



Sales FAQ

Ariel Kelman, December 7, 2010

Basic Questions

What is database.com?

Database.com is the world's first enterprise database built for the cloud. Its open, proven and trusted. Database.com is built to power the next generation of cloud 2 social and mobile enterprise apps.

What is different about database.com? What are the benefits of this over other databases?

1. **Built for the cloud** - not just hosted database software. Its a true multi-tenant database service with 100% automatic administration, scalability, performance tuning, back-up and disaster recovery.
2. **Open** - you can use it with any app, written in any language, running on any platform or any device.
3. **Cloud 2**: It makes it easy to build next generation business apps - that are mobile and social.
4. **Trusted** - it's the same database technology and infrastructure that powers salesforce.com, with over 87,000 customers using it today.

What is the difference between Force.com and database.com?

Force.com is an application development platform. Database.com is a database. They can be used together or separately.

What are the major differences of what you can do with database.com and what you can do with Force.com?

Database.com provides database services only. All access to the database is programmatic through our APIs. Database.com does not include the Force.com development platform so there is no point-and-click application development, no home page, no chatter UI, no reports/dashboard, workflow, etc. All user interfaces must be built by a developer using their development platform of choice.

Are user interface components like page layouts, analytics (reports and dashboards), Visualforce, Workflow and VPM included?

No. They are all part of Force.com

Is Salesforce Mobile included in database.com?

No, Salesforce Mobile is part of Force.com. With Database.com you can build native apps for mobile device using our tool kits and call the database through the API.

What type of architectures will customers use to build these apps?

Developers can use database.com as the back end database for apps written in any language, running on any platform or device.

Typical use cases would be social & mobile enterprise applications running on a cloud platform or mobile apps running natively on a mobile device.

The application can be written in any language: Java, C#, Ruby, PHP, Perl, Objective C and others.

It can run anywhere - on Force.com, VMforce, Amazon EC2, Google AppEngine, Microsoft Azure or Heroku.

it can run natively on any device, like an iPad, an iPhone, Android, Blackberry, etc. These apps all call the database.com APIs securely over the Internet.

For example, you can write a web application in Java that runs on VMforce and connects to database.com. You can write Ruby apps, run them on Heroku and connect them to database.com.

What are the top use cases for database.com

- Database.com is built for social and mobile enterprise apps
- For example customers can build anything from inventory management, recruiting and order entry apps to next generation cloud 2 apps that are mobile and social.
- Customers can use database.com to power their employee-facing native mobile apps that allow employees to share and collaborate.

What is not a good use for database.com?

Database.com is a database designed to support enterprise apps.

Is it secure? Can customers trust database.com with sensitive corporate data?

Database.com is based on the same trusted and proven technology and service delivery infrastructure that has powered salesforce.com for the past 11 years.

- It includes the latest and most advanced security technologies for authentication, encryption and identity verification.
- It has been vetted by many of the largest governments, banks and health care

- providers in the world.
- It has been certified by ISO27001, SysTrust and SAS70 Type II.
- Database.com also makes it easy to create rules that specify exactly what data each user or groups of users have access to - down to the individual record level.

How is database.com different from Amazon RDS?

Amazon RDS is a MySQL database that is hosted in the cloud by Amazon.

Database.com is a very different type of service. Its a multi-tenant database that's built for the cloud. Unlike hosted databases, all administration, tuning, scalability, back-ups and disaster recovery are provided automatically.

How is database.com different from Microsoft SQL Azure

Microsoft SQL Azure is cloud database from Microsoft. We're happy to see Microsoft embrace the new world of cloud databases. The main differences between SQL Azure & database.com are that we are

- Trusted & Proven by over 87,000 customers
- Built for cloud 2 with support for next generation social and mobile apps
- Open for any developer, any language, any platform and any device.

Where can i find more information about database.com?

We will have a web site going live at <http://www.database.com> on December 7.

Pricing & Availability Questions

What is the pricing for database.com?

Free capacity:

100,000 records
50,000 transactions per month
3 authenticated users

Additional capacity:

\$10 / month / 100,000 records
\$10 / month / 150,000 transactions
\$10 / month / user for enterprise services
Identity and Authentication
Row level security

What is a transaction?

A transaction is an API call to the database

What is a user?

Users in database.com can be used by developers to manage identity, handle

authentication and data security rules for the end users of their applications.

By using our authentication model, the following database.com services are available to developers without any additional effort on their part

- identity & user management
- data security access and sharing controls
- automatic authentication
- user profiles and permissions
- enterprise search: search results are filtered by data security rules
- social data model & social APIs

Do I need to use database.com's user model?

No. its up to the developer.

If developers choose to use our identity and authentication system, they can simply pass user IDs through our API and database.com will handle all of the authentication and security filtering logic freeing them from having to code this into their apps. Alternatively, developers can also choose to manually code identity, authentication and data security logic and enterprise search into their applications themselves.

When will it be available?

Database.com is currently available as part of salesforce.com's Sales Cloud, Service Cloud and Force.com offerings.

In 2011 customers will be able to subscribe to database.com as a stand-alone product.

Anyone who would like to get started today can sign up for a free force.com account at free.force.com. This account provides access to both Force.com and database.com services. With this account developers can use database.com APIs to start building apps on any platform with any language and running on any device.

What is the international pricing?

records, transactions and users prices per month:

- 12 AUD
- 10 Euro
- 1,000 JPY
- 8 GBP
- 85 SEK

Questions for Existing Customers

What if I want to use database.com now?

You already have database.com. It is the database that powers your sales cloud, service cloud and force.com apps. You can build new custom apps on 3rd party platforms like iphone, blackberry, amazon or heroku today without buying anything else from us. These apps can communicate with our database using our web services API, our new REST API and can leverage any of the database.com toolkits available on our developer site.

