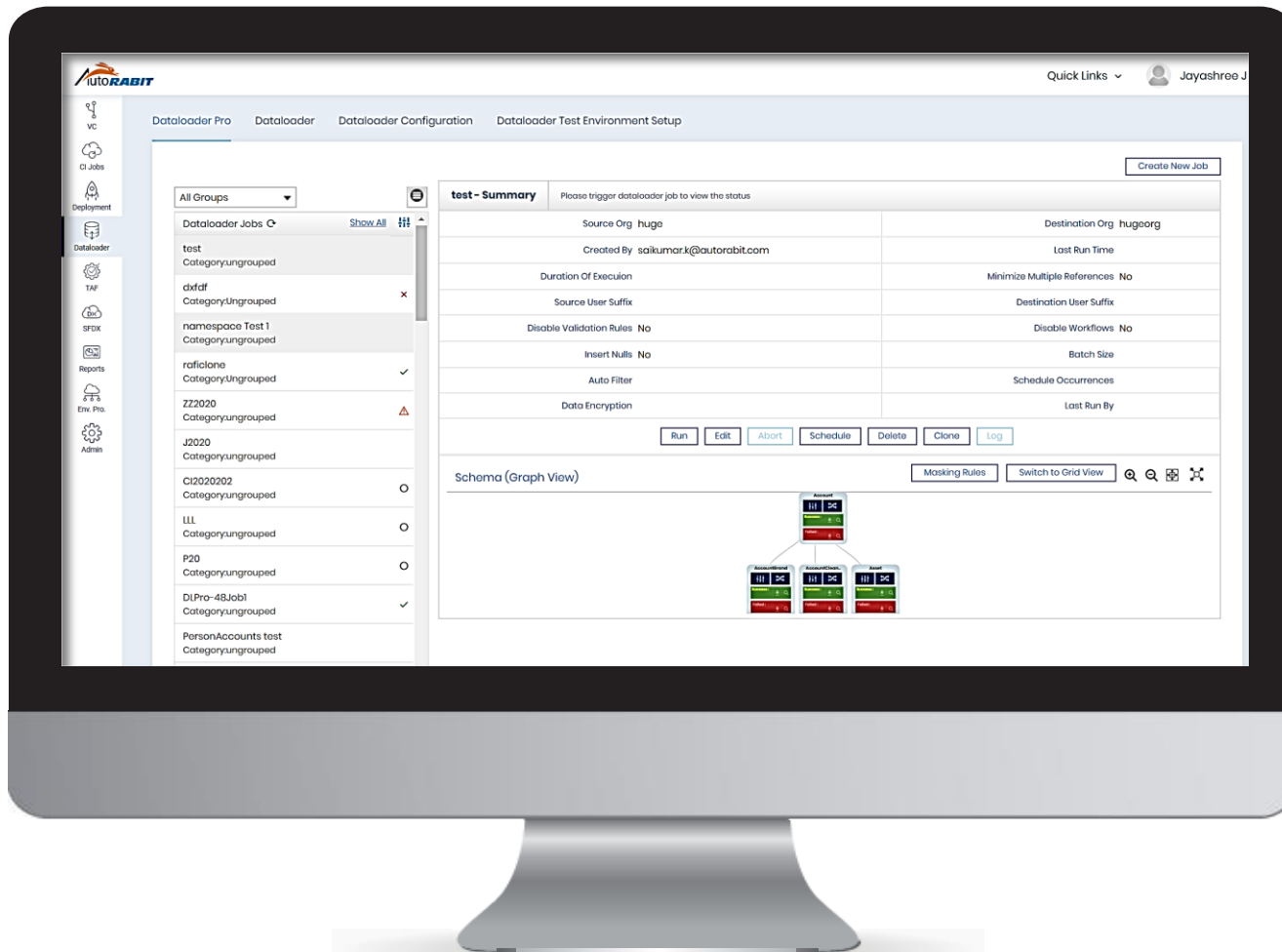
- Developers and administrators can intelligently migrate complex records so DevOps teams can build, migrate code and data and test across the Salesforce release cycle.

- Extract objects from source sandbox and transfer them to the destination quickly. Maintain data integrity between the source and the destination

