



Forcify your organization: Cost-effective application development with Force.com

Forcify: to rapidly and cost-effectively build applications to solve everyday business challenges using the Force.com platform.

Summary

Every business unit in every organization has the need for applications that:

- are not being built, because IT does not have the time or resources, or because the business unit doesn't have enough budget to hire traditional consultants;
- are being built, but with inappropriate tools like Excel, Access and Notes, resulting in kludgy, inadequate solutions.

Force.com is a transformative technology that can address these needs. This paper describes how to best leverage Force.com in your organization.

What is Force.com?

Force.com is a Cloud-based platform that provides an integrated, comprehensive set of functionality for rapidly building business applications in a highly cost-effective manner. Force.com is the platform that underlies Salesforce.com.

Building a Forcified application

With Force.com:

- The majority of the application is built through configuration rather than code, resulting in a 5-10 time improvement in speed versus traditional application development, thereby significantly reducing the cost of development.
- No time or money is spent on infrastructure (hardware, software, networking), operational (backup, disaster recovery, etc.) or maintenance (scalability, performance, software patches, etc.) considerations.



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- There is no need, for most applications, to involve IT specialists like DBAs and technical architects, and programmers only get involved if there is specific code that needs to be developed to address functionality not available using the Force.com configuration tools. This also results in significant cost savings.

Using a situational mindset

The key to dramatically reducing costs by using Force.com is to build applications with a “situational” mindset, where applications are:

Incremental. Functionality is built and delivered incrementally and only when needed in order to get meaningful benefit as quickly as possible and to ensure that no time is spent unnecessarily. Force.com lends itself very well to this approach by making it easy to add functionality to a live system at any time.

Minimalistic. There is no point in wasting resources and energy trying to make something look beautiful if it’s not going to be around for very long, is going to change all the time, or is needed right now. For most purposes, the default Force.com user interface will suffice, dramatically reducing the amount of time needed to build and maintain screens.

Simplified. There is no attempt to try anticipate the needs of “any” user and anticipate every contingency - applications are aimed at a very specific target audience, and assumptions are made to ensure the applications are kept as simple as possible. Force.com is well suited to this approach, because common functionality is built into the platform, so the developer can focus clearly on the very specific needs of users.

Personal. No attempt is made to make the system customizable for different types of users – the application is built specifically for each type of user and communicates that “this was built for you.” Force.com facilitates this approach by providing a significant amount of customizable functionality out-the-box, like reporting and the ability for users to create their own data views.

Changeable. In traditional applications, change is the enemy - requirements are frozen in time, and are only changed with great reluctance, because change creates a cascading affect across the various roles involved in the process (QA, documentation, etc.). Situational solutions are recognized from the start to be temporary and are treated as such. Force.com makes this feasible by eliminating the need for large teams of specialists that need to be involved with every change made to the system.

Under prescribed. There is no attempt to think of all the possible exceptions and variations that might occur and cater for them when the system is written. “Elbow room” is left for local interpretations and



innovations. Force.com makes it easy for departments to adapt applications to their own specific needs without impact anyone else.

Why use Force.com?

No upfront costs. You pay as you go. This is a huge benefit for projects or processes that start off small but need the ability to scale quickly.

No incremental costs. Once a user has a Force.com license, they can run as many applications as they want and use the system as much as they want. The monthly user fee does not change.

Shorter time to go live. The Force.com infrastructure is already up and running, with all the services necessary to go live already in place. There is no need to even think about baseline functions like security and scalability.

Reduced ongoing overhead. Support and maintenance costs are much lower because staff and resources are not tied up keeping basic infrastructure in place and running. Upgrades are transparent and require no effort.

Enhanced functionality at no extra cost. Force.com keeps you up-to-date with the latest technology evolutions, like getting your application to run on an iPhone with no expenditure of effort on your part.

Scale without effort. Force.com's infrastructure already supports thousands of other customers (and millions of other users), so it will sustain whatever you throw at it.

