How to build a full-featured managed Postgres data service in ten easy steps

Scott Truitt



Forward looking statements

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions prove incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Website.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.





1. Don't make me think

@skrug



1. Don't make me think

@skrug

2. Mean-time to dopamine

@littleidea



1. Don't make me think

@skrug

2. Mean-time to dopamine

@littleidea

3. Undifferentiated heavy-lifting

@ajassy



1. Don't make me think

@skrug

2. Mean-time to dopamine

@littleidea

3. Undifferentiated heavy-lifting

@ajassy



1. Plans for every use case



- 1. Plans for every use case
- 2. Developer-friendly UX

- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging

6. Credential management



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging

- 6. Credential management
- 7. Physical backups



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging

- 6. Credential management
- 7. Physical backups
- 8. Logical backups



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging

- 6. Credential management
- 7. Physical backups
- 8. Logical backups
- 9. Security



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging

- 6. Credential management
- 7. Physical backups
- 8. Logical backups
- 9. Security
- 10.App and external integrations



- 1. Plans for every use case
- 2. Developer-friendly UX
- 3. Effortless HA
- 4. Maintenances
- 5. Health checks/monitoring/ logging

- 6. Credential management
- 7. Physical backups
- 8. Logical backups
- 9. Security
- 10.App and external integrations





1. Multi-region replication



- 1. Multi-region replication
- 2. Change Data Capture (CDC)



- 1. Multi-region replication
- 2. Change Data Capture (CDC)
- 3. Bring Your Own Key (BYOK)



- 1. Multi-region replication
- 2. Change Data Capture (CDC)
- 3. Bring Your Own Key (BYOK)
- 4. Data ecosystem and integrations



- 1. Multi-region replication
- 2. Change Data Capture (CDC)
- 3. Bring Your Own Key (BYOK)
- 4. Data ecosystem and integrations
- 5. Data pipelines and orchestration

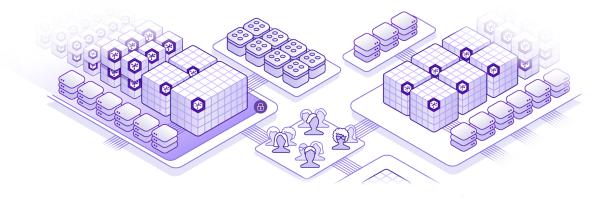


- 1. Multi-region replication
- 2. Change Data Capture (CDC)
- 3. Bring Your Own Key (BYOK)
- 4. Data ecosystem and integrations
- 5. Data pipelines and orchestration





Build data-driven apps with fully-managed data services







Heroku Postgres



Redis