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API305

Unlock customer insights with Amazon AppFlow and Salesforce

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38%

of customer data management decision makers agree that they know where all their customer data is stored

Better insights with data

Leverage data from all sources to draw insights for new products, improve customer service, target communication, and increase customer lifetime value

Improve operational efficiency

Connect applications, services, processes, and devices to automate workflows; streamline policies and decrease manual error to reduce costs and improve operational efficiencies

Empower citizen integrators

Users in lines of business (CRM admins, BI specialists) are looking for self-service ways of building integrations between applications and services they use

Security and data privacy are important

Customers are concerned about leaks and rouge access of sensitive data during transit; they want better governance of data movement

Amazon AppFlow

Application integration service that enables you to create bidirectional data flows between software as a service (SaaS) applications and AWS in just a few clicks



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Amazon AppFlow



User



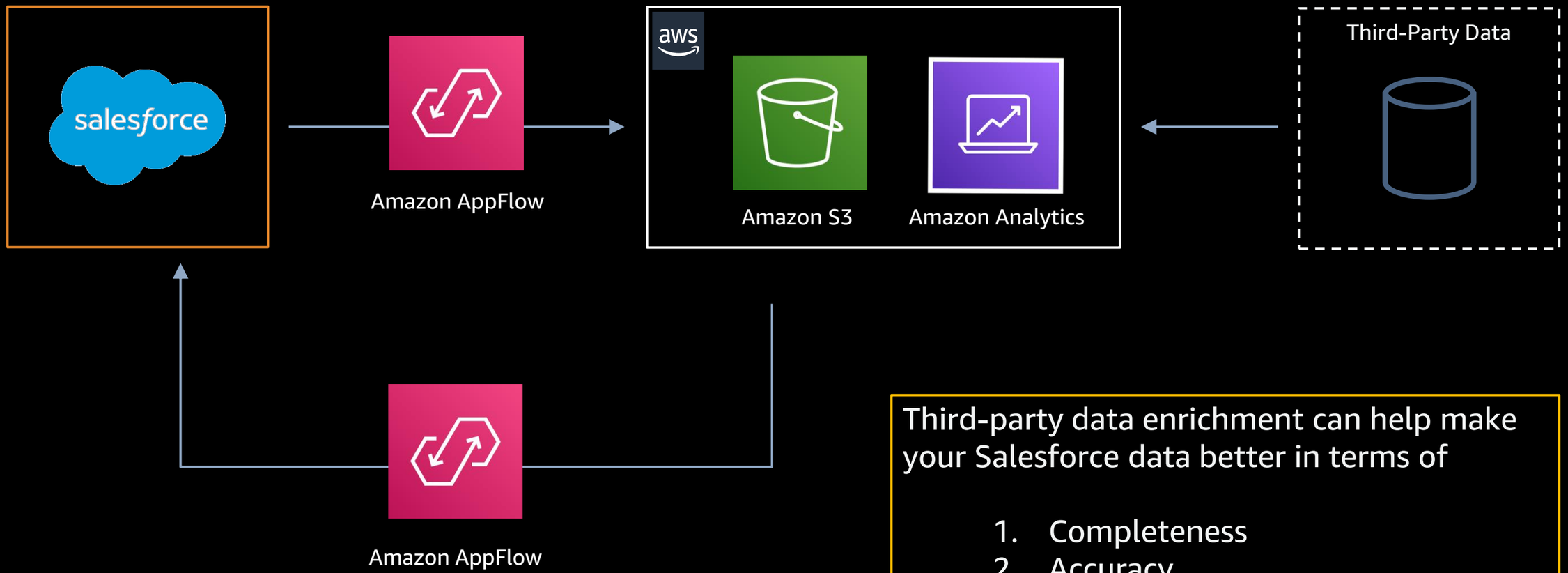
Amazon AppFlow

Users define their data flow requirements using UI

AppFlow provisions compute, storage, and networking resources

AppFlow executes the flow

Data enrichment



Third-party data enrichment can help make your Salesforce data better in terms of

1. Completeness
2. Accuracy
3. Recency
4. Augmentation

Data security and privacy



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Salesforce forward-looking statement

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include – but are not limited to – risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company's strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

AWS strategic partnership extends our platform

Your fastest path from idea to impact

Customer success

Salesforce, as the #1 CRM, partnered with AWS, as the world's most broadly adopted cloud platform, to unlock differentiated customer value for everyone

Pace of innovation

Like Salesforce, AWS is recognized as one of the world's most innovative companies

