

# The Stormy Seas of 'Social'

## Redefining 'Control'

**Peter Coffee**

VP / Head of Platform Research  
salesforce.com inc.

A light blue, stylized cloud shape containing the Salesforce logo. The logo consists of the word "salesforce" in a lowercase, serif font, with a small "TM" trademark symbol to the upper right of the "e".

salesforce™



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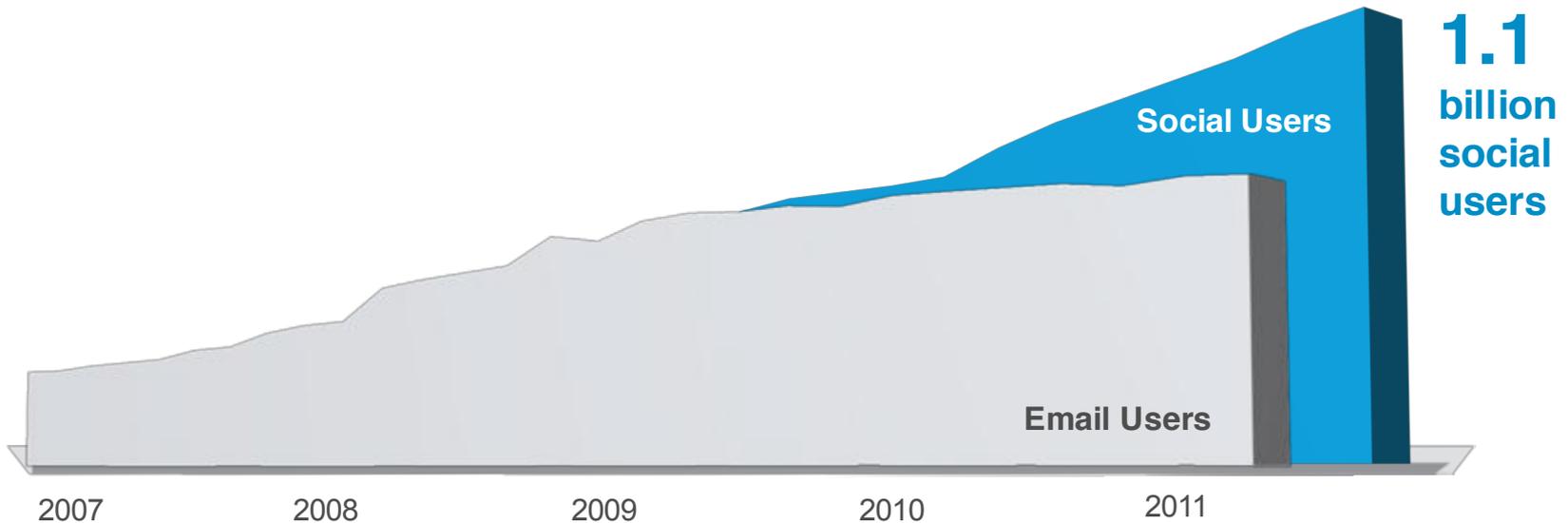
**In Fewer Words:  
Everything That  
You'll See Here  
is Real**

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# Social Revolution: Social Networking Surpasses Email So What?

