

0:00 you have big ideas to streamline your business drive sales through the roof
0:08 but to get there your ideas even business house and business apps have
0:12 always been too expensive especially in times like these
0:16 behind each one is a world of complexity they needed data center with office
0:21 space power cooling bandwidth networks servers and storage a complicated
0:27 software staff and a team of experts install configure and run them any
0:32 development testing staging production and failover environments and when
0:37 there's a problem
0:38 good luck you can call technical support and they don't know
0:41 so they blame someone else hope and when new versions come out would upgrade but
0:46 that might bring the whole system down now
0:49 this is for one out when you multiply these headaches across dozens or
0:52 hundreds of apps
0:54 it's easy to see why the biggest companies with the best IT departments
0:57 aren't getting the apps they need small businesses don't have a chance
1:02 cloud computing is a better way to run your business instead of running your
1:06 appt yourself
1:08 they run on a shared data center you just plug in like a utility just makes
1:12 it fast to get started and it costs less
1:14 it's like gmail compared to microsoft exchange
1:17 with gmail you need servers and storage no do you need a technical team to keep
1:22 it up and running
1:23 no you have to do upgrades know when you use any app that runs the cloud
1:27 you just log in customize it and start using it
1:30 that's the power cloud computing
1:33 this model is so much better it's changing the way we think about software
1:37 not just for consumer house
1:40 it's also being used for business house we call this enterprise cloud computing
1:45 yeah
1:47 businesses are running all kinds of apps in the cloud these days including custom
1:51 build apps
1:52 why because you can be up and running in a few days which is unheard of with
1:56 traditional business software they cost less because you don't need to pay for
1:59 all the people products facilities to run them and it turns out there more
2:04 scalable more secure and more reliable than the vast majority of apps out there
2:09 here's why they're based on an architecture called multi-tenancy with a
2:13 multi-tenant nap
2:15 there is a copy of the app for each business using it it's one app that
2:18 everyone shares but it's flexible enough for everyone a customized for their
2:23 specific needs
2:24 it's like a giant office building where everyone shares the infrastructure and
2:27 services like security at each business can customize their own office space
2:32 this means apps are elastic that can scale up to tens of thousands of users
2:36 are down to only a few upgrades are taken care of for you
2:40 your apps get security and performance enhancements and new features
2:43 automatically
2:44 now the way you pay for cloud apps is also different forget about buying
2:49 services and software
2:50 your browser in the cloud you don't buy anything at all it's all rolled up into
2:54 a predictable monthly subscription so you only pay for what you use
2:57 finally so that's don't eat up your valuable IT resources
3:01 so your CFO will love it and you can focus on projects that really impact the
3:05 business like deploy more apps on computing is a simple idea but it can

3:09 have a huge impact on your bottom line

3:12 for more information go to salesforce.com / file computer