

2010: I Read the Book...

...Why Aren't We at Jupiter Yet?

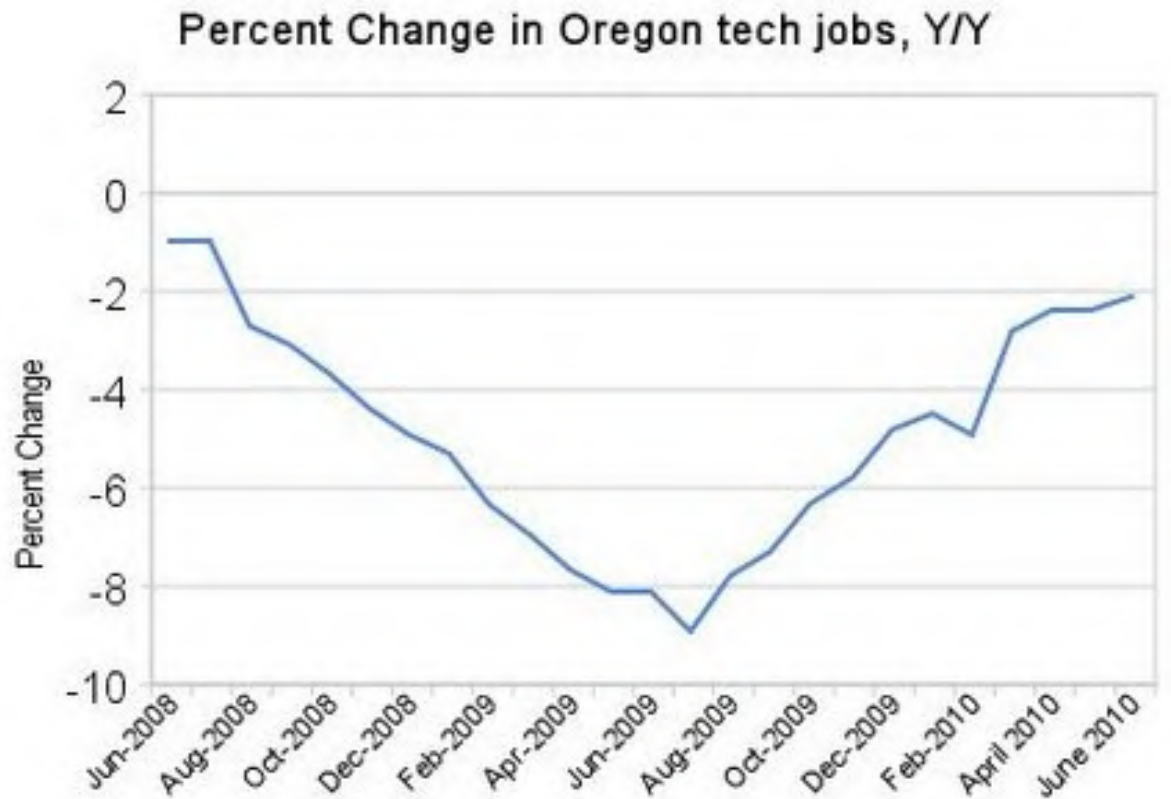
Peter Coffee

Head of Platform Research
salesforce.com inc.