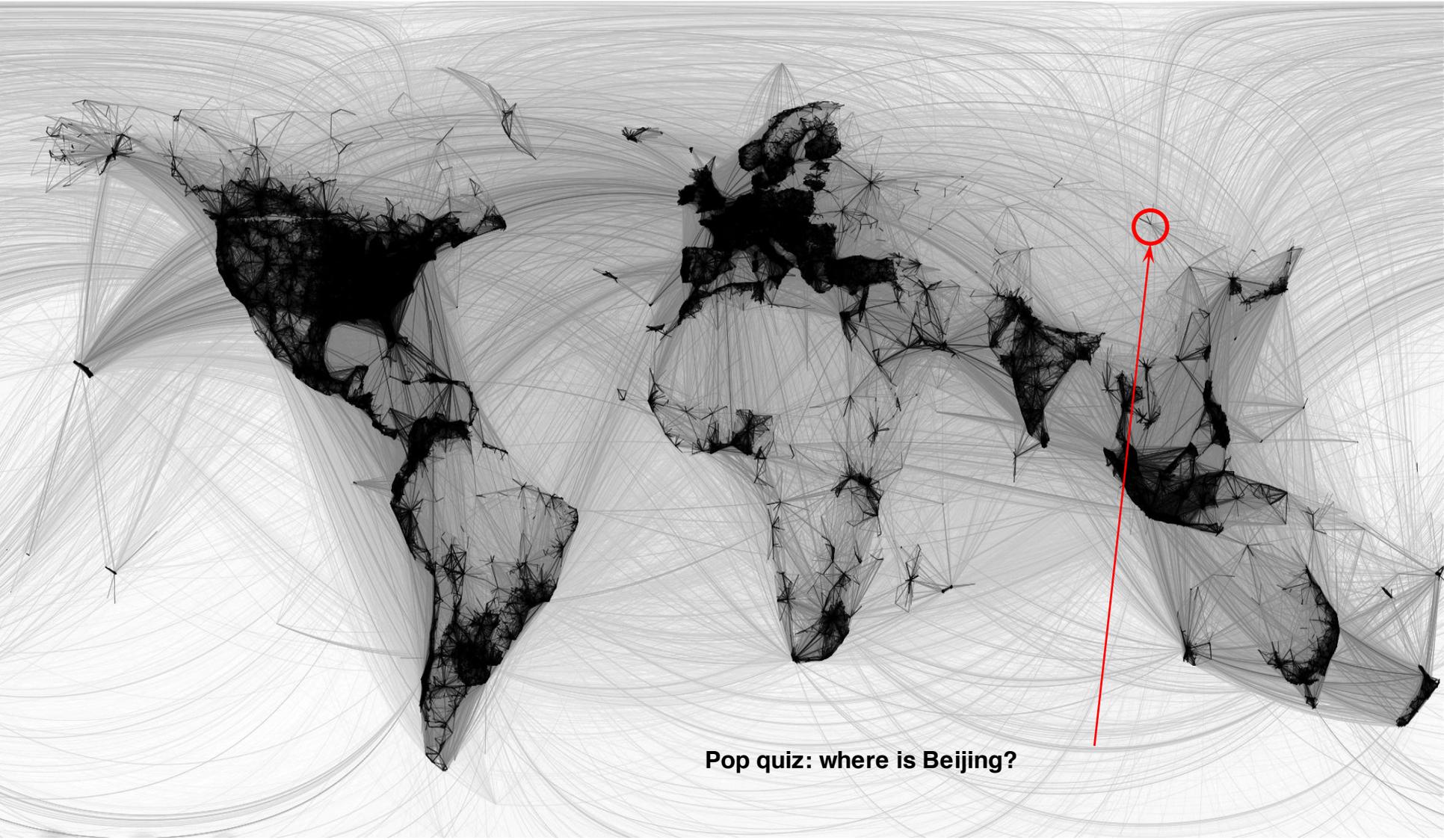


Source: Comscore, June 2011



# Social Networks: More Than Just 'Sum of the People'

(Arcs Represent Number • Distance of Facebook 'Friend' Links)



Pop quiz: where is Beijing?



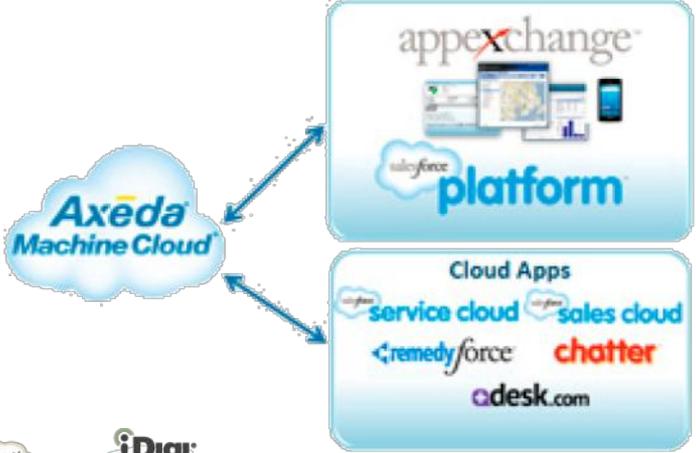
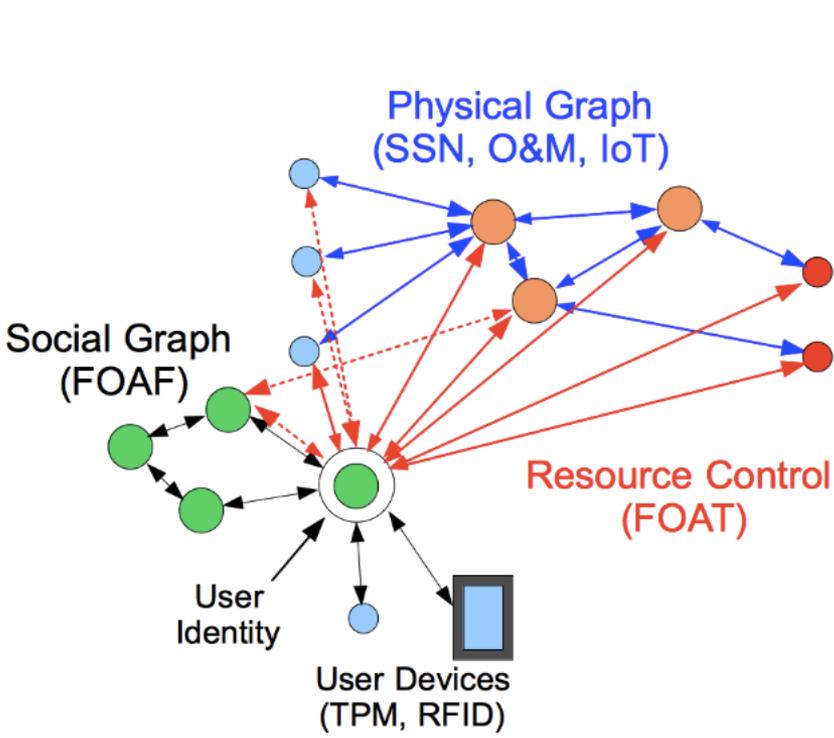
# In a World of Five Billion Smart Phones

- “People making calls or sending text messages originating at the Kericho tower were making **16 times more trips away from the area** than the regional average. What’s more, they were **three times more likely to visit a region** northeast of Lake Victoria that records from the health ministry identified as a malaria hot spot. The tower’s signal radius thus covered a significant waypoint for transmission.”
- “This is the **future of epidemiology**. If we are to eradicate malaria, this is how we will do it.”

