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: Editor

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

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

Development as a Service

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

force.com™
appexchange

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

Force.com: Main Concepts:UI

Force.com: Main Concepts: Logic

Force.com: Main Concepts:Integration

Force.com: Main Concepts: Database

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

Development as a Service

Create any database for any app, without any software

6,000,000 Customizations
160,000 SQL Statements/Sec

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

Force.com: Main Concepts: Secure

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
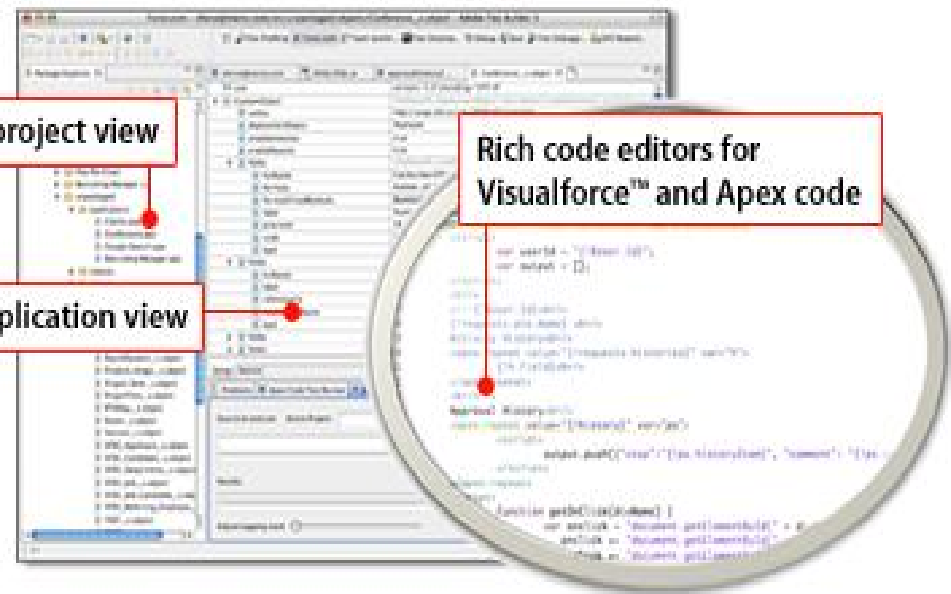- **Global, Trusted, Secure Infrastructure**

Development as a Service

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:

trust.salesforce.com™

Date	Number of Transactions	Avg Speed (seconds)*	APO (AP)	EUO (EMEA)	NAO
10/24/07	119,612,075	0.233	o	o	o
10/23/07	120,809,688	0.224	o	o	o
10/18/07	119,612,075	0.247	o	o	o
10/17/07	120,809,688	0.153	o	o	o
	119,612,075	0.161	o	o	o

Force.com: Main Concepts: Develop

Force.com:Develop: Web-based

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
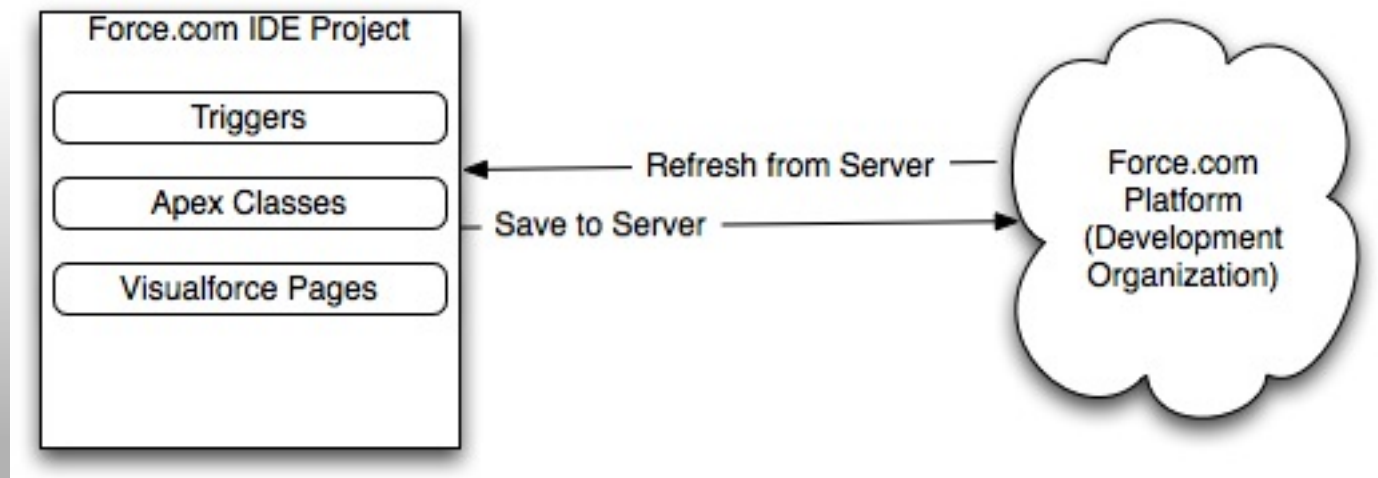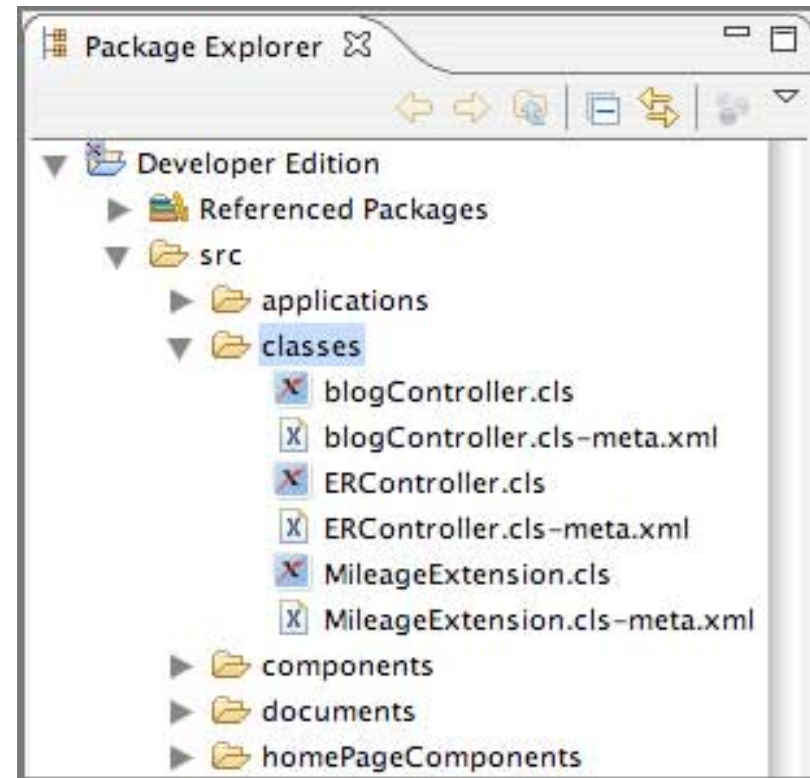
Force.com: Extras/Summary

- AJAX and Flex support

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