- View detailed reports, including data history from Data Loader operations

ARM for DX

- AutoRABIT applies Agile / DevOps best practices to Salesforce DX

- Use ALM tools to Integrate DX Scratch Orgs – graphical interface

- Extends DX beyond deployment and Apex testing

AutoRABIT + nCino for Financial Services
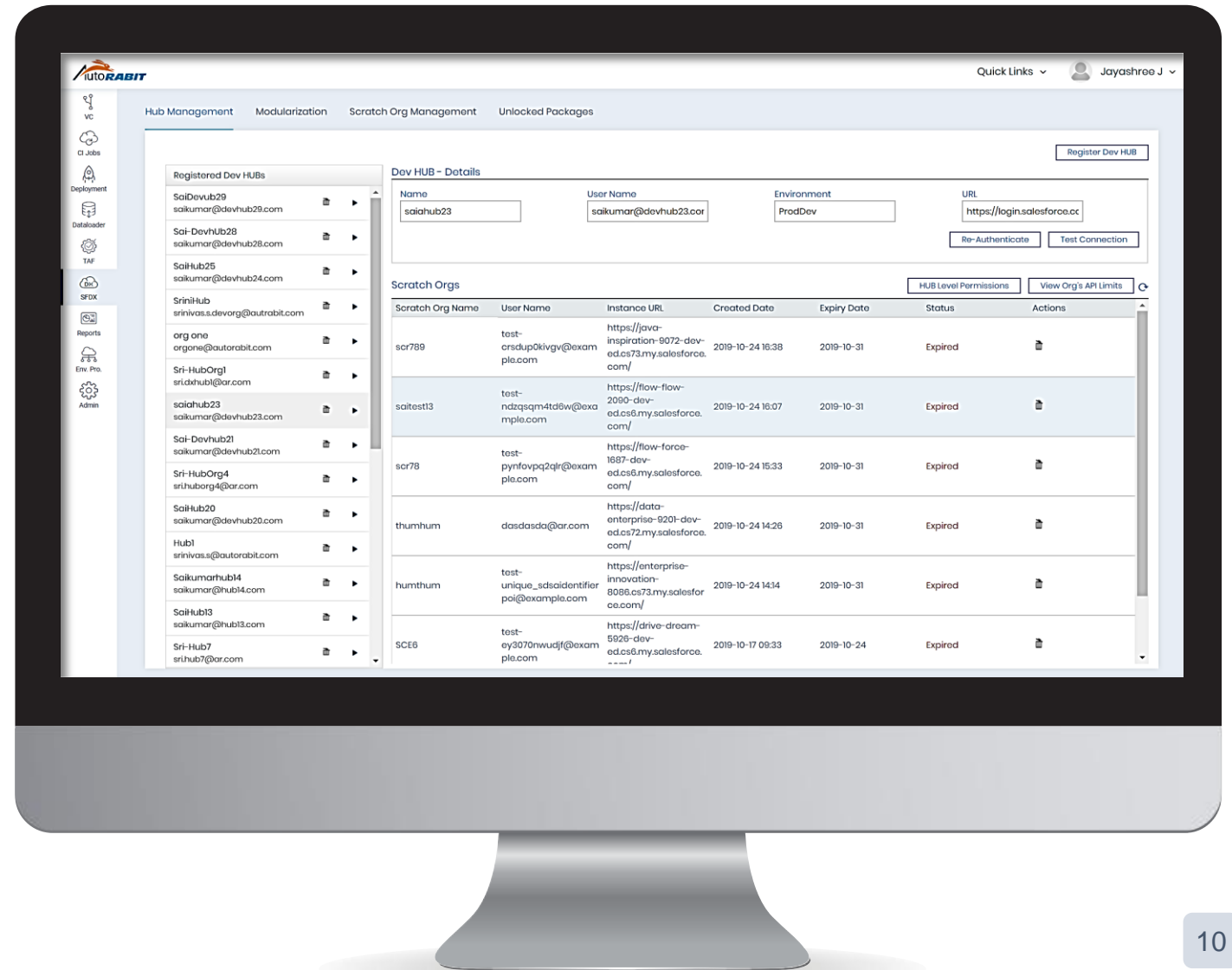
- Salesforce Admins Become Record Based Migration Pros