– Caroline Buckee



# Connecting at Scale: An Internet of Things is Real



Michael Koster, Open Source Internet of Things  
[www.meetup.com/The-Open-Source-Internet-Of-Things-Silicon-Valley/](http://www.meetup.com/The-Open-Source-Internet-Of-Things-Silicon-Valley/)

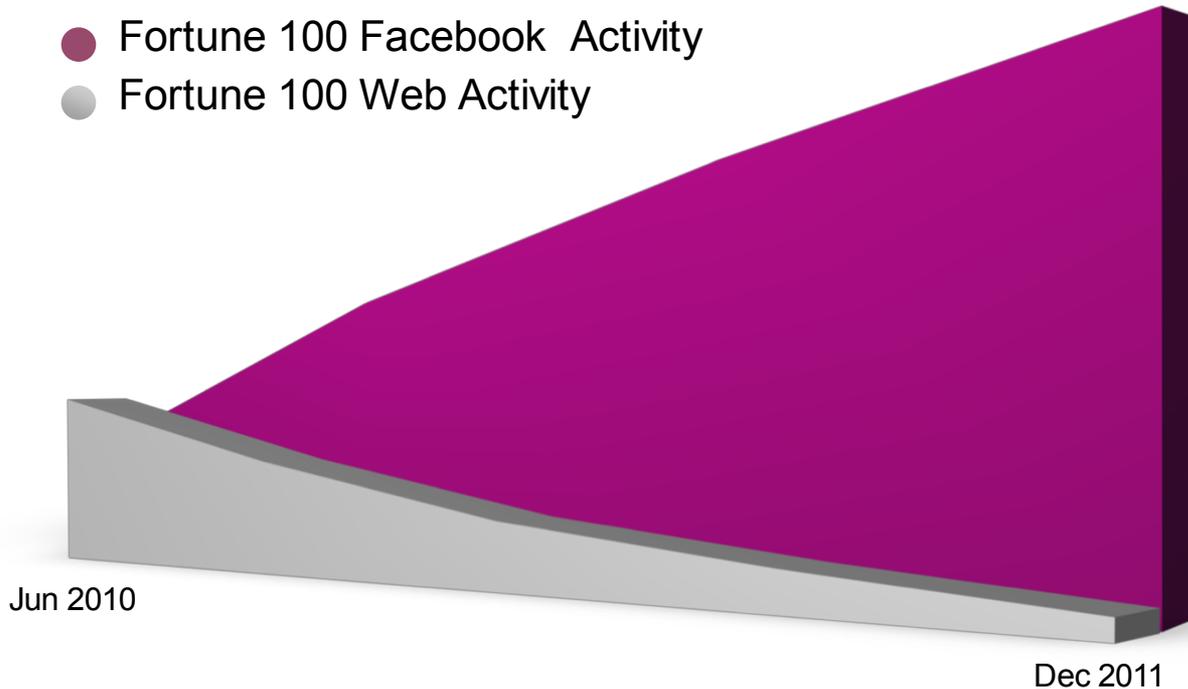


**APIs evolve;  
 ecosystems emerge**



# Your Brand Is No Longer Your Property

- Fortune 100 Facebook Activity
- Fortune 100 Web Activity



123%  
growth in social  
customers



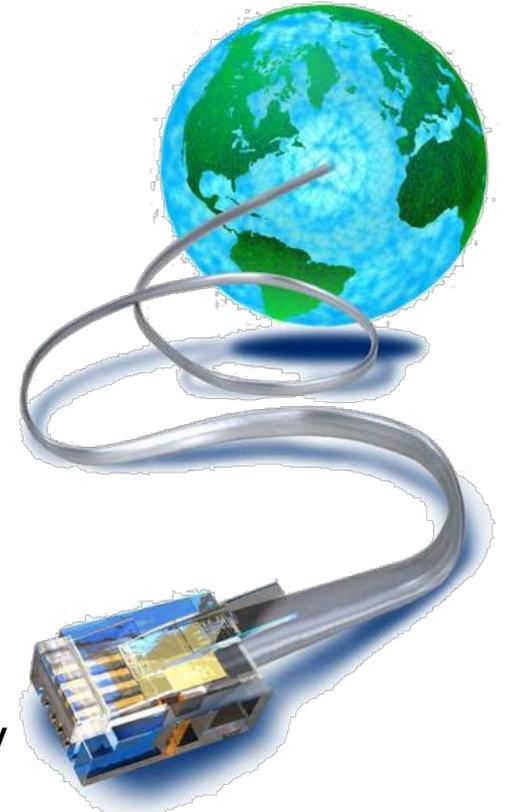
“We analyzed the website traffic of Fortune 100 websites based on ‘unique visits’. The study revealed that 68% of the top 100 companies were experiencing a negative growth in unique visits over the past year... 40% exhibited higher traffic to their Facebook page compared to their website.”

Webtrends, “The Effects of Social Networks on the Mobile Web and Website Traffic”;  
Google Social Media Analysis Study



# The Social Customer Plays by New Rules

- Old Customers:
  - Prospects get content from Marketing
  - Buyers negotiate terms with Sales
  - Customers raise issues with Support
- Social Customers:
  - Prospects seek insights from customers
  - Buyers collaborate on competitor research
  - Customers tell the world when they're not happy
- **Companies need new organizations & processes**
  - **Every employee/contractor/partner is a spokesperson/avatar**
  - Power to address issues must be pushed to edge of organization
  - Collaborative response must be available on demand



# The Social Customer Elevates Issue of Trust

## NSA to cut system administrators by 90 percent to limit data access



By Jonathan Allen  
Thu Aug 8, 2013 8:58pm EDT

(Reuters) - The National Security Agency, hit by disclosures of classified data by former contractor Edward Snowden, said Thursday it intends to eliminate about 90 percent of its system administrators to reduce the number of people with access to secret information.