Our complementary cloud technologies help us deliver new capabilities faster

Trusted infrastructure

AWS is a strategic partner, and Salesforce's public cloud workloads run on AWS

Salesforce Private Connect

FAST, EASY, AND SECURE WAY TO CONNECT SALESFORCE ORG AND AWS DATA

Keep communications private

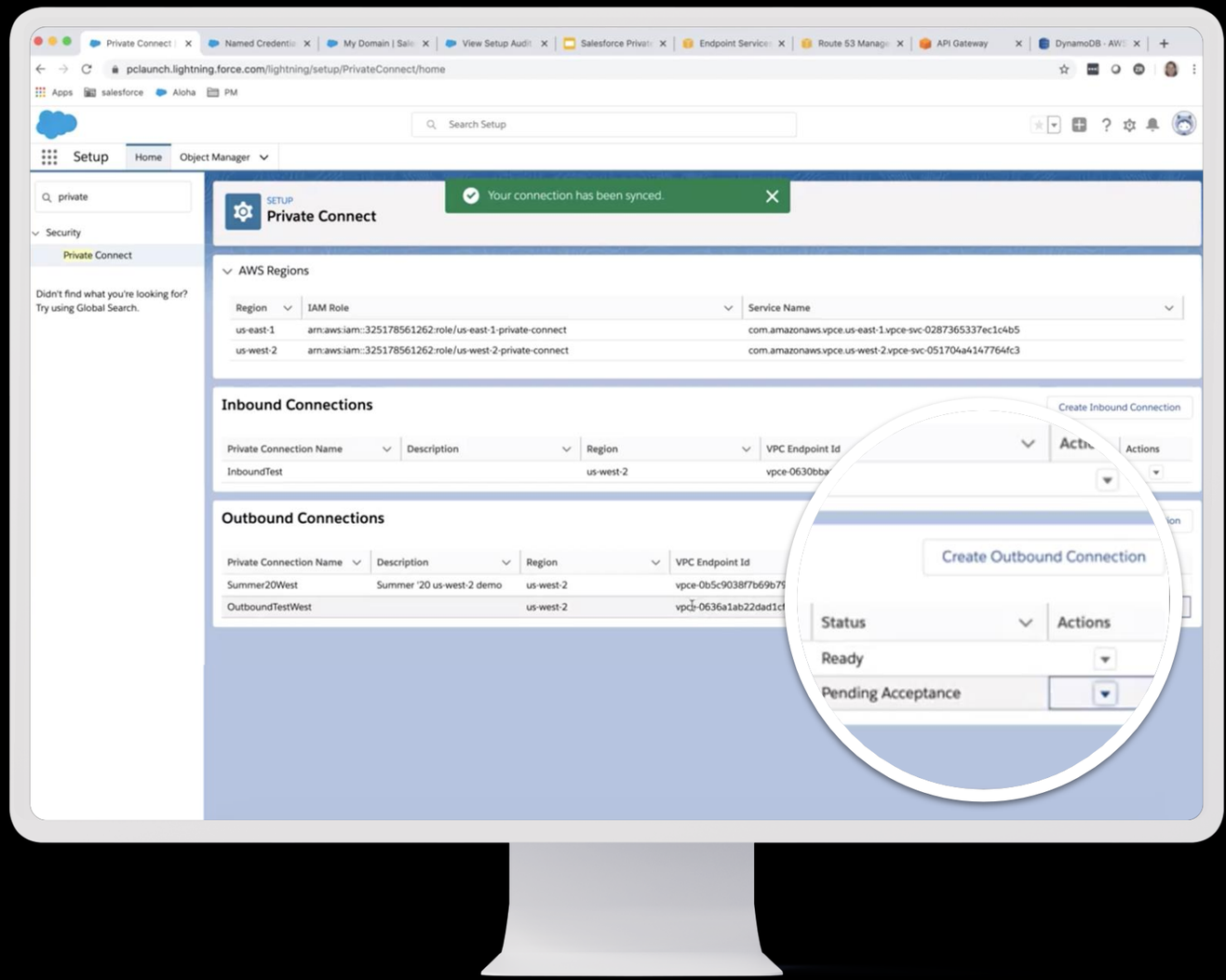
Private bidirectional connections between Salesforce and AWS without exposure to the public internet