- Identifies Feature Dependencies Automatically

- Standard Features for New nCino Release Included

AutoRABIT + Vlocity for Healthcare, other verticals
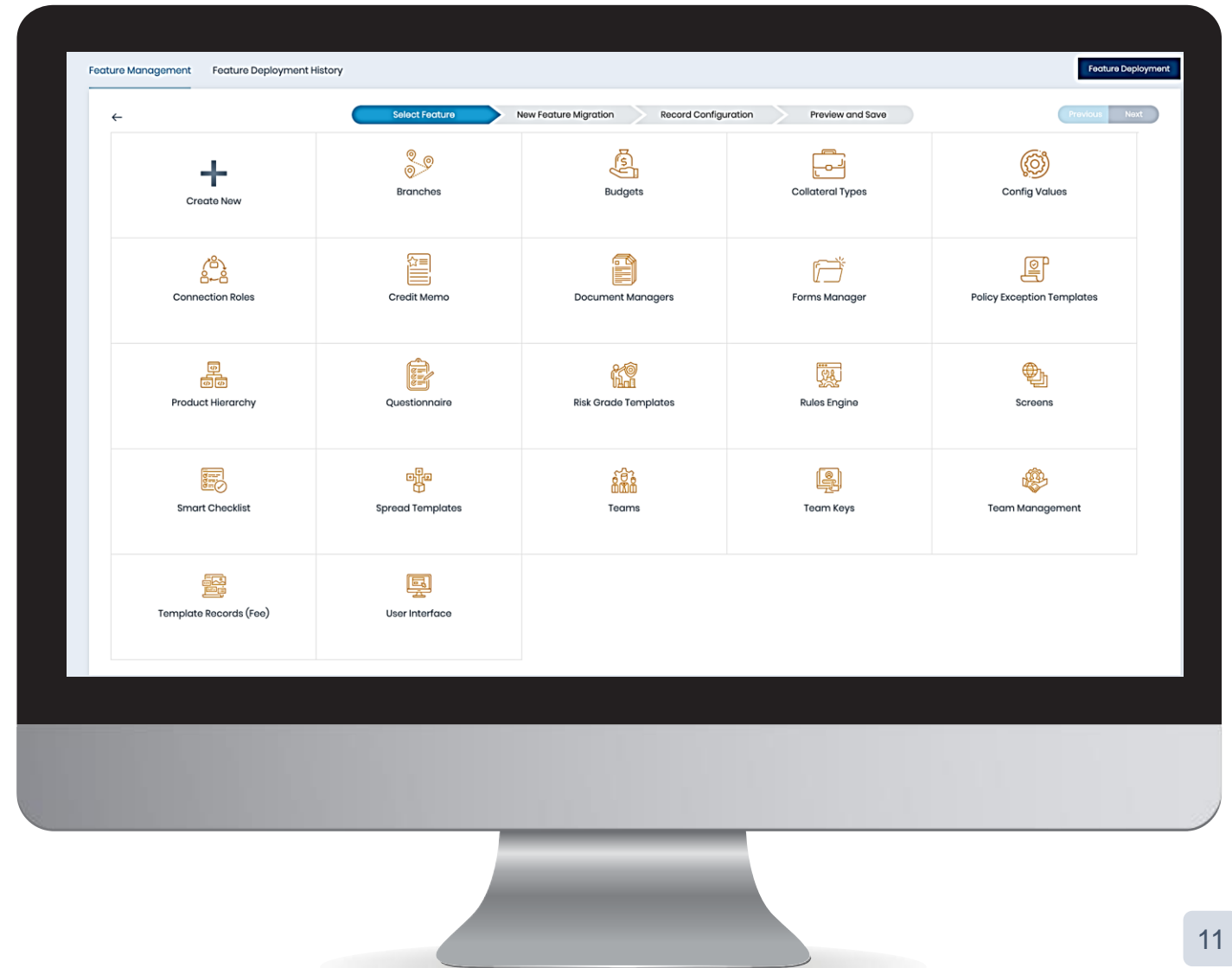
- Commit Vlocity Components from Salesforce to Your VCS

- Automate Vlocity Builds and Deployments

- The Fastest Deployment of Vlocity Components
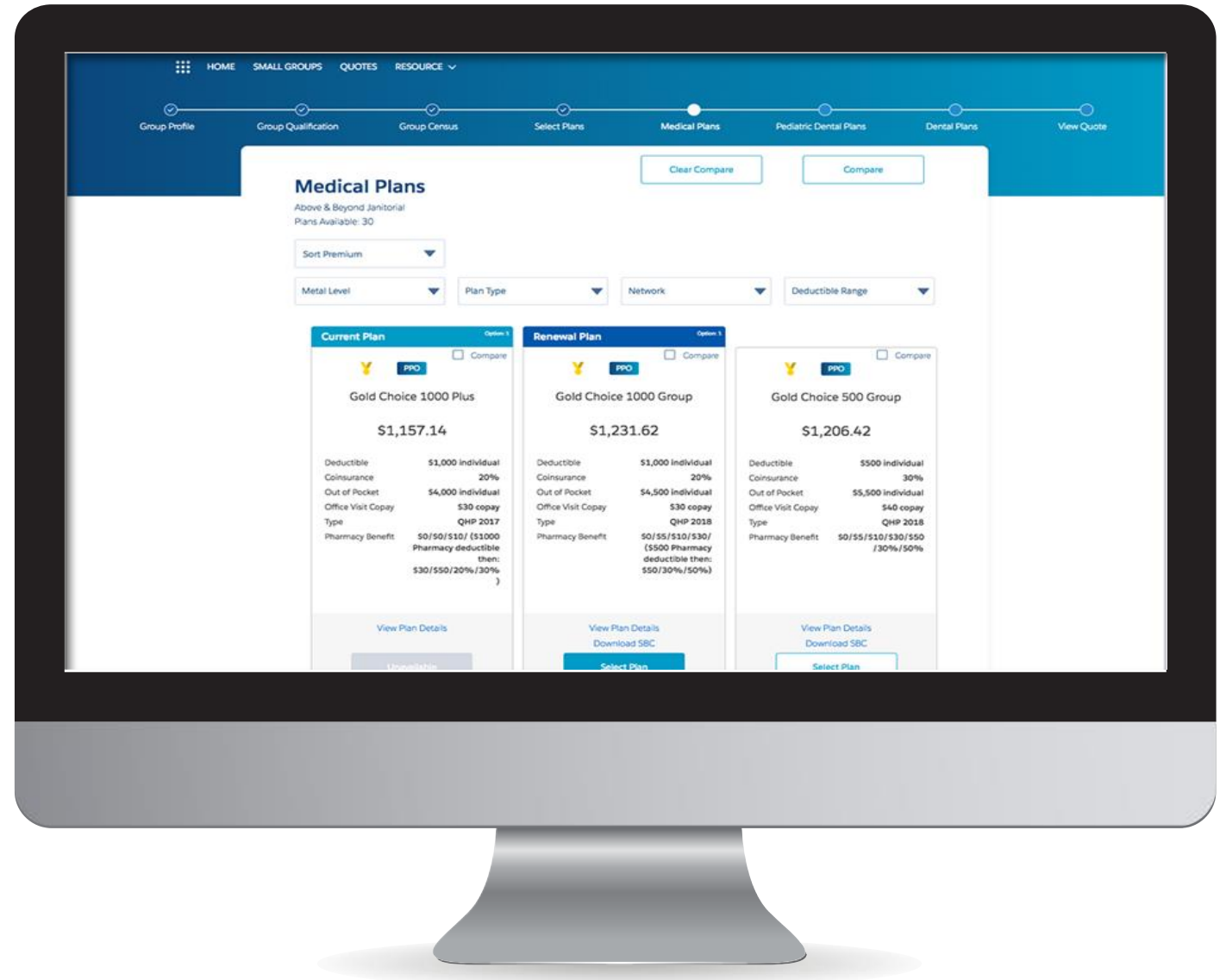
Only CI/CD Platform Delivering Backup and Recovery