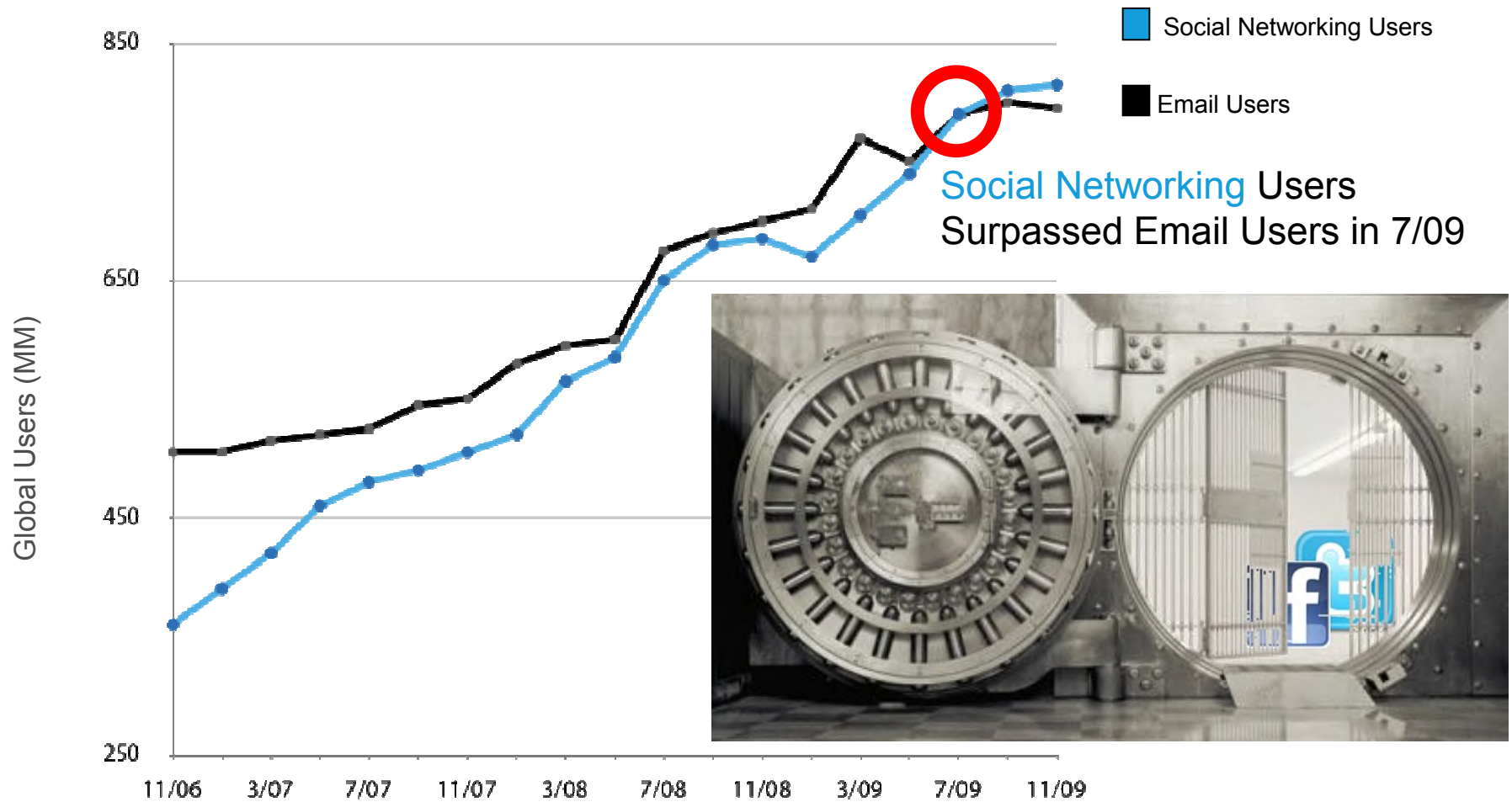


The Good News on IT Jobs

- Some regions (e.g., North Carolina) are actually showing net growth in positions vs. two years ago
- Hiring execs say: Colleges are five years behind the market in skills emphasis
- Business process engineering and collaboration systems are key opportunities



“Social” Surpasses Mere Search



Source: Morgan Stanley Internet Mobile Report, December 2009
Data is for unique, monthly users of social networking and email usage.



The Gold in the Crowd in the Cloud

- You don't accumulate tons of dirt in a pile, and expect it to form a diamond all by itself
- 1 oz. gold in 30 tons of ore is a productive mine
- Automated workflows, triggered by clever algorithms, are brand builders and revenue generators

SHARE IDEAS. DISCUSS. VOTE. ACT.

The Gulf of Mexico oil spill is the single greatest environmental disaster facing our planet.