Leverage Salesforce Enterprise security

Salesforce-managed end-to-end connections and streamlined access controls

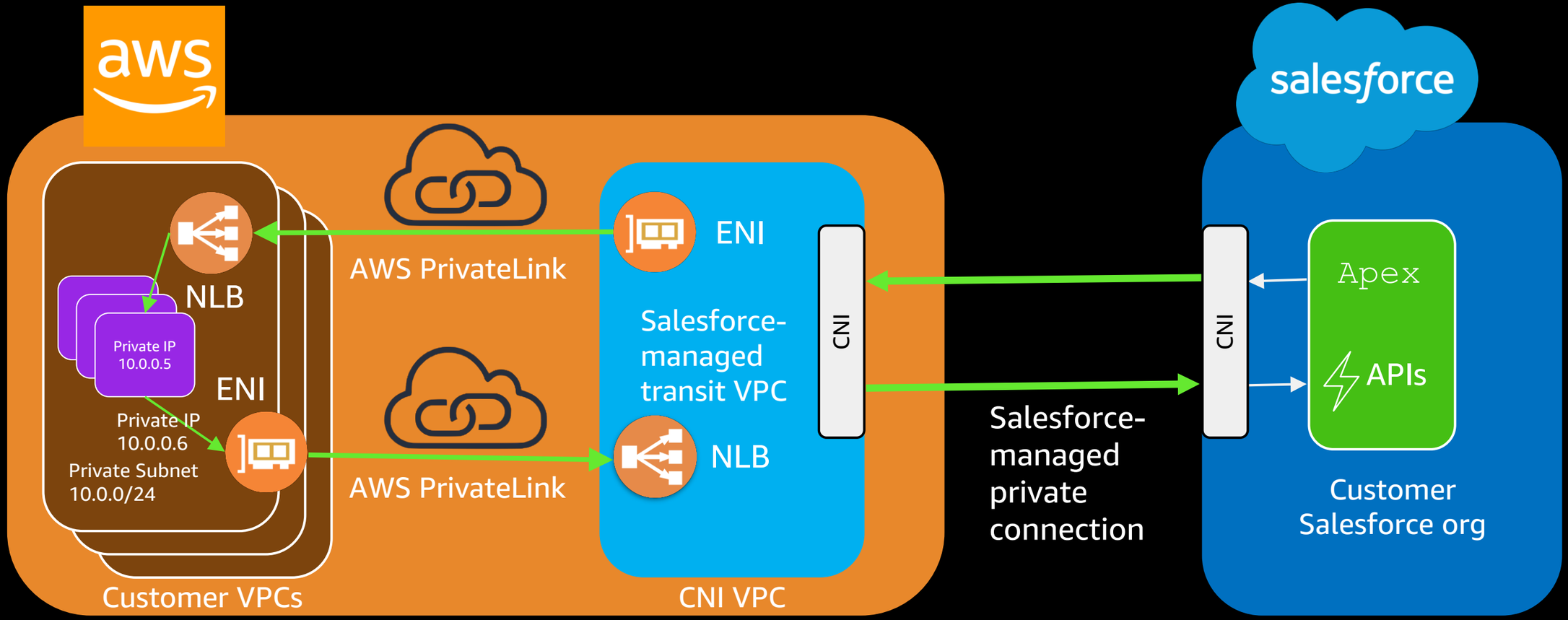
Improve productivity

Simplified setup, configuration, and maintenance for developers or admins