Vault (Backup and Recovery): Purpose Built for Salesforce; Instantly Recover Data, Metadata, Custom Objects, Rules and more.

Backup

Restore

Compare

Replicate

Archive

Secure & Comply
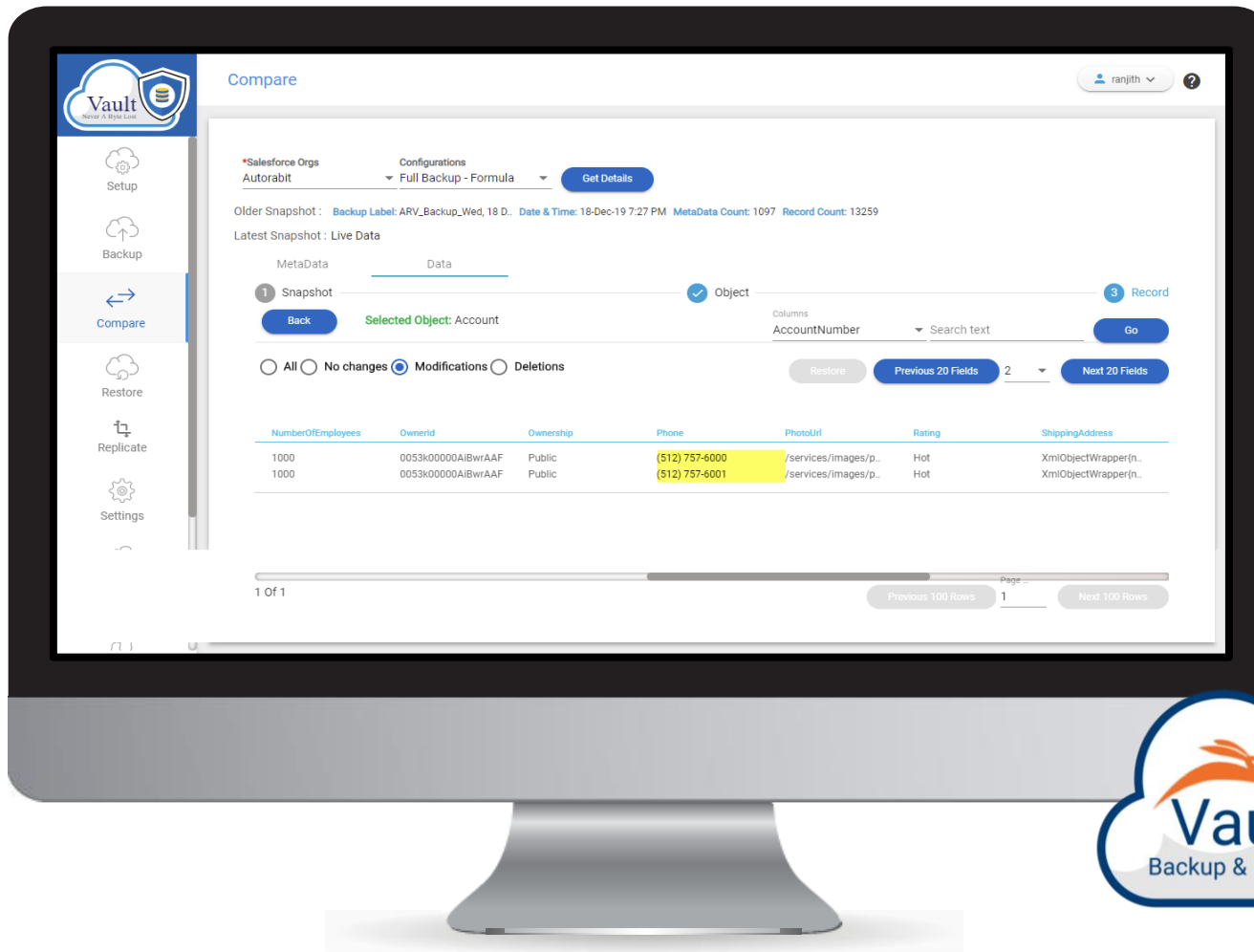
Continuous Delivery To the Cloud