We are calling for experts across the world to use this site to collaborate openly to share ideas, discuss them, and vote on solutions that can halt the oil spill and assist in the clean-up.

With your support, we can identify solutions to assist BP and the government in dealing with this crisis.



Social Business Processes

- Collaborative process creation & maintenance
- Best practice sharing
- Integration with feeds and other social channels
- **Social process monitoring**

Monica Lawrence

What are you working on?

Attach File Link Share

Joanne Sheppard Heading to Atlanta next week for a marketing event, any prospects I can help meet with?
2:14 PM Delete Unfollow

Nick Watson Anaco Limited needs an executive sponsor. Can I set up a meeting with them?
2:17 PM Delete

Update Photo | Delete

Joanne Sheppard Sun, Nick

Contact

Sales Represe
monica@mallo
1 Market Stree
San Francisco,
US
Jessica Bla
(Manager)

About Me

ypont gye
(yvesblu)
(yvesblu) gye
no
pnt, L. yvesblu
(yvesblu)

Andrew Leigh. I need to create a new customer service process for the iPad, can you guys help?

Steve Wood. Great – I can help with the case escalation by linking in the **Apple Escalation Process**.

Varadarajan Rajaram. Yes, I know this product well – there are a bunch of solutions I can build into this process.

New process created: iPad Tier 1 Support Process (Goals: Run time, 5 min)

Insurance Quote

Save Save As... Cancel Undo Redo Refresh XZ m Export Printable View

Presentation

Form Personal Information

Form Medical Information

Decision Ulcer Measure = ?

Yes? No?