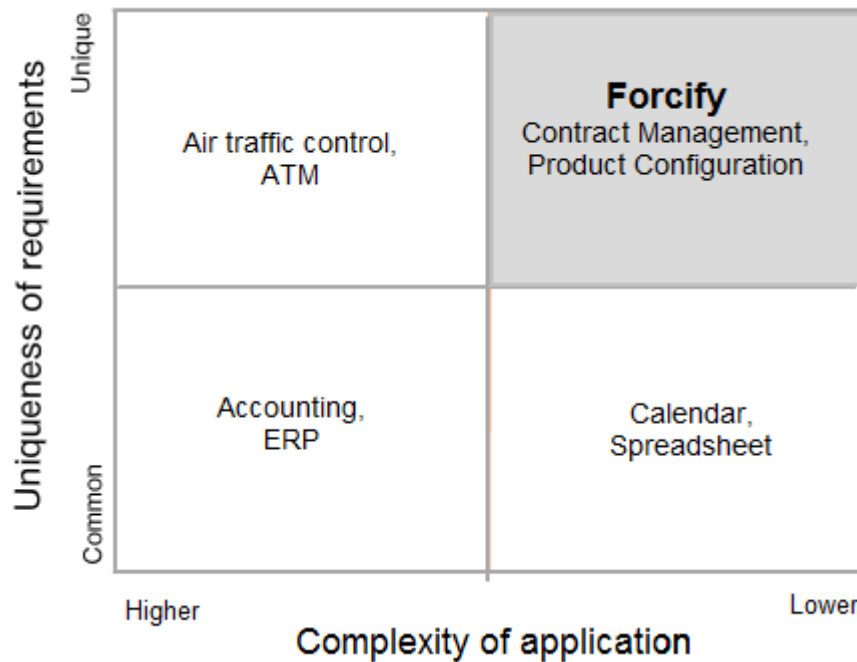
Good candidates for Forcification

The closer the characteristics of an application match the capability of the platform, the faster an application can be built. Characteristics include:

- The collection, maintenance and presentation of data is a primary function of the application.
- A relatively small percentage, if any, of the application requires a unique user interface ie where the default interface is not feasible.
- The application does not require very high transaction volumes eg a financial trading system or an air traffic control system.



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Where to find Forcification candidates in your organization: A self-assessment

Forcification is likely to be a good solution for your organization where:

DATA PROBLEMS

1. A spreadsheet is being used as:
 - part of a business process
 - a data collection and data sharing mechanism
 - a data consolidation method.
2. Multiple versions of the same data are stored in different places.
3. The same data is keyed multiple times into multiple systems.
4. Paperwork is used where data entry could be more effective.
5. The source of information does not enter information themselves (e.g. customers do not enter their own orders).
6. Data entry is difficult: screens are confusing; screens contain fields that aren't needed by the person doing the data entry; screens contain fields that are in the wrong sequence for easy entry; the application forces the user to move back and forth unnecessarily among multiple screens.



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7. Data has to be checked again after entry to ensure correctness.
8. Data is unreliable.
9. Data needs to be collected from multiple sources and then consolidated into a single system.

COMMUNICATION PROBLEMS

10. Things fall through the cracks because there is no automated notification of missed deadlines.
11. Problems are not reported in a timely and/or actionable manner.
12. Unnecessary communication takes place, like asking others for status updates.
13. There is a lag in the time it takes workers to receive the information they need to do their job.
14. Games of email tag consume time and delay action.
15. It is difficult to know who may have the information needed to solve a problem
16. There is difficulty knowing who is responsible for what and when.
17. Miscommunication with customers could be reduced by increasing their visibility into processes.

PRODUCTIVITY ENHANCEMENTS

18. Users need to manually “keep an eye” on volatile data, like currency exchange rates, or things like machine availability, today’s sales, or inventory levels.
19. Users need to go to multiple systems to access data required to perform a single function. Time is wasted having to searching for information.
20. Users need to wade through irrelevant screens and data to do their job.
21. Applications don’t work together, requiring unnecessary time to be spent by employees acting as the glue between systems.
22. A single task needs to be done but requires information from more than one system, causing the user to take the time to compose the information they need to complete the task.
23. Repetitive tasks are done “off to the side” that require an inordinate amount of time to accomplish eg. creating a new user account, resetting a password, changing an address, approving a purchase requisition, etc

CUSTOMIZATION OPPORTUNITIES

24. Systems are not used effectively and/or extensively because they are not customized to the exact needs of the user.
25. Extra work is required for a worker to offer the best solution to customers, reducing the chances that it will happen.
26. Customer experience is generic rather than specific to their needs.



INNOVATION OPPORTUNITIES

27. Innovation is stifled because users are not sufficiently empowered to author their own solutions.
28. It is difficult to quickly assemble new applications and bring them to market to respond to changing conditions.
29. It is difficult to try out new business models because of the cost to build supporting information systems.

WORKFLOW IMPROVEMENTS

30. There are manual process that could be automated.
31. Coordination amongst employees is difficult.
32. Experts need to be involved where an application could suffice eg where salespeople have to get the engineering department involved to complete a customer quote.
33. Tiresome and repetitive tasks consume employees' time and energy.
34. Games of email tag consumes time and delays action.

SELF-SERVICE IMPLEMENTATION

35. Costs could be reduced and service improved by allowing customers, vendors and employees to serve themselves (eg FedEx allows customers to track packages from their Web sites, with no human intervention required)
36. Clients need to involve employees to do things they could do themselves, like check the status of their orders, the progress of their project, the status of insurance claims.
37. Clients need to involve employees to get answers they should be able to get from a system E.g. find nearby clinics by specialty and distance.