AutoRABIT provides end-to-end solution
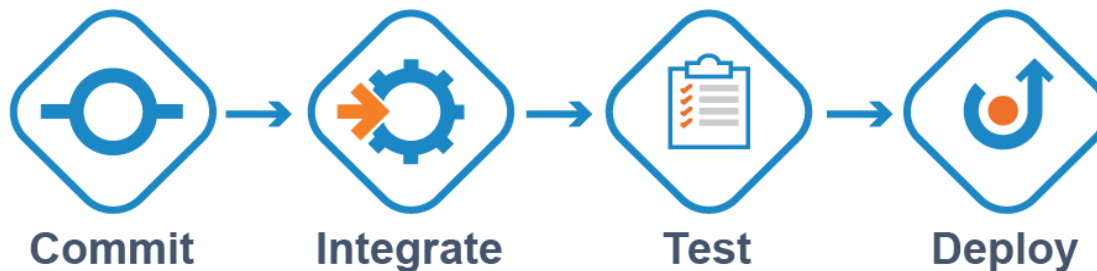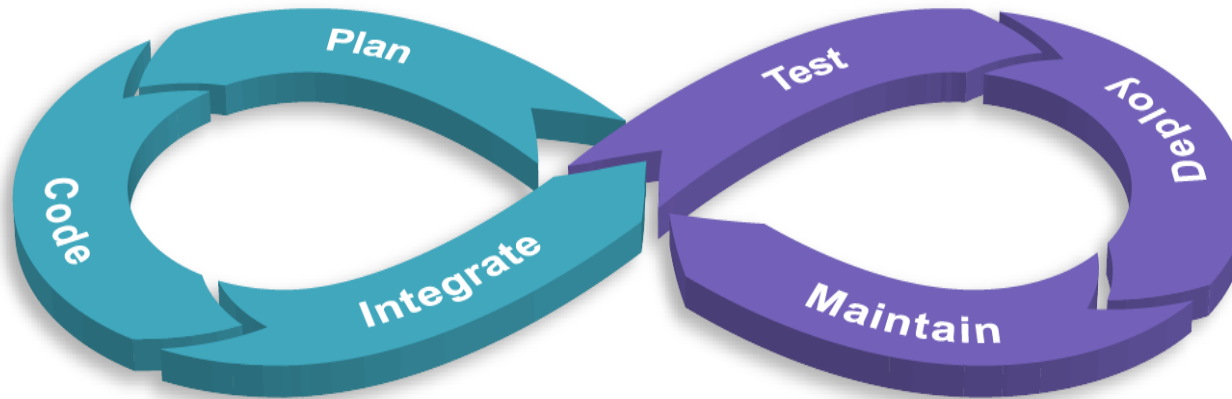
AutoRABIT Success Factors:
- Business agility
- More frequent releases
- Higher quality code
- Dramatic developer productivity gains
- Operational excellence
- Change Management

DevOps Maturity Model

VALUE

→ Velocity
→ Throughput
→ Quality
→ Compliance

Beginner
Level 1
- Minimal automation
- Individual-driven
- Manual deploy
- Some tools adopted

Most Users

Novice
Level 2
- User story management
- Source control
- Some environment/release management
- Some automation for pain area (reactive)

Practitione
Level 3
- Daily check-ins & source control branching methodology
- Automated CI jobs for QA/Test with monitoring
- Good environment/release management
- Automatic static code analysis

Leader
Level 4
- Automated CI jobs for SIT/UAT with monitoring
- Mature environment/release management
- Automated regression testing
- Component-based architecture
- Package-driven development
- Infrastructure automation (sandbox/scratch org)

Innovator
Level 5
- Fully automated deploys
- High frequency (e.g. daily)
- Automated granular merges
- Product/capability-based funding
- Adaptive change management