Form BP Routing

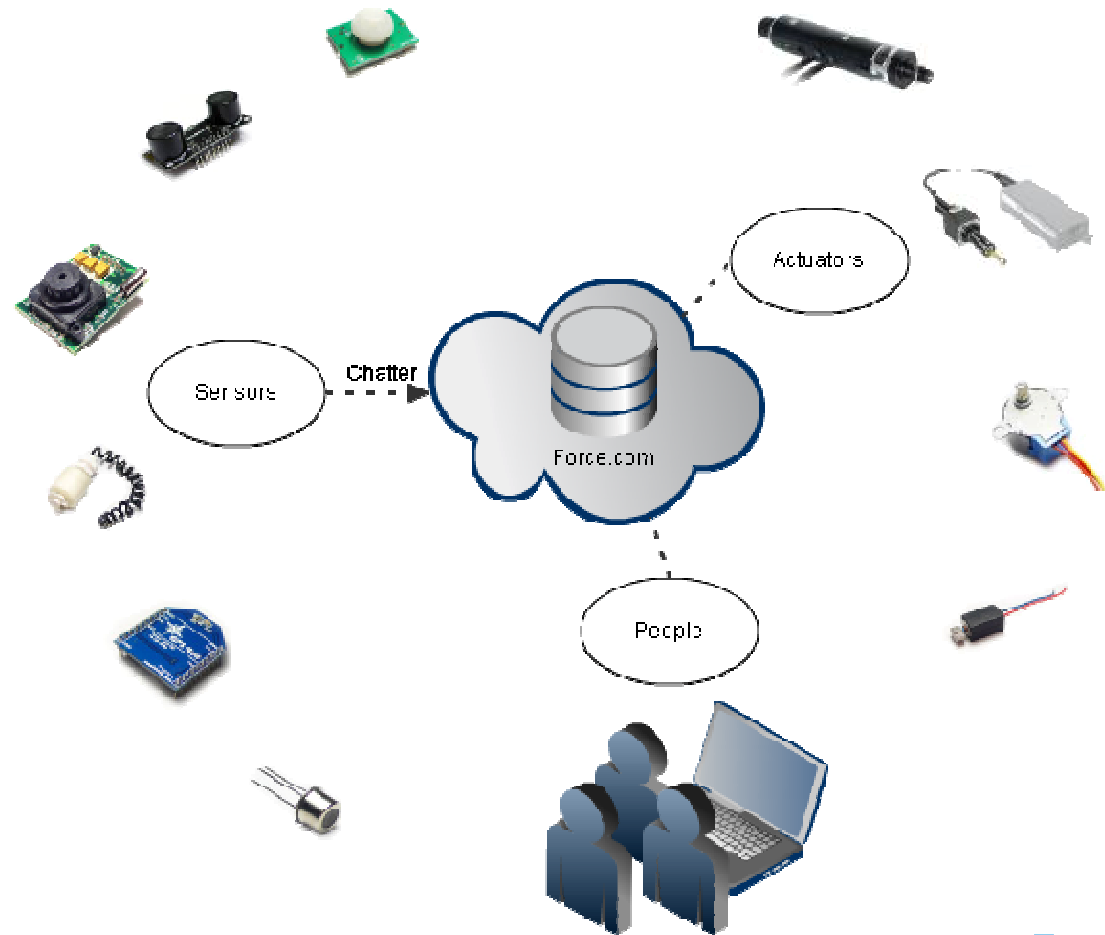
Form Medical Conditions

Mobileframe Access Mobile



Real-Time Device Interactions

- Instant updates, not limited by human speed or attention
- Effective integration of hardware speed & human judgment
- **The next new application opportunity**



public String CloudThoughts{ get; set;}
Mike Leach, www.embracingthecloud.com



No Horseless Carriages

- Why design a solid-state drive like a single disk when it can behave like a storage network?
- Why design a cloud storage service like a disk when it can be a crowdsourced data maintenance community?



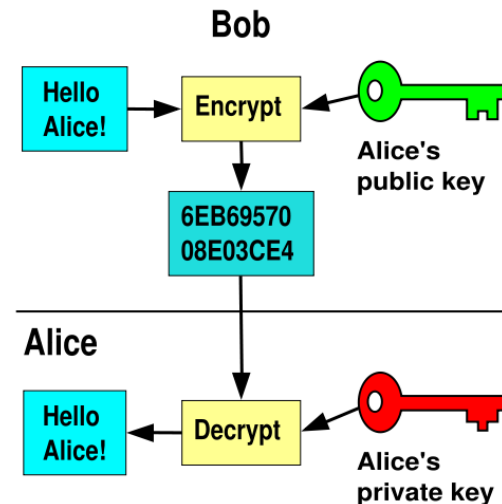
Who Sees Through the Eyes of the Cloud?

- NEC's new soft drink vending machine tries to recommend a beverage based on what it thinks is your age and gender
- They had to promise they weren't capturing customers' images



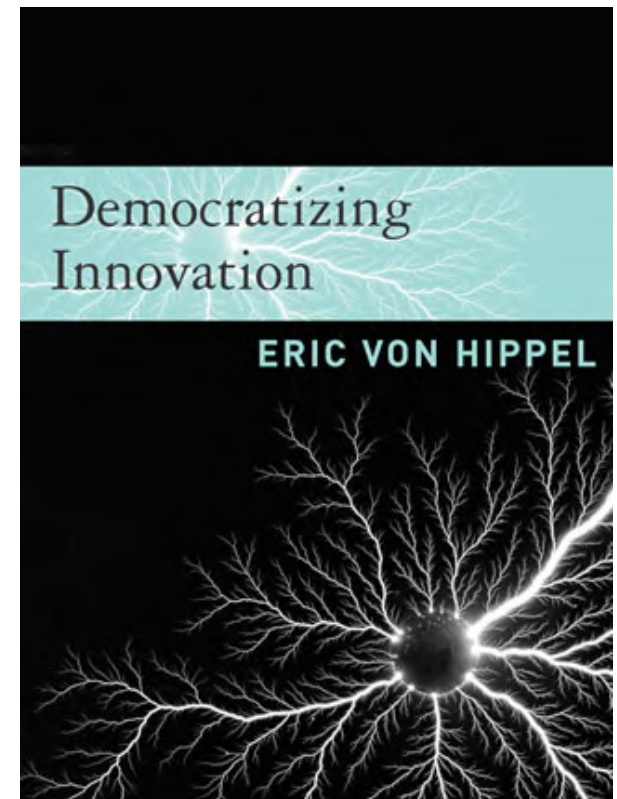
So Secure, It's Spooky

- Brazilian banker under investigation
- Files encrypted with good password
- Seventeen months of effort
 - Brazilian authorities
 - FBI
- Technology is not the frontier
- Privilege management is the decisive element



Whose Knowledge Is It, Anyway?