What if I want to build an app that needs database.com authentication and sharing model services?

Your CRM subscription already comes with database.com authentication services. All of your existing CRM and Force.com user licenses can be used with apps you build on 3rd party application development platforms. Calls to our database go through our web services API and you can leverage these user licenses to authenticate individual users and filter data based on sharing rules your configure in the same setup/admin screens you use today.

What if I need more database.com users for an app I'm building on a 3rd party development platform?

When database.com is made generally available as a stand-alone service in 2011, you will be able to purchase additional database.com users at \$10/user/month. These users will only have access to your salesforce.com database through the API (through the apps that you build). These users will not be able to login to your CRM or Force.com apps.

What if my customer wants to buy additional database.com licenses now?

Contact Allyson Fryhoff. Jim Rivera in product management will be conducting an early preview program which will enable us to sell database-only deals in the short term provided that the customer use case is approved by PM.

What if I want to build apps on 3rd party platforms that connect to my existing database but do not use your user authentication services?

Developers can choose from two models of authentication for the apps they build on 3rd party development platforms that connect to our database. They can use our authentication through CRM, Force.com or database.com user licenses or they can build their own authentication and data security logic in their app and run all of their queries to database.com through a single CRM, Force.com or database.com user license

What if I want to purchase more data or file storage for my CRM database?

Existing customers will be able to take advantage of the new reduced database storage pricing when database.com becomes generally available in 2011.

Can I purchase additional database.com databases?

Yes, when database.com is made generally available, you will be able to purchase additional databases using the new database.com pricing.

Can customers purchase additional API calls (transactions) at these price points?

When database.com is made generally available you will be able to purchase more API calls at these price points.

Technical Questions

What functionality is included in database.com?

- **A database**
 - Relational data store
 - Support for many data types
 - Row level security: Security model that provides data access rules down to the row level that are enforced with every API call
 - Triggers and stored procedures
 - Enterprise search services
- **A social data model:** pre-built data structures to support following database records, feeds, rich user profiles, status updates and collaboration groups.
- **Social APIs** to support common social application functionality like assigning followers to database records or populating feeds for database records or users.
- **File storage**
 - Documents
 - Video
 - Images
 - Integration of file storage into relational data structures
- **Identity & Authentication**
 - Identity/profiles
 - Authentication
 - OAuth & SAML support
- **Standards-based APIs**
 - REST
 - SOAP
- **Tools**
 - Database administration console including schema management tools.
 - Developer tool kits (see details below)
- **Automatic Administration**
 - Auto elasticity
 - Auto back ups
 - Auto tuning
 - Auto upgrades
 - Auto replication to remote data centers
 - Auto creation of dev, test and training sandboxes

What's the value of this row-level security capability of database.com?

- Data security rules

- Graphical interface to define data security rules
- Rules can be assigned to users and groups of users (roles)
- Rules can be defined down to the row level (such as user 1 can access inventory data for products A-M and user 2 can access inventory data for products N-Z)
- Rules are enforced automatically by the database for every query freeing developers from having to code data security logic into each application they write against the database.

What developer toolkits can I use with Database.com?

The following developer tool kits will be available from [salesforce.com](https://www.salesforce.com) & third-parties;

- Programming languages: Java, .NET, Ruby and PHP
- Mobile platforms: iPhone, iPad and Android
- Cloud platforms: Google AppEngine, Google Data, Microsoft Azure, Amazon Web services, Facebook and Twitter.
- Other technologies: Microsoft Excel, Adobe Flash/Flex

Is there an upper limit to how much data can be stored in [database.com](https://www.database.com)?

There is no fixed upper limit.

Is there an upper limit to how many users [database.com](https://www.database.com) can support?

There is no fixed upper limit. We have customers with hundreds of thousands of users.

Does [database.com](https://www.database.com) support SQL?

[Database.com](https://www.database.com) is optimized for the cloud and natively supports SOAP and REST APIs.

Developers who want to use ODBC or JDBC connections for standard SQL communication with [database.com](https://www.database.com) can leverage drivers created by third parties in the [database.com](https://www.database.com) ecosystem such as Progress Software.

I thought [salesforce.com](https://www.salesforce.com) ran on Oracle. Are you guys just reselling their database?

No. Oracle is just one of several pieces of underlying infrastructure that we use to run our service. Database.com is a multi-tenant database that we have built from the ground up to support the needs of cloud developers with 100% automatic administration, scalability, performance tuning, back-up and disaster recovery.

How is [database.com](https://www.database.com) different from Key value stores like Amazon Simple DB or Google BigTable?

Key value stores are data stores designed a specific type of data. They're great if you want to power simple web sites, consumer apps and games but they were not designed to support the complex database requirements of enterprise apps.

Database.com is a complete enterprise database supporting all the key capabilities that enterprise developers need to power their apps:

- relational data store
- referential integrity
- full transactional support
- stored procedures and triggers

What about transactions, triggers, etc?

Database.com includes a native trigger and stored procedure language.

Can people port an existing database to database.com?

Yes. Developers can migrate existing databases to database.com by either writing migration scripts using our metadata APIs or through 3rd party migration tools like Informatica Cloud who offers a tool to automatically migrate on-premise database schemas and data to database.com. For more information on Informatica Cloud, see <http://www.informatica.com/cloud>.

What monitoring tools/interfaces are there for people profiling apps?

New monitoring tools for database.com and APIs for 3rd party tools are scheduled to be made available in 2011.

Is salesforce.com now in the “Infrastructure As a Service” business?

No. Salesforce.com does not offer virtual machines in the cloud. Database.com is a pure database-as-a-service with no virtual machines to manage and no software to install, tune or manage.