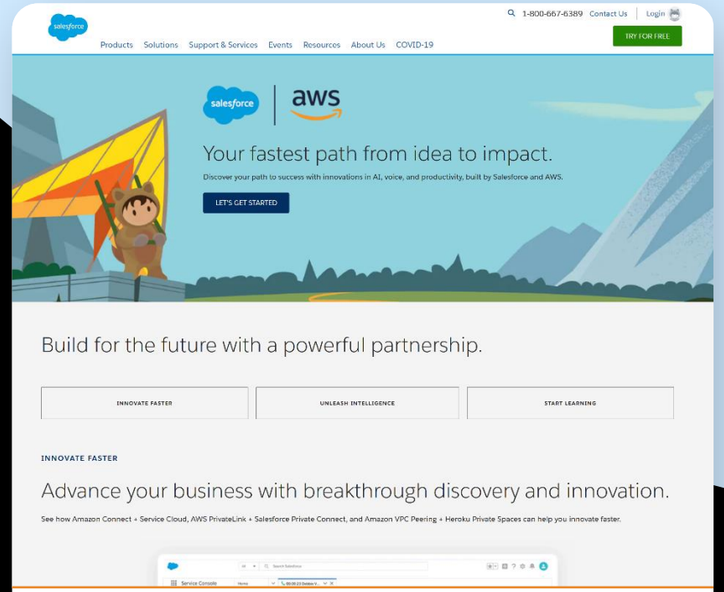


Product architecture

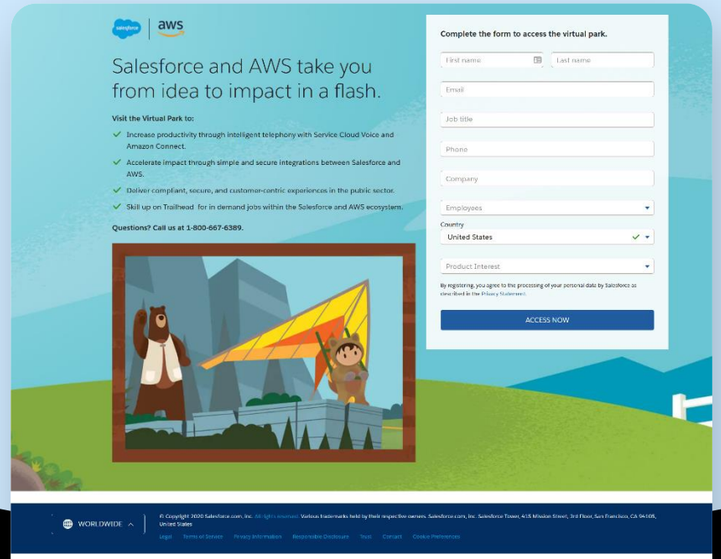
BUILDING BLOCK FOR SECURE CONNECTIVITY FOR APPLICATIONS FROM AWS TO SALESFORCE



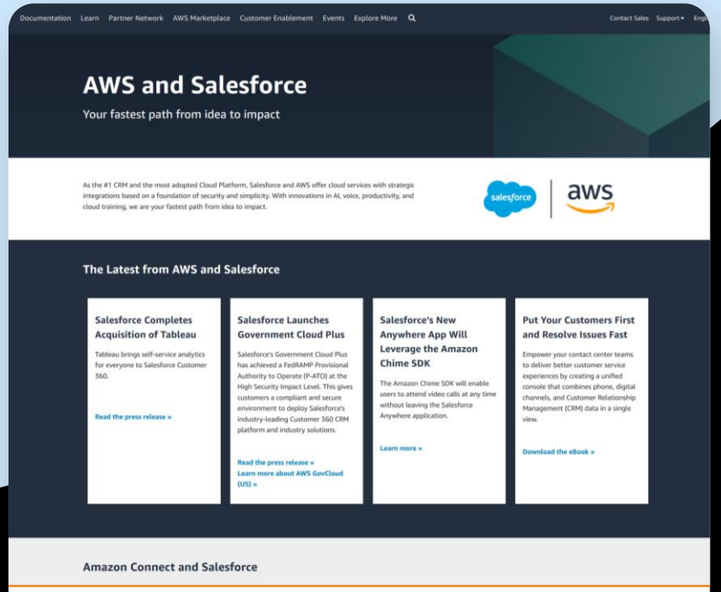