- Innovation “goes rogue” when:
 - Products are open-source and/or highly configurable/customizable
 - Some users have incentive to innovate
 - Some innovators have incentive to share
 - Diffusion of innovations is inexpensive
- The user conversation *will* take place
 - Users can readily find each other
 - Users turn to each other for affirmation as well as for assistance
 - You can host the conversation



Sir, Your Cyborgs Are Ready: How We'll Change



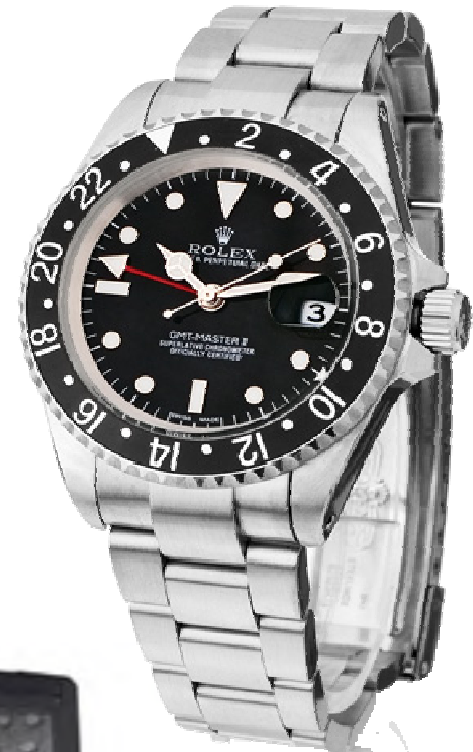
Aimee Mullins photo © Howard Schatz (www.aimeemullins.com)

- Impact on Individuals
 - New staff
 - Better informed
 - Sooner engaged
 - Experienced staff
 - More available
 - More influential
- Impact on Organizations
 - Onboarding process
 - Dashboards
 - Groups
 - Promotion and retention
 - Measures of contribution
 - Measures of influence



The Toughbook and the Rolex

- How quaint is it to build an expensive container for complex state that you can get more cheaply, more accurately, from the network?
- Gartner: smartphones will dominate Internet access by 2015. I say, sooner.
- The cloud is about as exciting as Cat5 cable



IT Should Bat Better than .280

- 72 per cent of major federal projects on Management Watch
- Contrast with projects such as Census Bureau partner database
- Built in 12 weeks when Plan A crashed
- Yes, done in the cloud



U.S. Decennial Census

Agility Enabling Capability



United StatesTM
Census
2010

The bureau has a database of 170,000 temporary workers that had been **initially planned to be hosted in house**. However, problems with the contract forced an alternative solution.

Salesforce.com was the **alternative solution** and the database was **rolled out in six weeks**. Compared to the months or years that the average government IT project requires for deployment, the salesforce.com database was **deployed shockingly fast**.

DailyTech.com, 1/22/2010



Capitol Cloudburst



- "In a traditional IT procurement environment, it would have taken us about six months to upgrade USA.gov to better meet the needs of our citizens. However, in the cloud environment we are now able to do upgrades in one day," said David McClure of the GSA's Office of Citizen Services and Communications (as reported on gsa.gov in September 2009).
- The Family Service Agency of San Francisco estimates a 50% reduction of administrative time, combined with vastly improved outcomes tracking, after migrating its mental health case management process to a cloud-based system.