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### Related News

[Putin will not 'cave' to Obama pressure: Snowden's father](#)  
Wed, Aug 7 2013

[Obama cancels meeting with Russia's Putin over Snowden decision](#)  
Wed, Aug 7 2013

[Manning's WikiLeaks breach triggered costly U.S. Army scramble: witness](#)

If you think people are touchy about their money, wait 'til you know where they were parked...and who else was in the car...with what kind of music playing on the radio.

It's essential to reduce complexity and to narrow the scope of privileges – rather than compounding complexity and enabling more superusers.



# Connected Planets Challenge IT Governance

- “Boiler rooms in Berlin or Bucharest, a pump-and-dump scheme out of Parma or the Dordogne...are U.S. concerns”  
– Paul Atkins, SEC Commissioner



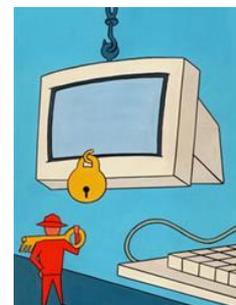
- Data-handling laws proliferate

- Notification of Risk to Personal Data Act
- Personal Data Privacy and Security Act
- Data Accountability and Trust Act
- Social Security Number Protection Act
- Prevention of Fraudulent Access to Phone Records Act



- Technology trends oppose the goals of governance

- Processing: enemy of encryption
- Connectivity: attacker opportunities and tools
- Storage: ever-growing risk of larger losses



# Yes, It's OK to Use 'The Cloud' for That

## General Government



## Economic Development



## Transportation



## Science & Environment



## Health & Human Services



## Defense & Public Safety



## Political Campaigns & Advocacy



## Culture & Education



# Cloud Concerns Substantially Addressed

- **Security:** American Bankers Association blog says an enterprise should “verify that any outsourcing partner meets its standards. However, once verified, **a cloud partner can actually provide greater security.**”
- **Capacity / Availability:**
  - Overall service delivery routinely exceeds 1 billion transactions/day
  - Availability routinely > four 9s, converging on 24 × 365 operations
- **Compliance:** United States’ National Institute of Standards and Technology says cloud-resident data “can be **more available, faster to restore, and more reliable**... [and] less of a risk than having data dispersed on portable computers or removable media.”



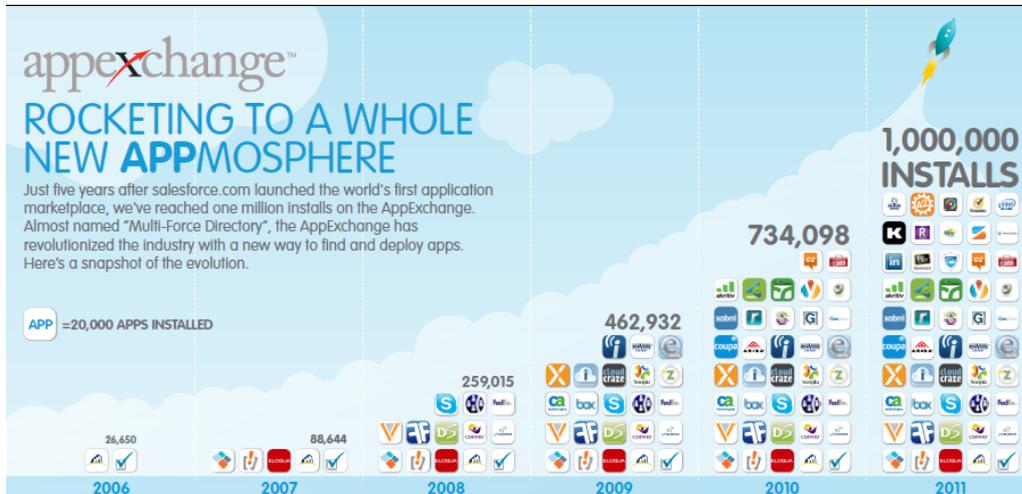
# When the Platform is a Service: Apps Assurance



- Automated code scan
  - Manual code review and black box testing
  - Client side components (Flash, JavaScript)
  - Integrations and web services
- Automated testing and manual black box testing
  - Client side components (Flash, JavaScript)
  - Integrations and web services
  - Architecture review and web server testing
- Manual hands on testing of the application
  - Integrations and web services
  - Architecture review and web server testing



iOS + Android:  
100 billion downloads



- > 1,800 apps
- > 1,100 partners
- > 1.9 M installations
- ~70% of Fortune 1000 using at least one



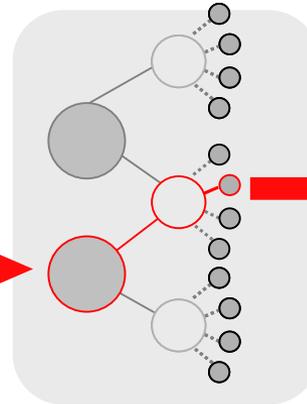
# When Platforms Are Born In the Cloud... ...Assets Can Be Shared *and* Secure

Login...