TIME

DevOps Challenges for Salesforce

Treacherous Road in today's DevOps Journey

Synchronization Failures

Manually Intensive Testing & Review

Massive Deployments

Poor Code Integration

Problematic Version Control

Risky Backup & Recovery

Plan

Code

Integrate

Test

Deploy

Maintain
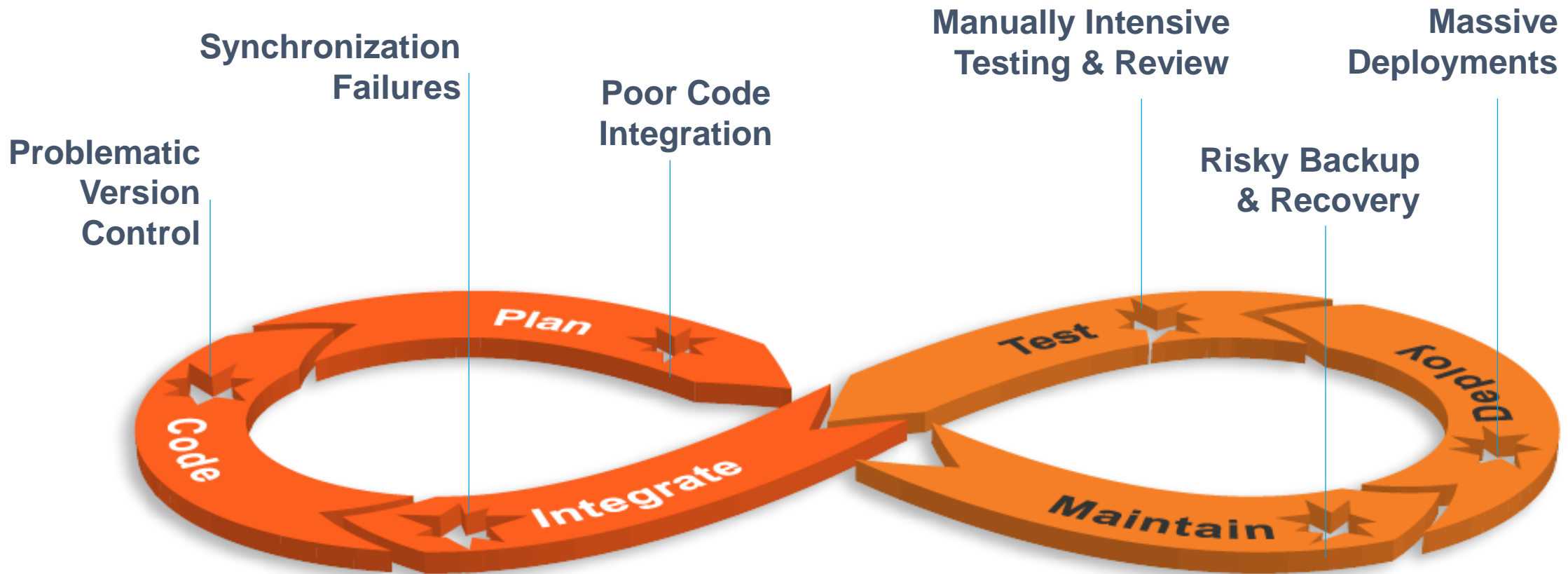
Generic Release Management Practice

SAMPLE

Conflict resolution/ Overriding code
Spending approx. 70 hours of conflict resolution with pull requests

Profile changes and destructive metadata post deployment steps take 30 hours per release

Dev1

Dev1

Force.com IDE

GIT Command Interface

Develop

ANT Scripts

QA

ANT Scripts

UAT

ANT Scripts

Production

No data backup

Hotfix

Dev2

Force.com IDE

Dev 2

GIT Command Interface

Manual data loading
40 hours spent in migrating and resolving data deployment issues

Bugs to be manually reverted in individual sandboxes (no roll back mechanism)

Recommended DevOps Best Practice
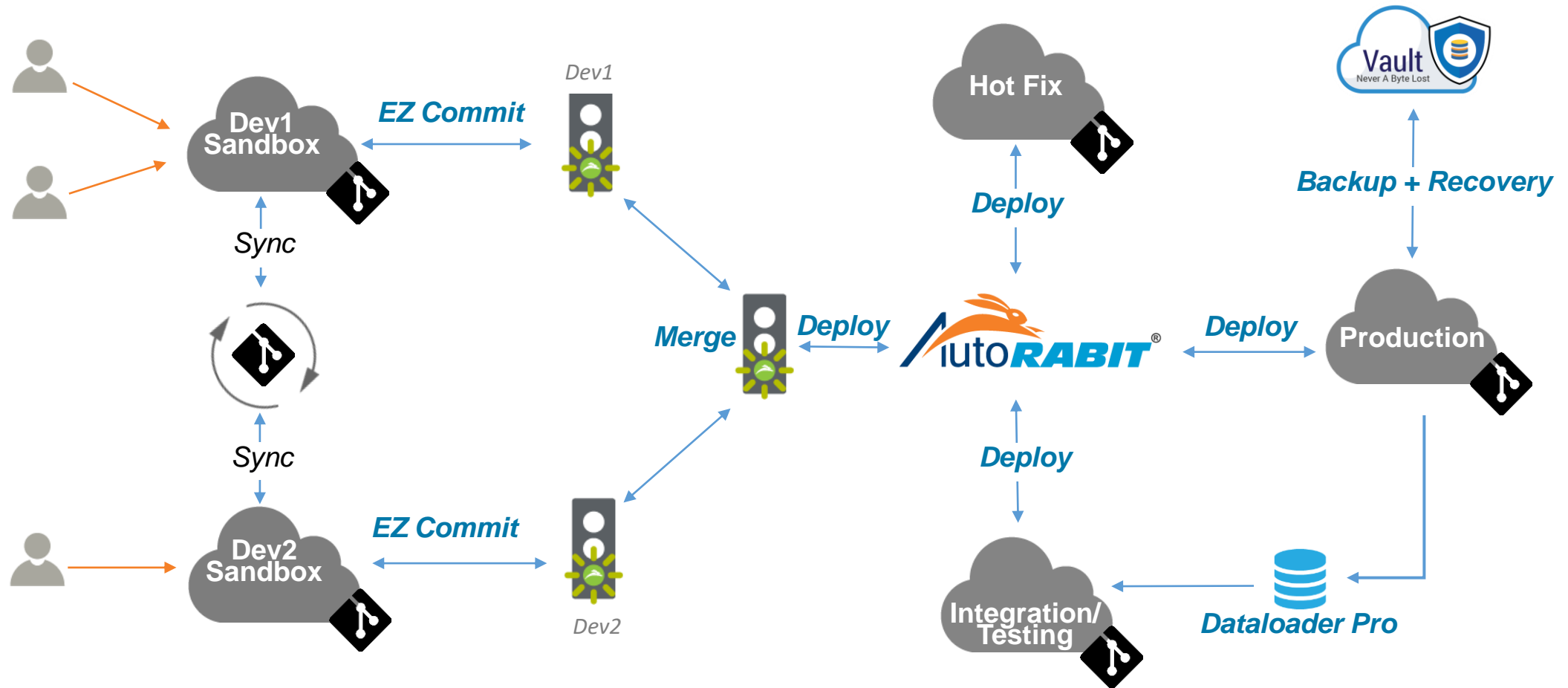
AutoRABIT Suite of Features