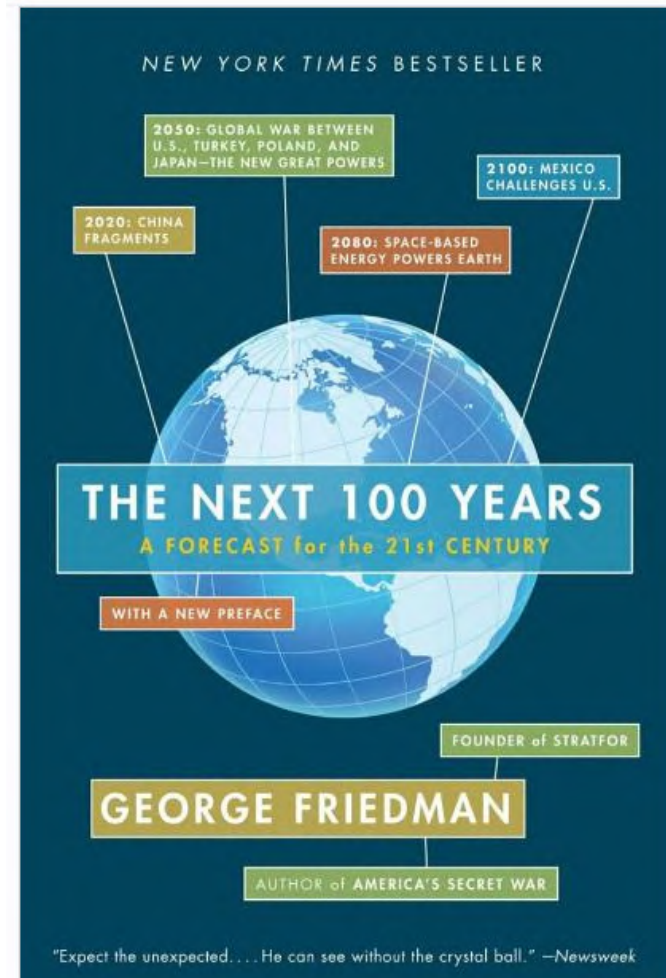
Certain Things Are Obvious...



Certain Things Are Obvious...

...but every 20 years, the “obvious” certainties change.