Authenticate...

Apply Data  
Security Rules...

View Filtered Content



- Password security policies
- Rich Sharing Rules
- User Profiles
- SSO/2-factor solutions

## Password Policies

Set the password restrictions and login lockout policies for all users.

### Password Policies

User passwords expire in	60 days
Enforce password history	3 passwords remembered
Minimum password length	8 characters
Password complexity requirement	Must mix alpha and numeric
Password question requirement	Cannot contain password
Maximum invalid login attempts	5
Lockout effective period	30 minutes

Save Cancel



# Granular Privilege Assignment + Expanding Ecosystem of Management Tools

## Standard Object Permissions

Before assigning this profile to your mobile users, check the online help for the permissions required to access Salesforce remotely using clients such as Force.com Connect Offline.

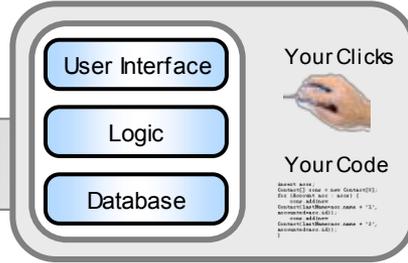
	Read	Create	Edit	Delete		Read	Create	Edit	Delete
Accounts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Documents	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Leads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaigns	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cases	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Price Books	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contacts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Products	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contracts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Solutions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Custom Object Permissions

	Read	Create	Edit	Delete		Read	Create	Edit	Delete
Connections	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Pledges	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Households	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Recurring Donations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# Click to Connect



**Selectively exposed** data, logic and customizations

**Coherent Code Base and**

**Add or Remove Subscribed Objects**

Storage Resellers objects	...	maps to your objects
Claim		Fund Claim
Fund		Fund Request
Lead		Lead
Opportunity		Opportunity

# Compliance Mandates Map to Cloud Capabilities

## ■ Visibility and Assessment

- Public Company Accounting Reform and Investor Protection Act (“Sarbanes-Oxley”) §404 requires “internal control report” re: establishment and evaluation of internal controls, combined with §302 requirement to certify “appropriateness”
- True PaaS architecture makes all applications subject to a single, visible trust model; enables and facilitates automated workflows; and enables precise auditability of actions taken by specific parties at specific times

## ■ Privacy Assurance and Control

- Financial Services Modernization Act (“Gramm-Leach-Bliley”) Title V requires periodic customer engagement and “opt-out” provision
- Metadata-based field-level sharing enables excellent visibility and assured revocation of data-sharing arrangements

## ■ Modern and Rigorous Encryption

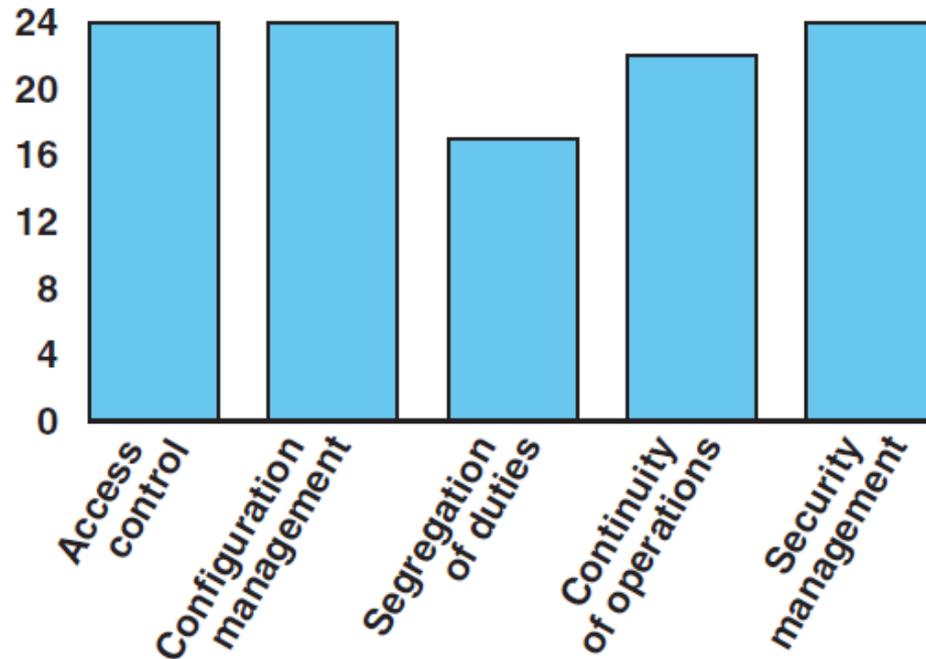
- California Security Breach Information Act (“SB-1386”) mandates disclosure of suspected breach of unencrypted data
- Both internal and boundary encryption can readily be applied to PaaS



# “Access Control” Trumps “Data Location”

## Information Security Weaknesses at Major Federal Agencies for Fiscal Year 2010

Number of agencies



Information security weakness category

Source: GAO analysis of agency, inspectors general, and GAO reports.