Version Control
- Check-in code with a click of a button (with EZ Commits).
- Merge Branches and Resolve Conflicts
- Prevents overwritten Code

Deployment Automation
- No More Change sets
- No More Pre/Post Deployment Steps
- Ability to Roll back and Restore

Sandbox Management
- Eliminate Frequent Refreshes
- Keep Sandboxes in Sync
- Synch downstream for Hotfixes/User Stories

Continuous Integration
- Daily Check-in's
- Automated Builds and Validation
- Code coverage and PMD (Automatic validation of codes with the Prod Org to avoid deployment failures)

Advanced Dataloader
- NO CSV files or manual steps
- Maintain Mutli-Parent-child relationships
- Resolve circular references

Test Automation
- Mobile and multi-browser testing
- Automate once run on Multiple sandboxes/data sets
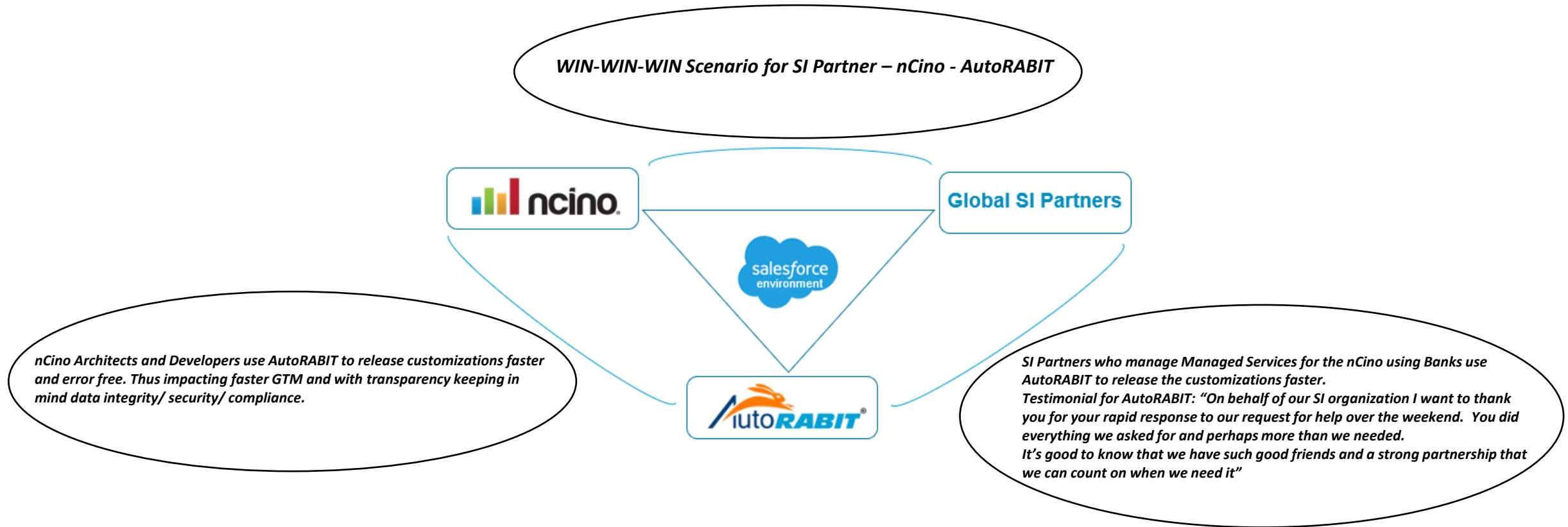- Create automated regression and UAT test cases

Visibility & Reporting
- Completely Integrated / Automated CI environment
- Dashboards/Reports to gain visibility & traceability

AutoRABIT's Collaboration with Partners

Case Study: Helping Financial Institutions process more than $30 billion for its eligible small business clients – Covid–19 Paycheck Protection Program (PPP)

WIN-WIN-WIN Scenario for SI Partner – nCino - AutoRABIT

ncino

Global SI Partners

salesforce environment

AutoRABIT

nCino Architects and Developers use AutoRABIT to release customizations faster and error free. Thus impacting faster GTM and with transparency keeping in mind data integrity/ security/ compliance.