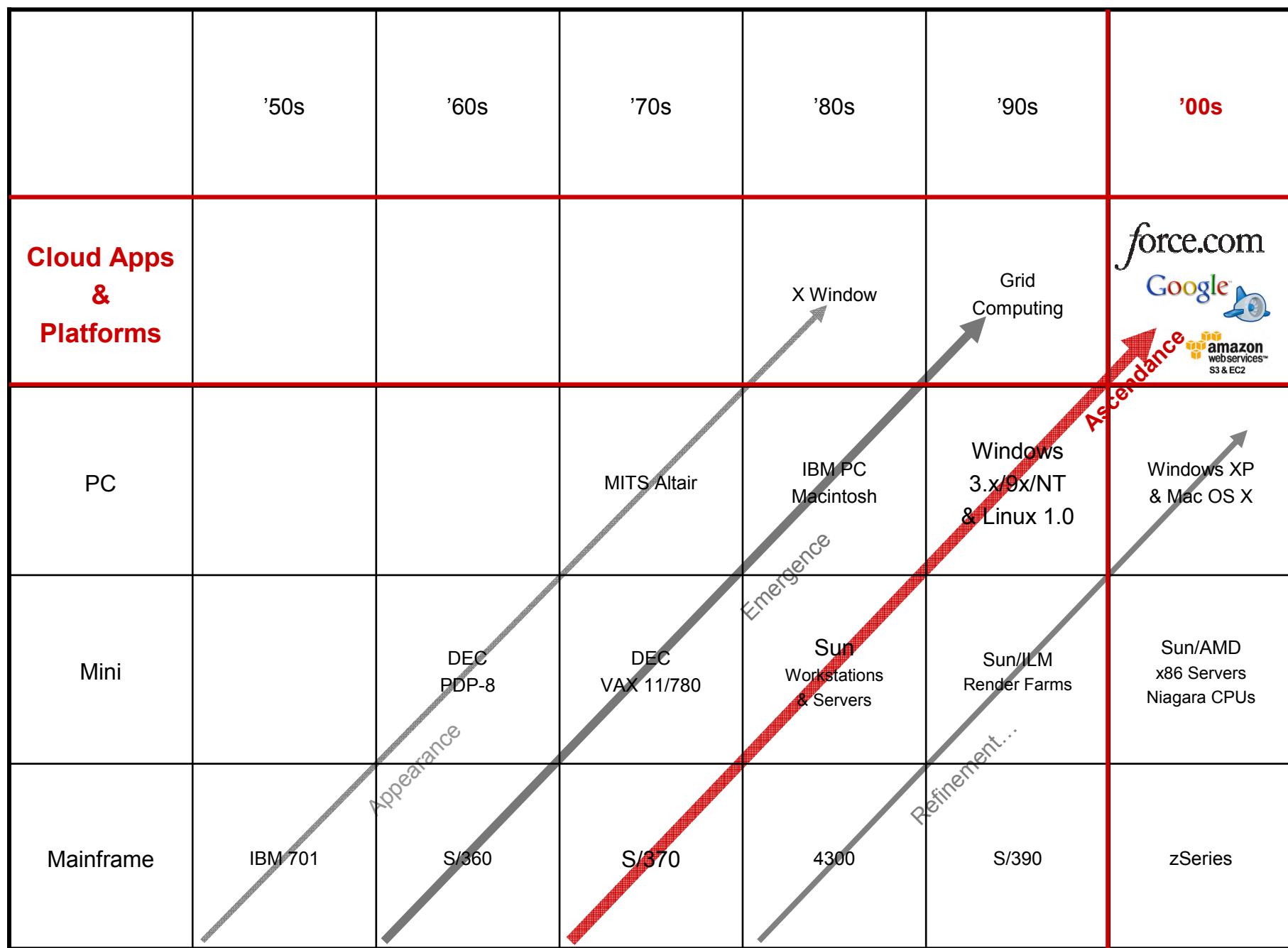
- In 1900, Europe ran the world. In 1920, not so much.
- In 1980, transPacific trade first exceeded transAtlantic.
- By 2050, industrial countries losing population.
- What will be the rivalries?
- What will be the battlefields?



To Everything There is a Season

	'50s	'60s	'70s	'80s	'90s	'00s
PC			MITS Altair	IBM PC Macintosh	Windows 3.x/9x/NT & Linux 1.0	Windows XP & Mac OS X
Mini		DEC PDP-8	DEC VAX 11/780	Sun Workstations & Servers	Sun/ILM Render Farms	Sun/AMD x86 Servers Niagara CPUs
Mainframe	IBM 701	S/360	S/370	4300	S/390	zSeries





If It Doesn't Sound Like Magic, Try Harder

Marc Andreessen:

“A ‘platform’ is **a system that can be programmed** and therefore customized by outside developers -- users -- and in that way, adapted to countless needs and niches that the platform’s original developers could not have possibly contemplated, much less had time to accommodate.”

- Levels 1 and 2: Access API and Plug-In API

- “The entire burden of building and running the application itself is left entirely to the developer.”
- “If an app succeeds on a Level 2 platform, the technical and financial burdens on the developer can rapidly become overwhelming.”

- **Level 3: Runtime Environment**

- **“The platform handles everything...Level 3 platforms are *much* harder to build...but what it makes possible is magical”**



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- Levels 1 and 2: Access

- “The entire burden of building and running the app is left entirely to the developer.”
- “If an app succeeds on a Level 2 platform, the burdens on the developer can be easily overcome.”

“Any technology distinguishable from magic is insufficiently advanced”

(Gehm's Corollary to Clarke's Third Law)

- **Level 3: Runtime Environment**

- **“The platform handles everything...Level 3 platforms are *much* harder to build...but what it makes possible is magical”**



Thank You.

Peter Coffee

Head of Platform Research



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Q&A?