"There are five common factors that lead to the compromise of database information":

- ignorance
- poor password management
- rampant account sharing
- unfettered access to data
- excessive portability of data

DarkReading.com, October 2009

# Data Governance Norms are Global

“While the [USA] Patriot Act continues to be invoked as a kind of shorthand to express the belief that the United States government has greater powers of access to personal data in the Cloud than governments elsewhere, and that ‘local clouds’ are the solution, a recent study we conducted of the laws of Australia, Canada, Denmark, France, Germany, Ireland, Japan, Spain, United Kingdom—and the United States—shows that it is simply incorrect to assume that the United States government's access to data in the Cloud is greater than that of the other advanced economies.

“Law enforcement and national security officials have broad access to data stored locally with Cloud service providers in the countries we investigated. Our research found that that it is not possible to isolate data in the Cloud from governmental access based on the physical location of the Cloud service provider or its facilities, and that Governments' ability to access data in the Cloud extends across borders.” - <http://www.hoganlovells.com>



# Trusted Advisors Recommend the Cloud

**NIST**

National Institute of  
Standards and Technology  
U.S. Department of Commerce

Special Publication 800-144

*Potential benefits from  
transitioning to a public  
cloud computing  
environment:*

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## **Guidelines on Security and Privacy in Public Cloud Computing**

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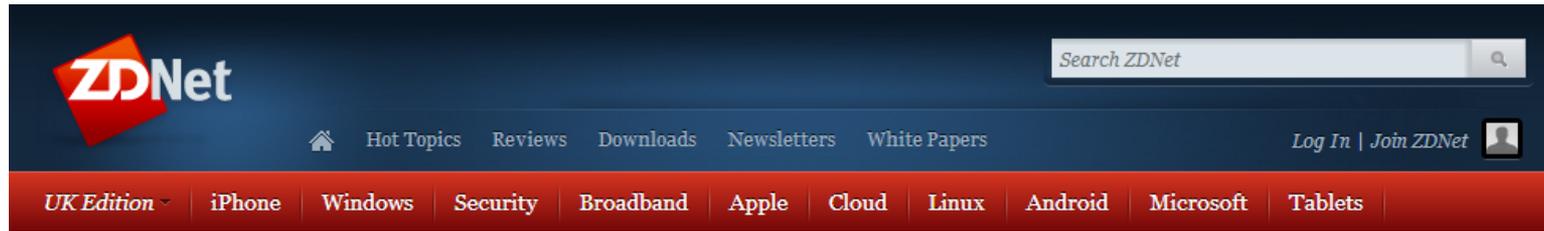
Computer Security Division  
Information Technology Laboratory  
National Institute of Standards and Technology  
Gaithersburg, MD 20899-8930

December 2011

- *Staff Specialization*
- *Platform Strength*
- *Resource Availability*
- *Backup and Recovery*
- *Mobile Endpoints*
- *Data Concentration*



# Cloud Efficiency Addresses Zero-Day Challenges



Topic: Emerging Tech

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## Multi-tenancy: why you should care

**Summary:** SaaS buyers shouldn't settle for the limited horizons of single-tenant architecture. Multi-tenancy is the ideal architecture to make the most of the cloud environment and to keep pace with the collective demands of its tenants.



By Phil Wainwright for Software as Services | September 15, 2011

[Follow @philww](#)

Dennis Howlett has [summarized the story so far](#) in a debate I moderated (with Josh Greenbaum, Bob Warfield and assorted other Enterprise Architects) last time I've [debated multi-tenancy](#)). But everyone still seems to think that multi-tenancy, the one factor that makes it an essential prerequisite for cloud computing, is self-evident. When something changes the landscape so dramatically...

Maybe people miss it because it's so obvious, or perhaps it's just not self-evident. When something changes the landscape so dramatically...



**UberMobile**  
Eric Lai

- [Parents Need Mobile Device Management, Too](#)
- [Why Text Messaging Still Thrives Despite...](#)

“When hundreds or even thousands of other businesses are using exactly the same operational infrastructure, all of them...benefit from the hardening of the infrastructure after any of them come in contact with a newly detected threat.”



# Assets Secured In Depth – All the Time



John R. Rymer's  
Blog

For Application Development  
& Delivery Professionals

[Forrester Blogs](#) » [Information Technology](#) » [Application Development & Delivery Professionals](#) » [John R. Rymer](#)

## Understanding Cloud's Multitenancy

Posted by John R. Rymer on March 20, 2012

 Recommendation  Print  Email  0 Comments

Forrester's [James Staten](#) and I collaborated on this research.

True cloud services all use some mode of multitenancy – (tenants) to share the same applications and/or compute architectures that cloud services achieve high cost efficiency. Architectures must balance these cost benefits with the security of data and applications. Forrester finds that few application developers understand how multitenant architectures balance sharing with security. This research clarifies the picture and guides good decisions.

Despite resource sharing, multitenancy will often improve security. Most current enterprise security models are perimeter-based, making you vulnerable to inside attacks. Multitenant services secure all assets at all times, since those within the main perimeter are all different clients...

Multitenancy is here to stay. Our research and analysis indicates that multitenancy is not a less secure model — quite the opposite!



# Savvy Attackers Aim at Softer Targets

“I’ve been looking for it, but I can’t find any real evidence that the cloud is more risky than hosting everything completely internal,” said Wade Baker, managing principal of Verizon’s RISK group, which investigates breaches. Verizon owns cloud provider Terremark. “I’ve studied a lot of breaches; we get a lot of information from a lot of different organizations, and it doesn’t seem to be there.”

Most hacking attacks against corporations are still aimed at internal computer systems, he said. **Eighty percent of the breaches Verizon investigated in 2012 involved internally hosted data. The remainder involved externally hosted data -- but those breaches began inside companies’ networks** and spread to the third-party hosting services, not the other way around, Baker said.