SI Partners who manage Managed Services for the nCino using Banks use AutoRABIT to release the customizations faster.
Testimonial for AutoRABIT: "On behalf of our SI organization I want to thank you for your rapid response to our request for help over the weekend. You did everything we asked for and perhaps more than we needed.
It's good to know that we have such good friends and a strong partnership that we can count on when we need it"

AutoRABIT is the only Salesforce DevOps platform featuring *Metadata Mastery™*

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featuring *Metadata Mastery™*

Packaging Options – Deployment Options

	Shared-cloud	Dedicated-cloud	Private-cloud	On-Prem
Application Upgrades & Patches	Automatic	Automatic	Installers Provided	Installer Provided
App Maintenance	AutoRABIT	AutoRABIT	Customer	Customer
Infra Sharing	Multi Tenant	Single Tenant	Customer's Cloud	Customer's Data Center
Eligible Plan(s)	ALL	Pro and Above	Pro and Above	Enterprise ONLY
IT Infra setup (Procure, prepare, test, provision) – ONE TIME	No additional cost	$20,000	$20,000	$20,000
Initial Deployment + Costs	No additional cost			
VPN/ NAT Services	$ 100/ Month	$ 100/ Month	Customer Managed	Customer Managed
IT Infra – Maintenance & Support	No additional cost	$1000/ Month	$1000/ Month	$10000/ Month OR dedicated AutoRABIT systems Engineer
Reason for Sharing	SaaS benefits	Unaware	Security need	Enterprise policy

Compliance – In line with the regulatory and compliance related need of Customers, AutoRABIT has successfully undergone below certifications:

- ISO 27001
- SOC 1 & SOC 2
- HIPAA (In-Progress)

Packaging Options – Subscription Types

Features	Enterprise
List Price	**USD 399/user/month**
Deployment Automation	Faster Deployments with change-based tests
Version Control (Commit, Pull, Push)	Gated approval process for Commit and Merge and 1-click branching baseline
Continuous Integration/ Continuous Delivery	CI from Version Control with hooks, dynamic destructive changes & Rollback
Salesforce DX	Integrate ALM Workflow with Salesforce DX
Data Migration Suite for Salesforce	Unlimited data migration with Data Masking
Test Automation	Run Test scripts from any source control, 3rd party Test tool integration
Apex Code Analysis and Monitoring	Code Analysis with 3rd Party tools (Checkmarx)
Application Lifecycle Management (ALM)	Automate deployment based on ALM workflow
Integrations	ISV Partners, Vlocity ^ & 3rd party CI servers (Jenkins, etc.)
Reports	Custom reports
Administration	Active Directory

Benefits to partners

One partnership multiple benefits….

- Fast mover advantage through multiple CI/CD Automation and Backup and Recovery products:

  - **CI/CD** across ecosystem (AutoRABIT for **Salesforce, nCino, Vlocity, Veeva, Fonteva, CPQ**, etc.) and

  - **Backup for Salesforce and its ISVs** (Vault).

- Empowering partners and clients towards **Delivery Excellence, DevOps best practices** and **Change Management**.

- **Handholding strategy** to bring you up to speed and work in the best way so that the client is happy, and your team learns faster.

- **Enterprise grade security** and **compliance**.

- **Multi-hosting strategy**.

- **Early access** to new product features and functionalities and **COE setup** for client demo sessions.

- **Future roadmap**:
  - Platform modernization [GUI / UX improvements]
  - Feature enhancement for other Salesforce ISVs for fast mover advantage to stay ahead in the game always. **[Vault for nCino]**

Benefits to partners

One partnership multiple benefits….

- Financial benefits in the form of :

  - **Account Based conversations** to farm more in multiple geographies.

  - **Discounts** and **flexible partnership models** to save cost on licensing and earn revenue :

    - **30 days free trial + 50% discount** [on licenses for **internal usage** (demo, trainings) – No customers involved.]

    - **30% discount** [on customer specific project executions – Customer involved]

    - **AutoRABIT online training** and **Certification access.** [Show your **AR Badges** to potential customers proudly!]

    - **DevOps as a Service** offering to customers as part of Salesforce offerings.

    - Migrate to higher **Tier of Partnership** [Reseller, Official Implementation Partner, etc.]

    - Earn **referral fee** on introduction to potential AutoRABIT customers [starting with 5% or more of license depending on **yearly quota**.]