Our next steps, together



Visit our website
salesforce.com/AWS

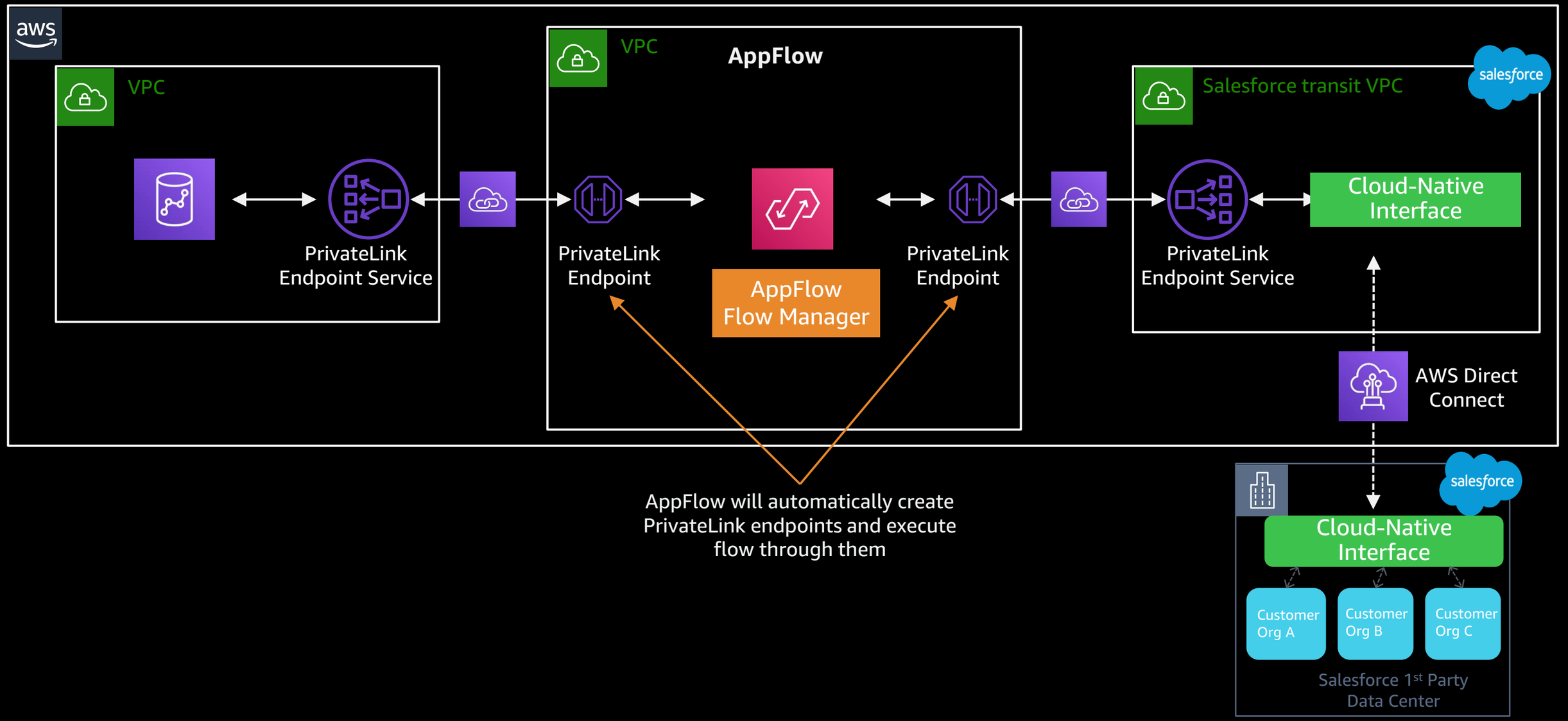


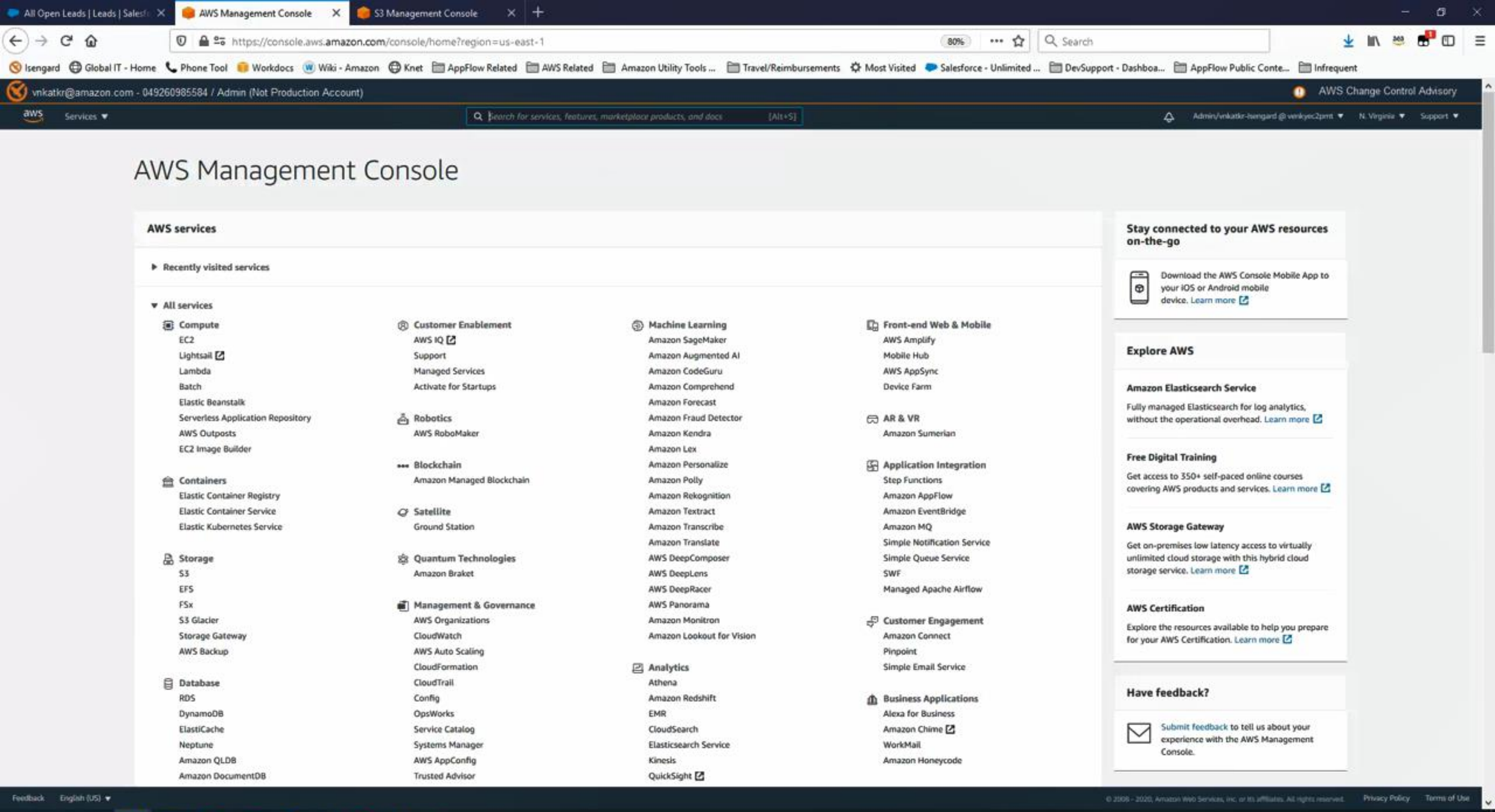
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AppFlow automates PrivateLink for supported SaaS