- [www.bloomberg.com/news/2013-03-26/security-fears-give-way-to-economics-as-cloud-computing-grows.html](http://www.bloomberg.com/news/2013-03-26/security-fears-give-way-to-economics-as-cloud-computing-grows.html)



# Trust is Earned by Transparency

Service Performance History								
Updated 6/18/2010 9:01 am PDT		System Status						
Instance	Current Status	06/18/10	06/17/10	06/16/10	06/15/10	06/14/10	06/13/10	06/12/10
AP0 (Japan)	✓	✓						✓
AP1 (APAC)	✓	✓						✓
EU0 (EMEA)	✓	✓						✓
NA0 (SSL)	✓	✓						✓
NA1	✓	✓						✓
NA2	✓	✓						✓
NA3	✓	✓						✓
NA4	✓	✓						✓
NA5	✓	✓						✓
NA6	✓	✓						✓
NA7	✓	✓						✓
CS0 (TAPP0)	✓	✓	✓	✓	✓	✓	✓	✓
CS1	✓	✓	✓	✓	✓	✓	✓	✓
CS2	✓	✓	✓	✓	✓	✓	✓	✓
CS3	✓	✓	✓	✓	✓	✓	✓	✓
CS4	✓	✓	✓	✓	✓	✓	✓	✓
CS5	✓	✓	✓	✓	✓	✓	✓	✓
<b>Number of Transactions</b>		102,562,215	300,532,527	298,301,251	305,288,364	299,187,637	103,482,159	93,154,869
<b>Avg. Speed (seconds)</b>		0.286	0.284	0.292	0.278	0.290	0.224	0.266

**Incident Report**

**Root cause:** On 6/14/10 from 0945 UTC to 1015 UTC, customers accessing Salesforce.com from Europe may have experienced an inability to access our services. The incident was caused by an accessibility issue with our Domain Name Service (DNS) external to Salesforce.com in Europe. This event impacted all Salesforce.com services for customers relying on DNS resolution for Salesforce.com services at the time of incident. All Salesforce.com services were operational for the duration of this incident. The problem was isolated by our DNS provider and accessibility to DNS was fully resolved by 1015 UTC. We apologize for any inconvenience this may have caused you.

Service Performance History is updated four times daily. Today's date may reflect partial day's data. Salesforce.com service transaction speed. Your on-site page load times may vary based on your bandwidth and network latency.

In the Service Performance History matrix, each indicator will be blue with a white "i" for issues that last longer than 10 minutes, and red for disruptions that last longer than 30 minutes. For incidents of less than 10 minutes, please click on the i for more information.

Scheduled Maintenance Notification		
NA0 (SSL)	June 19, 7:00 pm PDT - June 19, 11:00 pm PDT	The NA0 instance will have maintenance performed at this time. The instance will be unavailable for the duration of the maintenance.



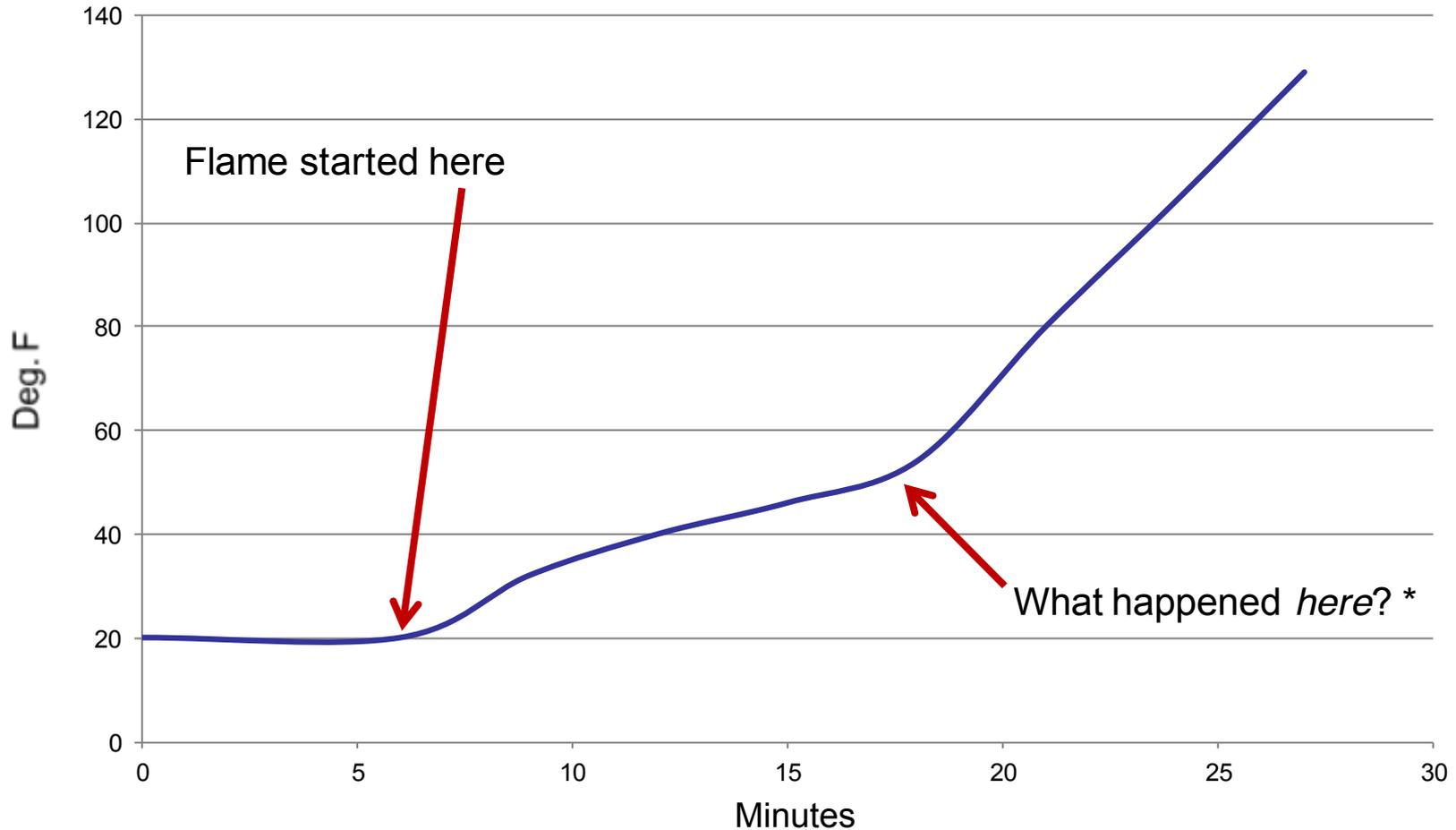
# Trust is Essential Enabler for Cloud Adoption

