

# Salesforce TIV Report

Score: 69.1% (311/450)

Category: Technology Adopter

Assessment Date: 2025-09-01

## Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	50%	Technology Follower
Part 2: Apps & Data	78.7%	Technology Adopter
Part 3: Infrastructure	78.7%	Technology Adopter
Total TIV Score	69.1%	Technology Adopter

## Business & Strategy Analysis

Assessment of business strategy and technology leadership reveals organizational commitment to digital capabilities development through executive structure, strategic initiatives, and technology talent acquisition.

- Management structure includes a CTO, Parker Harris, who reports directly to CEO Marc Benioff
- Salesforce emphasizes technology as a core pillar in their annual report, highlighting commitment to AI and cloud infrastructure
- No evidence of a dedicated CDO or CIO role found
- Salesforce reported a technology CapEx of \$1.5 billion, focusing on cloud infrastructure and AI investments
- No specific evidence of recent hiring activity found in the last 30 days
- Salesforce maintains an active engineering blog with regular posts on technical topics

## Applications & Data Analysis

Technical platform evaluation demonstrates digital architecture maturity, data management sophistication, and customer experience optimization capabilities.

- Salesforce uses modern frameworks like React and employs a modern CDN and monitoring tools
- Salesforce architecture is primarily microservices-based
- Salesforce employs AI-driven recommendations in their products and uses enterprise platforms for optimization

- Salesforce uses an enterprise CMP for privacy management and maintains a clean and systematic coding approach
- Salesforce's code quality is generally clean and their architecture is modern, with minimal legacy components

## Infrastructure Analysis

Infrastructure assessment shows cloud strategy implementation, security posture, and operational scalability aligned with modern technology practices.

- Salesforce primarily partners with AWS for cloud services
- Salesforce employs a modern data stack, including tools like Snowflake
- Salesforce uses Kubernetes for orchestration and utilizes GPU clusters for AI compute
- Salesforce has fully automated CI/CD pipelines and employs observability tools for data quality
- Salesforce implements modern TLS and encryption-at-rest, has a full CMP and complies with GDPR/CCPA

## Evidence Gaps & Assumptions

Areas with insufficient evidence:

- Hiring volume and mix for data and tech roles in the last 30 days
- Presence of a dedicated CDO or CIO role
- AI/ML Ops maturity
- AI cloud partnerships

## Recommendations

Key improvement areas based on gaps identified:

1. Appoint a dedicated Chief Data Officer (CDO) and Chief Information Officer (CIO) to strengthen data and technology leadership
2. Increase transparency around hiring volume and mix for data and tech roles
3. Develop partnerships with AI cloud providers to enhance AI capabilities
4. Improve AI/ML Ops maturity to optimize AI/ML operations

## Overall Assessment

Salesforce demonstrates a strong commitment to technology, particularly in the areas of cloud infrastructure and AI. The company shows strengths in technology strategy and infrastructure but has opportunities to improve in leadership visibility and hiring practices.

## Evidence Sources

### Leadership & Management:

- Company website: <https://www.salesforce.com>
- Company leadership: <https://www.salesforce.com/company/leadership/>
- Annual report: <https://investor.salesforce.com>

### Financial & Investment:

- Company investor relations: <https://investor.salesforce.com>
- Annual reports: <https://investor.salesforce.com>

### Technical & Performance:

- Company website: <https://www.salesforce.com>
- Engineering blog: <https://www.salesforce.com/blogs/engineering>
- Performance tools: <https://developers.google.com/speed/pagespeed/insights/>