NEW/IMPROVED SERVICE OFFERINGS

38. Disparate information can be brought together in unique ways eg automatically displaying a Google map for a location.
39. Work needs to be segmented into discrete tasks so that they can be subcontracted to independent contractors and then re-aggregated when complete. Eg reading x-rays are handed off to external contractors who must have access to certain data, and return other data upon completion of their discrete task.



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- 40. Assets need to be fractionalized so they can be sold in different ways. Eg offering fractional time on a jet, or renting out parts of factories, etc. to raise utilization rates.
- 41. New pricing models need to be tracked and adjusted frequently.
- 42. More tailored solutions need to be provided to customers.

INCREASED CUSTOMER LOYALTY

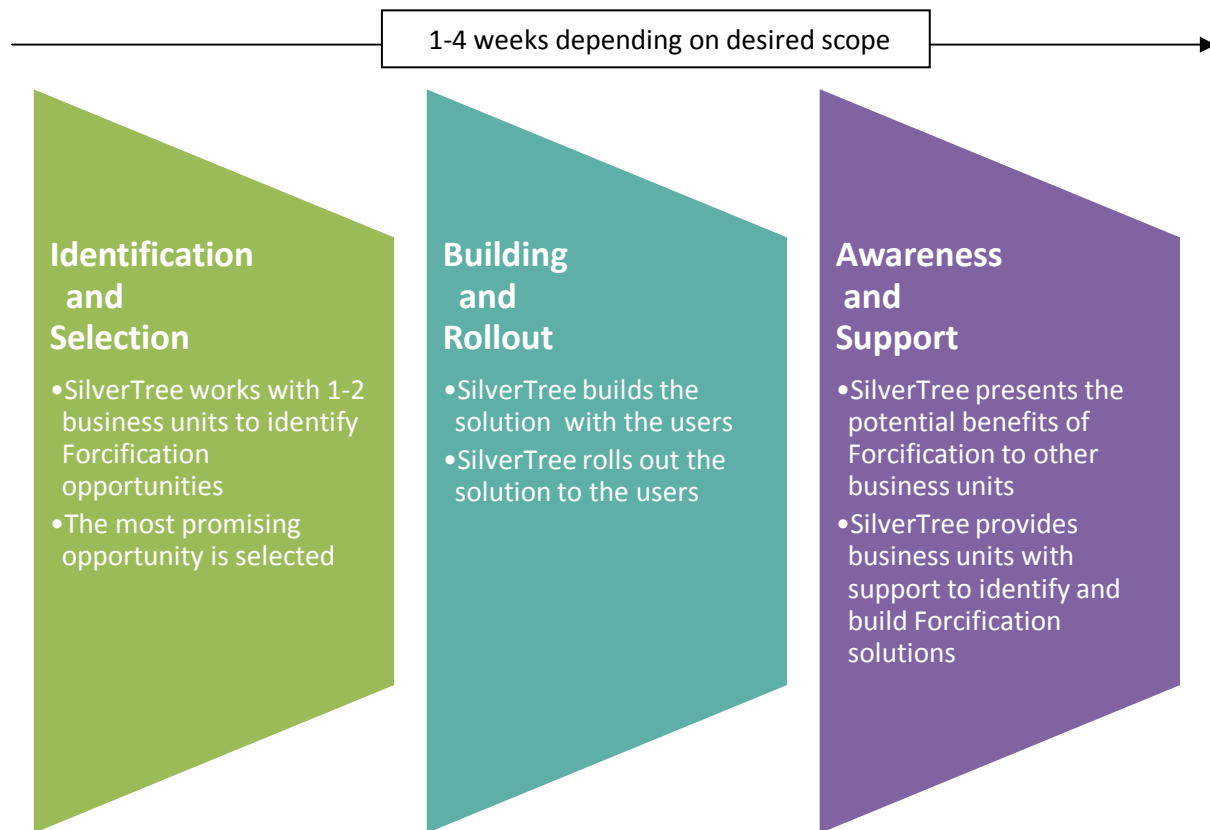
- 43. Opportunities to increase customer loyalty are being missed. Eg sending out thank-you notes automatically, or letters asking how things are working out with products purchased, or evaluating the service received.
- 44. There is no easy way for customers to say what they want. eg there is no application to collect, categorize and rank customer ideas.



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How to get started

SilverTree Systems offers a Forcification Startup Program designed to get the Forcification process rolling in your organization. It includes:



Conclusion

Significant improvements in efficiency, effectiveness and innovation are made affordable and practical with Force.com. SilverTree Systems can help you take advantage of this powerful platform.

Contact Jonathan Sapir at SilverTree Systems, Inc. for information on how to get started.

Call (312) 283-4491 or email jon@silvertreesystems.com.