- Robust infrastructure security
- Rigorous operational security
- Granular customer controls
  - Role-based privilege sets
  - Convenient access control & audit
- “Sum of all fears” superset protection
  - Multi-tenancy reduces opportunities for error
  - The most demanding customer sets the bar
  - FISMA: FIPS 199 LOW and MODERATE
  - PCI DSS Compliance Level 1
  - Comprehensive and continuing audit and certification



If It's Such A Good Idea...

# ...Why Isn't Everyone Doing It?



\* In a pot of water mixed with ice, this is where the last ice melted

# The Last Bits of Ice in the Cloud

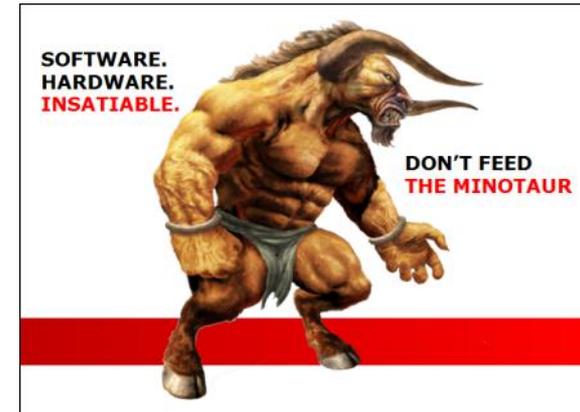
## They'd Rather Ride a Unicorn

- You'll be told that CIOs "prefer a private cloud"
- If it's not really a choice, a **'preference'** is a fantasy
  - The cloud is connection, not isolation
  - The cloud is agility, not stagnation



## They're Used to Feeding Their Minotaur

- Social, mobile and open IT are competitive mandates
- The skills required to do it are scarce
- Talent **mustn't** be wasted supporting non-differentiating IT



## They Don't Realize They're Antisocial

- Social tools aren't merely recreational
- **Events** should call for attention
- **Content** should accompany conversations
- Workplace tools shouldn't constrain contributions



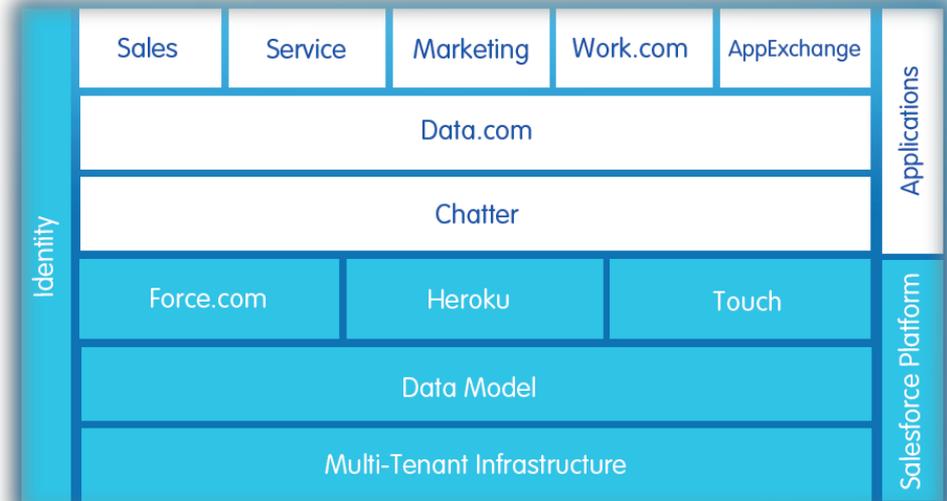
# Redefining 'Control'

You Don't Get to Decide Who Can Talk  
**You *Can* Know Who Said What, When**

You Don't Get to Decide Who Can Know Things  
**You *Can* Know What People Did With Your Trust**

You Don't Get to Hide from Attacks  
**You *Can* Afford World-Class Talent On Your Side**

# Thank You



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