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S3 Management Console
https://console.aws.amazon.com/console/home?region=us-east-1
80%
Search
Isengard
Global IT - Home
Phone Tool
Workdocs
Wiki - Amazon
Knet
AppFlow Related
AWS Related
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DevSupport - Dashboa...
AppFlow Public Conte...
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AWS Change Control Advisory
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Support
AWS Management Console
AWS services
Recently visited services
All services
Compute
EC2
Lightsail
Lambda
Batch
Elastic Beanstalk
Serverless Application Repository
AWS Outposts
EC2 Image Builder
Containers
Elastic Container Registry
Elastic Container Service
Elastic Kubernetes Service
Storage
S3
EFS
FSx
S3 Glacier
Storage Gateway
AWS Backup
Database
RDS
DynamoDB
ElastiCache
Neptune
Amazon QLDB
Amazon DocumentDB
Customer Enablement
AWS IQ
Support
Managed Services
Activate for Startups
Robotics
AWS RoboMaker
Blockchain
Amazon Managed Blockchain
Satellite
Ground Station
Quantum Technologies
Amazon Braket
Management & Governance
AWS Organizations
CloudWatch
AWS Auto Scaling
CloudFormation
CloudTrail
Config
OpsWorks
Service Catalog
Systems Manager
AWS AppConfig
Trusted Advisor
Machine Learning
Amazon SageMaker
Amazon Augmented AI
Amazon CodeGuru
Amazon Comprehend
Amazon Forecast
Amazon Fraud Detector
Amazon Kendra
Amazon Lex
Amazon Personalize
Amazon Polly
Amazon Rekognition
Amazon Textract
Amazon Transcribe
Amazon Translate
AWS DeepComposer
AWS DeepLens
AWS DeepRacer
AWS Panorama
Amazon Monitron
Amazon Lookout for Vision
Analytics
Athena
Amazon Redshift
EMR
CloudSearch
Elasticsearch Service
Kinesis
QuickSight
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AWS Amplify
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Amazon Sumerian
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Amazon AppFlow



- **Private data transfers with Salesforce**

  Automates PrivateLink setup to enable customers to transfer data between Salesforce and AWS privately; end-to-end private connectivity to protect against internet-based attack vectors

- **Security**

  Data is encrypted at rest and in transit; customers can bring their own encryption keys

- **Scale**

  Transfer millions of records per flow run; there is no need to provision or manage infrastructure

- **Ease of use**

  Transfer data between AWS and SaaS applications in a few clicks; no-code interface makes it easy for users in lines of business to use AppFlow

Get started

https://aws.amazon.com/appflow/getting-started/

Thank you!



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