Web-based Application Platforms: Part 1

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Heroku: Stats

- Site launch: 1/2008 (Beta)
- Total funding: $3.02 M
- Employees: 3
- User base: ?

About:
Heroku is an online deployment system for Ruby on Rails apps. You can create a rails app via your browser, and then with an online editor, you begin to customize it. Their focus is on providing the popular Ruby on Rails platform with the easiest deployment possible: one that regular users do not have to worry about.
Heroku: Main Concepts

- Browser-based development
  - Code tab: directory tree and editor
  - Data tab: import database schema, export, purge
  - Log tab: view log files
  - Console window available
- Can also develop on local machine and just upload project
Heroku: Extras/Summary

- Version Control and complete Snapshots
- Control application visibility and edit access
- Hosted on Amazon EC2
- Integrated stack: web server, balancer, appserver cluster, database server
- Custom domain name settings

Takeaway:
- Full Ruby on Rails environment
- Work through browser or locally and upload
- No infrastructure worries
SalesFORCE.com: Stats

- Site launch: 4/1999
- Total funding: $21 M (2004 went Public, 110 M Valuation)
- Employees: 2606
- User base: 38,100 customers, 900,000+ subscribers

About:
Force.com is the fastest platform for building and deploying enterprise applications. What used to take months can now be done in days or weeks. Unlike a stack of separately designed hardware and software products, Force.com speeds innovation through a powerful yet easy-to-use development model. Assemble applications with clicks, components and code then instantly deploy them to the salesforce.com infrastructure.
Force.com: Main Concepts: AppExch

Find, try, and install over 700 apps with just a click

- 725+ Apps
- 31,000 Apps Installed
- 245,000 Test Drives
- 355 Total ISVs
- 24 Japanese ISVs

Application Exchange
User Interface as a Service
Logic as a Service
Integration as a Service
Database as a Service
Global, Trusted, Secure Infrastructure
Force.com: Main Concepts: UI

Create any user interface, for any application, or any device

- Build Any Form
- Create Any Button or Link
- Embed Any Mash-Up
- Use AJAX or Flex Anywhere

- Robust MVC Model
- Reuse through Visualforce Components
- Separation of coding and design
- Server-side access to server-data

force.com
platform as a service

Application Exchange
User Interface as a Service
Logic as a Service
Integration as a Service
Database as a Service
Global, Trusted, Secure Infrastructure

visualforce
Powerful workflow and logic, featuring the world’s first on-demand programming language

- First Multi-Tenant Programming Language
- Programmatic Business Logic
- Stored Procedures
- Triggers
- Data Validation
- Complex Transactional Logic

Workflow:
- 7 Million Automated Tasks

- Declarative
- Programmatic
- Approvals
- Intelligent

- Time-Based
- Formulas
- Outbound Messaging

force.com™ platform as a service
Application Exchange
User Interface as a Service
Logic as a Service
Integration as a Service
Database as a Service
Global, Trusted, Secure Infrastructure
Force.com: Main Concepts: Integration

Proven integration success with over 1 billion API calls/month

- Oracle
- SAP
- Informatica
- TIBCO
- Native ERP Connectors
- Integration Middleware Connectors
- Java
- .Net
- Google Mash-Ups
- Developer Toolkits
- Mash-ups from AppExchange
- Native Desktop Connectors
Force.com: Main Concepts: Database

Create any database for any app, without any software

- Create any table
- Add any field
- Build any relationship
- Security & sharing
- Automatic audit history tracking
- Automatic tuning
- Automatic backups
- Automatic upgrades

6,000,000 Customizations
160,000 SQL Statements/Sec
Force.com: Main Concepts: Secure

- Trusted, secure & global delivery of over 100M transactions/day
  - 100M+ Transactions Daily
  - 225 ms Average Speed
  - 70% Global Deployments
    - $100 Million Investment
    - 2 Fully Mirrored Data Centers
    - Scalable Architecture
    - Disaster Recovery

- Security:
  - SAS 70 Type II
  - SysTrust Certified
  - Network and Physical Security
  - IP Restricted Access Option
  - Flexible Single Sign-On Option
  - Two-Factor Option

- Visibility:
Force.com: Main Concepts: Develop

- Application Exchange
- User Interface as a Service
- Logic as a Service
- Integration as a Service
- Database as a Service
- Global, Trusted, Secure Infrastructure

World's First IDE for On-Demand Development

- Single project view
- Rich code editors for Visualforce™ and Apex code
- XML application view
An "app" is a group of tabs that works as a unit to provide application functionality. You can customize the standard apps provided by standard and custom tabs into new custom apps. With custom apps, you can extend the kinds of information that you manage and use.

The Force.com platform is the on-demand multitasking environment offered by salesforce.com. It enables users to switch between apps easily.

Note: Custom apps work in conjunction with User Profile Tab Visibility settings. Click here to view User Profiles now.

<table>
<thead>
<tr>
<th>Apps</th>
<th>Custom</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Center</td>
<td></td>
<td>State-of-the-Art On-Demand Customer Service</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td>Best-in-class on-demand marketing automation</td>
</tr>
<tr>
<td>Platform</td>
<td></td>
<td>The fundamental Force.com platform</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
<td>The world's most popular sales force automation (SFA) solution</td>
</tr>
</tbody>
</table>
Force.com:Develop:Eclipse Plugin

- Apex code (like java)
- Corresponding xml metadata
- Metadata types
  - classes, triggers
  - workflow rules, schema obj
  - visual force pages
- 75% code coverage required
AJAX and Flex support

Takeaway:
- Fully developed business ecosystem for development and use
- Develop in browser or Eclipse IDE
- No infrastructure worries